

CLOTH PLAY MAT & STROLLER BOOK

NEW

NEW 2023! NEW 2023! NEW 2023! NEW 2023! NEW 2023! NEW 2023! NEW 2023! NEW 2023! NEW 2023! NEW 2023! NEW 2023! NEW 2023! NEW 2023!



Idea & Concept: Anna Gkoutzouri (Greece)

Illustrations: Anna Gkoutzouri (Greece)

Format: • Big cloth book size: 24 x 24 cm

• Size when opened as a play mat: 48 x 48 cm

• Stroller (small cloth) book size: 12 x 12 cm

Binding: Cloth book

Printing: 4/4 colour

Pages: 2 books in one:

• Big cloth book that converts into a play mat, with one vertical and two horizontal folds.

• Smaller soft stroller book with 4 double-side printed pages.

• 3 extra flaps

Target Age: +6 months

A unique format... with so many options!

Each book in the What's Hidden series features a mini, soft stroller book plus a bigger cloth book that converts into a play mat. Read the mini book lying on the floor on the play mat or clip it to the handle of a stroller/car/bag/ etc, for entertainment on the go.

Babies will have tons of fun searching through the bold illustrations for hidden animals and matching the pieces. Includes: crinkling page and 3 extra flap pages.

Perfect for early development and easy outdoor parenting.



Titles Available

- What's Hidden in the Sea?

Planned Titles

- What's Hidden in the Woods?
- What's Hidden on the Farm?
- What's Hidden in the Jungle?

Born in 1980 in Thessaloniki, Greece, Anna Gkoutzouri writes and illustrates children's books. She is passionate about creating pop-up and activity books that encourage interaction and loves using paper engineering to tell a story and raise complex issues for young readers in engaging, ingeniously simple ways.



MY BOOK OF TREASURES



Illustrations: Raffaella Castagna (Italy)

Format: 15 x 15 cm

Binding: Folded Cloth

Printing: 4/4 colour

Pages: 6

Concept: Cecilia Fabbri (Italy)

Target Age: 0-3



Two titles available

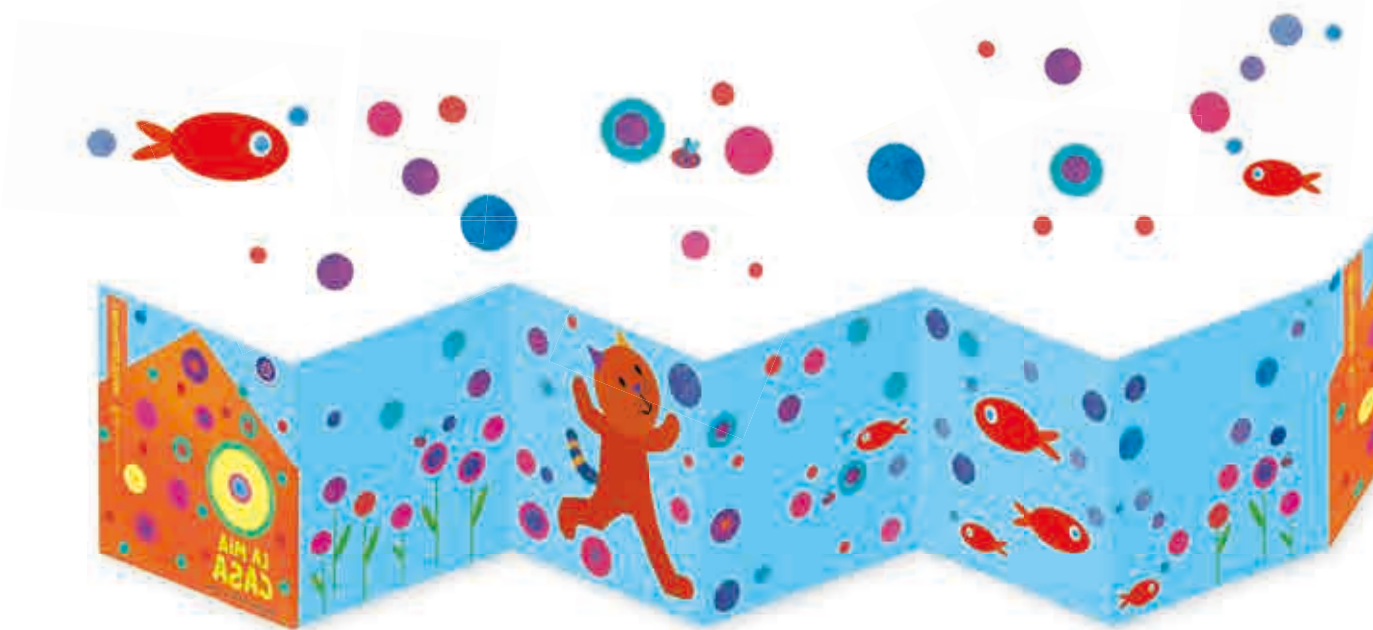
- My Caterpillar
- My Home

Every child experiences separation anxiety differently, which is why it is so important to handle leaving-taking for babies and toddlers who attend preschool or kindergarten with great care. This wonderful new series offers original, appealing transitional objects that can play a crucial role in young children's healthy emotional development.

Each cloth book folds out into six pages laid out either horizontally or vertically, and closes with a snap fastener, which once open, can be hung in the child's room.

Closed, it's soft and light, easily fitting into a toddler's backpack or away bag for the hours spent far from Mum, Dad, loved ones, or even family pets.

Each page (15x15 cm) has a pocket for a picture or drawing of a person or pet, or for storing a special object that is meaningful for the the child, so that she can keep it close by all day or night long.



As a child, Raffaella Castagna loved reading, drawing and playing. She graduated from the Academy of Fine Arts in Brera in Milan, and her creative drawings, games and ideas on how to make objects with low-quality or seemingly useless materials have appeared in numerous books and magazines. Castagna holds reading workshops on transforming words and colours into games with and for children. She is the author of over 20 titles with major Italian publishers.

