

Creative Party Workshops Gain Traction as Families Shift Toward Experience-Based Celebrations

Mini Munchkins expands in-home creative workshops as Dutch parents seek more meaningful, low-waste party formats

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[/EINPresswire.com/](https://EINPresswire.com/) -- Across Europe and beyond, families are rethinking how they celebrate. Disposable decorations, overstimulating venues, and single-use party bags are

increasingly being replaced by intentional, hands-on experiences. As part of this shift, a growing number of parents are turning to creative party workshops that let children engage, explore, and take home something they've made themselves.

“

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Gaby Kusters, Founder of Mini Munchkins

Amsterdam-based children's party company Mini Munchkins is responding to this trend with a growing menu of in-home creative workshops that combine celebration and creativity in one experience.

“Many families today are looking for experiences that feel personal and values-aligned,” says Gaby Kusters, founder of Mini Munchkins. “They want celebrations that are calm, creative, and memorable — not overstimulating or wasteful. These workshops give kids something meaningful to do and something lasting to take away.”

This approach reflects a broader cultural shift:

- European Gen Z and millennial families increasingly value experiential gifts and events over material belongings, with a recent Mastercard survey reporting high interest across EU regions



Mini Munchkins Logo

<https://bit.ly/44by3wA>

- A Deloitte study found that spending on experiences (like live events and celebrations) in Europe rose by 16% year-over-year, while spending on tangible goods remained flat .

- A marketing analysis of European consumers observed that millennial and Gen X parents especially “favour experiences that blend leisure with education,” such as interactive celebrations (<https://bit.ly/3TVCoOk>)

Making Creativity the Centerpiece
Mini Munchkins' workshop offerings are designed for children ages 5 and up and can be hosted in private homes, gardens, or event spaces. Current themes include:

Bracelet Bar – A jewelry-making experience where kids design their own beaded bracelets using colorful charms, letters, and elastic cords.

Artwear Workshop – Children use safe, washable fabric paints to customize tote bags or T-shirts.

Drip Painting – Inspired by Jackson Pollock, children use splatter and pour techniques to create abstract art on canvas, which is framed and taken home.

Slime Lab – A tactile science-meets-creativity workshop where children make their own slime using non-toxic, customizable ingredients.

Arts & Crafts – Seasonal or themed projects encouraging hands-on imagination and experimentation.

Each workshop includes all materials and is hosted by a trained facilitator who encourages exploration without over-instructing. The goal is not to produce perfect results, but to help kids take ownership of the creative process — and have fun doing it.

“The best part is seeing how proud the children are of what they’ve made,” says Kusters. “It’s a



Kids Art Workshop



Bracelet Workshop

different kind of party memory.”

A Broader Movement Toward Sustainable Celebrations

The workshops complement Mini Munchkins’ existing event services, which include styled teepee sleepovers, luxury picnic setups, soft play zones, and aesthetic bouncy castles. All offerings are designed to reduce waste and simplify the party planning process for families — without compromising on visual appeal or experience quality.

Instead of typical party favors, children go home with something they created themselves. Decorations are reusable, materials are curated for both safety and sustainability, and every element is styled with intention.

“We’re not trying to reinvent parties — we’re responding to how people want to feel at them,” adds Kusters. “Parents want connection, creativity, and ease. Kids want something they can make their own. Our workshops sit right in that sweet spot.”

August Promotion for Families Curious to Try the Trend

To mark the official launch of its new workshop range, Mini Munchkins is offering a 25% discount on all workshop bookings for August 2025. The offer is designed to encourage more families to explore creative, experience-first celebrations during the summer season.

For media inquiries, images, or to request an interview, visit: www.minimunchkins.nl

Contact: info@minimunchkins.nl

Instagram: [@minimunchkins.nl](https://www.instagram.com/minimunchkins.nl)

About Mini Munchkins

Mini Munchkins is an Amsterdam-based children’s celebration company offering experience-driven events including teepee sleepovers, luxury picnics, soft play rentals, bouncy castles, and in-home creative workshops. Founded by Gaby Kusters in 2022, the company focuses on creating joyful, low-stress, and meaningful celebrations for modern families.

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