



shineTM

pop-up classes and parties for kids





What is SHINE?

Shine is a one-stop-shop for urban kids and modern families. We take children's enrichment classes and birthday parties out of the classroom and make them mobile. Translation: creativity, exploration, and fun come to you (so every child can Shine their light).

Our Philosophy

Shine is for families of all make-ups to learn, play, and party. Our goal is simple: to unlock individuality and potential through exploration, creativity, and acceptance. Based in traditional teaching philosophies, but with a modern understanding of today's urban child, we believe in inspiring both children and families through experience and community. Within every child is a light. It is our job to help them Shine.



Who is SHINE?

Aaron Goldschmidt is one of New York City's most known and beloved childhood educators. He spent 6.5 years as the head teacher at The Educational Alliance's Parenting and Family Center of the 14th Street/Sol Goldman Y in Manhattan's East Village, where he developed and taught classes for children ages 1-5 and their families, as well as helped to run the department. Most notable was his popular 2x2 program, a year-long bridge class for 2 year olds, the success of which helped to solidify his reputation. Since then, Aaron has consulted and taught for a variety of businesses including the JCC of Manhattan and Citibabes, where he held the position of creative director and head teacher. Among other responsibilities, he created, implemented and ran CitiSchool, a renowned preschool program. His energy and passion, combined with his arts-based curriculum, have inspired both children and adults for years creating an outstanding reputation and large client following. Aaron's commitment to early childhood education culminates in Shine's philosophy of exploration, creativity, and acceptance. He has been featured on



CBS New York, W42st, Metro, 100 Layer Cake-let, Mommy Nearest, Baby Meets City, Tastefully Childish, and Savvysource. He is also a contributing member to the lifestyle blog, A Wild Dove. [Press Page]





MY HELL'S KITCHEN

DOWN WITH THE KIDS

Aaron Goldschmidt comes out to play
Photograph Ilona Lieberman

How long have you lived in Hell's Kitchen?
I've lived on W42nd St since December of 2010. I moved into River Place when it was the only building on the block and have been here ever since. The view from my living room was the police house, a parking lot next door and a gas station across the street. Things have very different now - it's all glass and steel. But there's something very comforting (and now even iconic) about my big brick building on the river.

What brought you here?
I knew I wanted to live in NYC since I came with my family in 1986. It was all the people, the noise, the action, the lights. I've been in Manhattan since 1992 when I came to study at NYU's Tisch School of the Arts.

What has your experience been?
Watching this neighborhood develop has been incredible. I've always moved into fringe neighborhoods and have been witness to their progress. My first apartment was on Avenue C in 1993. It looked very different then it does now. And so did NY in 2010, especially my little area so far west. It's been fun to grow and age with a neighborhood. HK has become one of the significant relationships in my life. We fight sometimes, but the love is real.

How has it changed since you came here?
The city is so unchanging and that's exciting to me. It's impossible to continue the future if we're holding too tightly on to the past. However, as with all growing neighborhoods on this expensive island, we have to fight to keep out those and not lose all our small businesses and diversity. I make sure to shop in as many local shops as I can. I don't want Times Square to expand and turn the neighborhood into one big mall.

What do you eat at the area?
Well, I love to eat and there's no shortage of good food in HK. Honestly call me and I can give you a very long list. Giffman Street Market has been an incredible addition to the neighborhood. I like to walk over, sit at a counter and eat pretty much anything there. Indie French is an open eat in the winter for delivery of their amazing soups and pastas. I also love a nice sit-down, cheese, and small plates on Castella and Ardina are two places where you can find me overindulging. And my go-to hangover cure is a bowl of Cantonese noodle soup with roast pork from Bao.

What bars or cafes do you recommend?
My friends and I love sitting at a restaurant bar and drinking a nice wine or martini. Some of our favorites are Chez Josephine, Marcelline, and HALE. I also love meeting at DBL for the cheap drinks and throwback vibe. And although it's not a bar or cafe, Exuma is the perfect place to grab a late-midnight gift or food parcel.

What's your favorite place locally?
The International Grocers is by far my favorite place in HK. It's like going on vacation to the Mediterranean. I also love Expendables for meats, Sea Breeze for fish, Providence Bakery, Sullivan Street Bakery, and the Outdoor Home Market. Between those places, the small ethnic markets along 125th Avenue, the enormous amount of Asian ingredients at Salsar, and the produce at the 43rd St CSA and Jewish Market, you never have to leave the neighborhood to cook very well.

What's the best thing about HK being?
Did I mention the food? Seriously though, it's a very convenient neighborhood. My business is all about being "on-the-go" so the central location helps. My office is also in HK on 19th Avenue, near all the subway. It's so easy for my team to get to me to pick up supplies for classes and parties. The green space along the Hudson is gorgeous. As a baker, I love being right on the cycle path - I can get anywhere very quickly and with the most beautiful views. We also get the sunset over here, which looks like it brings longer days.

And the worst?
I know this sounds a cliché but it's the amount of tourists. I'm proud to show off my neighborhood and glad people are coming to and spending money here but sometimes I just want to go about my daily routine and not have to fight the crowds. Social order is just lost when everyone is staring up at buildings or down at their phone or a map.

How does the neighborhood compare to others in Manhattan?
I really don't think there's another neighborhood that can combine food, culture, community, and the proximity to the rest of the island the way we do in HK.

Who do you admire here?
As a business owner, the super impressed with Mark Fisher and how he has grown his gym into a brand. He's proud to be a part of his ever-growing ringa army. I hope there are or two times per week and have not only seen amazing improvements in my health, and wellness but also have treated a great deal about running a business.

Do you have an HK secret? You can trust us - we won't tell a soul!
If you walk down 43rd Street between 98 and 129th Avenue in the afternoon, your world will smell like The Little Pie Company's sour cream apple walnut pie.

ABOUT THE AUTHOR
Ilona Lieberman is a New York City-based photographer and writer. She has been shooting for over 10 years and is currently working on her first book. You can find her work on her website, www.ilonalieberman.com.

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What does SHINE offer?

Classes

Choose from one of our signature classes or design a custom class to fit your needs. Some signature classes include:

Little Luminaries (ages 2-3, 3-5, 6-8) *A mixed class incorporating multiple components: This class combines discussion, art/ journaling, cooking, science, music, and movement all centered around a weekly theme.*

Kitchen Stars (ages 3-5, 6-8) *Our signature cooking class*

Stage Lights (ages 3-5, 6-8) *A performance class that incorporates theater games, puppets, and masks*

The Write Stuff (ages 4-6) *A creative pre-literacy book club*

Parties + Events

We love to plan (so you can party). From kids' birthdays to grown-up cocktail parties, Shine provides the activities so fun takes center stage.

Birthday Party Packages

Choose from one of our Signature Themes or create a custom experience and we'll make it happen! Party package includes collaborative planning, staff, activities, supplies, set-up, and clean-up. For an enhanced experience, additional add-ons are available as well.

Grown-up Events *Planned an adults-only cocktail party and all the babysitters are booked? Shine can keep the kids (quietly) entertained while you do the entertaining.*

Workshops

Round up some friends and allow Shine educators to turn a play date into an exciting, enriched, and educational workshop. These 1-2 hour master classes are fully customizable based on your child's interests and can incorporate cooking, art, music, science, charity work, and more or can be based around a seasonal celebration or holiday. Some signature workshops include:

Dino-Mite *In this Jurassic workshop packed with prehistory, children learn about their favorite extinct lizards through books and dramatic play as well as what animals descended from those giant reptiles today. Kids become chemists and create baking soda volcanoes before leaving class with art work and a dinosaur egg excavation kit to do at home!*

Style Stars *This fashion-forward workshop delves ballet-flat first into the fun-filled world of clothes, costumes, and accessories. Fashion's historical trends, from flappers to flower girls, are explored and used as artful inspiration for young designers' own sartorial expressions in carefully crafted, teacher-led projects. Walk out wearing your new creations – or give as a gift!*

City Adventures

Welcome to the best classroom of all—the Big Apple. Our modern twist on the traditional field trip means kids get to experience the city in a safe, inspired way. See some of our Signature Adventures below and get ready to explore. Don't see the site your child is begging to visit? Tell us and we'll take them there.

Lions & Tigers & Bears, OH MY!! *Take a thrilling above ground subway trip into the far reaches of Africa as we growl with the tigers and play like the monkeys. We'll eat, play, and ride the rides, spending an entire afternoon exploring the fascinating animal kingdom while recording data in our Animal Journals.*

High Art *Looking both high and low, we visit the nexus of urban art around New York City's High Line. Start off the adventure with a Chelsea gallery crawl where we explore painting, collage, and sculpture from a kid's perspective. Finish up with a stroll and sketch up above the city's streets along the High Line, a park built atop an elevated West Side railroad.*

Adult Events

We have seen in our years as early childhood educators how badly the grown-ups crave art therapy. Call it pre-school for adults, sip and craft, or good, plain, old-fashioned fun, our adult events are always a blast: booze, food, crafting, and a lot of laughs. Whether it's for a grown up birthday party, Sunday brunch, or a corporate team building event, Shine will help to organize and lead a 1-3 hour crafting and social event for adults.

What do people say about SHINE?

"When I enrolled my two year old daughter in Aaron's 2's program I had no idea how lucky I was. To be honest, I thought it would be a somewhat educationally minded play group. I seriously underestimated the strength and ingenuity of the program that Aaron has created. Through structured play, music, art, and a myriad of other wonderful activities, the program strengthens kids' innate joy of learning, teaches them social skills and goes above and beyond what one would expect of a pre-school program. My daughter began as a rogue baby; she now sits calmly in a circle, shares, counts, and can listen to a story or play a triangle amongst a group of other kids. But the most amazing thing is how much she loves it. To this day it is her favorite place in the world. Aaron has created a remarkable program that will bring creativity, educational enthusiasm, and joy to any child's and family's life."

– Ellen Ross

Director, Blue Tomato Center for Individual Learning and Critical Thinking

"I have known Aaron for years now and my 3 children have all benefited from and enjoyed the Shine program. He makes learning, listening, and following direction fun. In creating, the children learn important lessons about all cultures around the world. Priceless!"

-Emilia Fanjul Pfeifler

"Shine planned a birthday for our 2 and 4 year old daughters and it was amazing! They organized the activities, which included both a craft and a magician, and the kids had so much fun. The magician was the most incredible kids performer I have ever seen, and many of the adults were mesmerized by his show! Additionally, Shine worked to help plan the logistics of the party and we truly appreciated that so that the adults could relax and just enjoy the afternoon. Thank you to Aaron and the Shine team for putting together such an incredible party. I give them the highest recommendation and definitely plan to use them in the future."

– Rebecca Dixon

Advertising & Sponsorship Director, Mommybites

"Aaron has distinguished himself as a master teacher. He is able to create connections with children and adults of all dispositions and is adored by both. He has an uncanny way of encouraging 2-year-olds to move from chaos into teamwork. He is comfortable with the best and the worst behaviors that children of this age exhibit. I

have watched with admiration as Aaron handled squabbles between children, episodes of extended crying and difficulties with transitions. Aaron is a larger-than-life presence and absolutely nothing daunts him in the classroom. Children personally feel his intense interest and he continues to inspire both them and adults alike.”
– Kiki Schaffer
Director of The Parenting, Family & Early Childhood Center of the 14th Street Y

Where can I learn more about SHINE?

Please direct Press Inquires to
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Visit our website at shinenyc.net

Follow us on [Facebook](#)
[Instagram](#)
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