

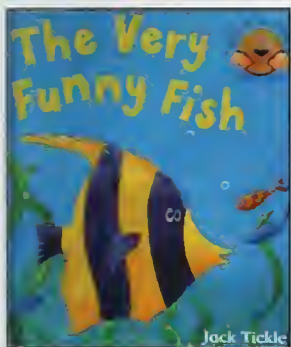
## Frankfurt Book Fair 2008

### Part Two

Theo Gielen  
The Netherlands

It is always difficult at a fair as big as the Frankfurt Book Fair to get a full picture of trends. However, it struck several of my professional colleagues, with whom I discussed the subject, that this year there were many very large, voluminous books. They are hard to lift, requiring

a large, extra solid table to be laid on to turn over the pages. They also need steel warehouse scaffolding to store them on, rather than normal bookcases. I have no idea why this format appeared so popular this year. And, happily, the tendency hasn't yet affected pop-up book production. Certainly the output of the Sabuda/Reinhart Studio grows thicker and thicker (needing a special way



of gluing together the pages with an extra opening at the spine-end – did you spot it?). The recent *Birdscapes*, published by Chronicle Books, also makes a claim on shelf space. But they are, like the heavy-weight *Neiman Marcus* 2007 promotional pop-up by Kees Moerbeek, still the exception!



What is more, at the fair there was even demonstrated a *pop-up book without pop-ups!* At the stand of the Munich based Ars Edition, a brand new format was shown that puzzled and surprised everyone that crowded the stand to wonder. There you took a flat picture book in your hands – without any pop-ups at all



– positioned yourself before a webcam and saw yourself on a screen. When you opened the book you still had a flat book in your hands – but on the screen you appeared to have



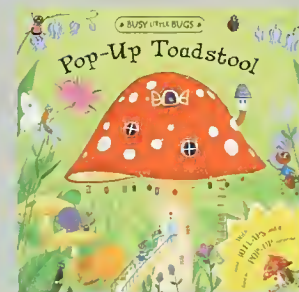
opened a pop-up book with unfolding “paper” artwork. And, when moving the book in your hands you saw changes in the three-dimensional pages of the book on the screen! The project was still in the paper-and-virtual dummy stage, not yet available for the trade (not even a title), but its “magic” manipulative techniques were highly intriguing. Will this be the future of the pop-up book: a 12-page paperback to store a wealth of three-dimensionality without amassing paper between the pages? It would definitely end storage problems for the collector.

## The Movable Book Society has moved!

P.O. Box 9190  
Salt Lake City, Utah  
84109-0190

### New titles at the up-market packagers

For the moment, however, we shall return to the traditional pop-up output announced for 2009 and 2010 that was seen displayed in real paper books or dummies at the stands of the major packagers.



Graham Brown from *Brown Wells and Jacobs* showed a new book entitled *Pop Opposites* with pull-tabs and pop-ups that looked promising, using various letter types and colorful graphics. A dummy-in-progress of *How Many More*, announced as a sequel to Ron van der Meer's with variant cover designs in French

## The Movable Book Society

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Movable Stationery is the quarterly publication of the Movable Book Society. Letters and articles from members on relevant subjects are welcome. The index to past issues of Movable Stationery is available at:

<http://movablebooksociety.org>

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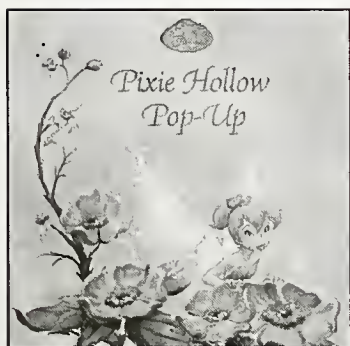
Telephone: 732-742-9270

e-mail: [montanar@rci.rutgers.edu](mailto:montanar@rci.rutgers.edu)

The deadline for the May issue is April 15.

### Frankfurt Book Fair , continued from page 1

and German) are no longer to be the work of *Ron van der Meer*. A new (female) paper engineer will do the book and, for marketing reasons, it will include a reference to Mr. Van der Meer. What we saw of it wasn't bad at all! Asked why Ron didn't do the book himself, Graham told me that Ron will again start his own production company and is already working on the development of a new "pack." Although he said he didn't know what subject would be covered, I saw he wasn't telling the truth; apparently the project still has to be kept secret!



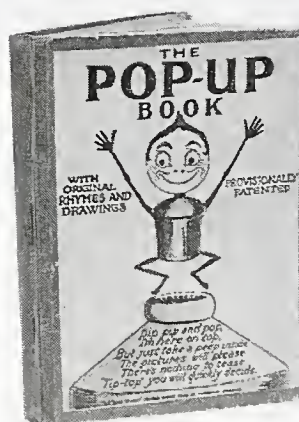
The UK packager *Cowley Robinson Publishing*, based in Bath, hitherto developed only board books, some with novelty elements. By buying *David Hawcock Books* they are now creating books for older children with the expertise of the master paper engineer, of course, will strive to offer up-market pop-up books. Since their stand at

the fair looked like a bastion – and was likewise defended – it was hard to effectively see what they are offering. For the new Hawcock-engineered books, however, see what I mentioned in the first part of this article. At Disney Press I found a 2007 title produced by Cowley Robinson with great design. The last spread of Kitty Richards' *Pixie Hollow Pop-up* (9781423106159), illustrated by Disney Storybook Artists, has a double gatefold from which, on two sides, fold high the halves of a massive pop-up Home Tree. It is very impressive and surprising, indeed, and an amazing example of complex paper engineering for which, unfortunately, no one has received credit in the book.

Continued on page 8

## The Pop-up Book

Rosie Temperley  
Birmingham, England



Was *The Pop-up Book* the first to use the term "pop-up" to describe the mechanism that made the characters spring to life? All evidence indicates that it was. The small book, measuring 17 x 12 cm., was published by Chad Valley Toys and Games of Harborne, Birmingham, England. Precise dating of the book is difficult because the Chad Valley archive was destroyed

when the production of toys moved from Harborne. Unfortunately, no complete run of catalogs exists but, from all evidence that I have seen, I believe that the most likely date for the book is 1908-1913. The consensus of opinion of several children's book specialists – dealers and collectors – is that the "style" and "feel" of the book is early 20<sup>th</sup> century – prior to the first world war.

I have reviewed Chad Valley catalogs from the period to try to date the book. The catalogs for 1907/08 (belonging to Philip Stokes) and also those of 1913/14 (belonging to the Temperleys) both have a very distinctive motif that appears on the title page and some other pages. This exactly matches the distinct motif that appears on every page of text in *The Pop-up Book*. Moreover, catalogs prior to 1907 or past 1914 do not have this motif.



Chad Valley motif

I have not yet been able to see the catalog of 1910 which is in the Bethnel Green Museum of Childhood holdings. It is now stored at a warehouse outside London and they are meant to be locating it for me. When I do see it, I shall, of course, look for the same motif and also any advertisement for *The Pop-up Book*. It would be nice – very convenient! – to find one. Without such an advertisement, we can never be 100% sure of the date.

Finally, we can be absolutely certain that *The Pop-up Book* predates 1920 because in that year the company became incorporated as Chad Valley Limited.

The colorful book has eight pop-up illustrations and two pages of text. The short verses read:

Here's the Bubble Kid so airy,  
Light and graceful as a fairy,  
See him float up from the pipe  
For any mischief ever ripe  
Over the wall top watch him glide,  
First in rosebush trying to hide  
Then up in the air he whirls like a top  
Reaches the sun – and goes off POP.

Move on, move on, move on I say,  
You dont [sic] want to look at me all day  
Whats [sic] that I hear, you think I'm funny?  
Well well, move on, I call that rummy  
Turn the pages and you'll see  
Things much funnier than me

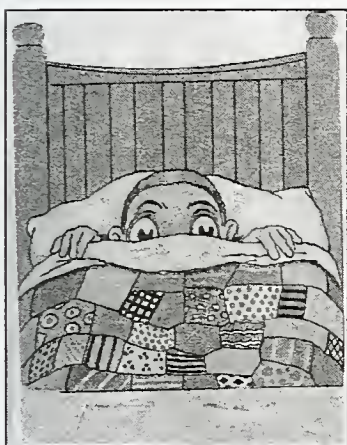


Illustration from  
*The Pop-up Book*

I have seen belongs to Philip Stokes who is the President of the Chad Valley Society, and he knows of no other copy within the membership of the Society. His opinion is that it was an experiment that failed to take off. As far as we are aware, this is the only book that Chad Valley produced. They specialized in toys, games, and card games. The lively illustrations are possibly by Max Pollock who was well-known and did a lot of work for Chad Valley up to the first world war. He was an illustrator of card games.

If readers are aware of an earlier book that uses the term “pop-up,” I would like to know about it.

The “pop-up” uses a rubber band with spring action that causes the mechanism to stand up when the pages are opened. I have a copy in my collection but all of the original rubber had disintegrated and stuck to the paper. I repaired it and they now all pop-up – albeit with the aid of a girl’s elastic hair band!

In addition to my own copy, the only other copy

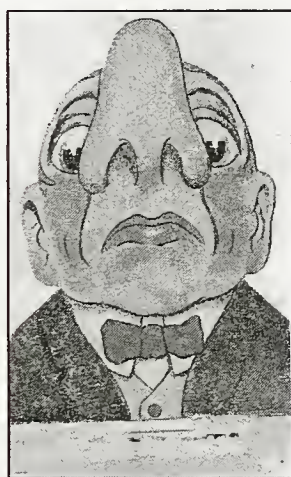


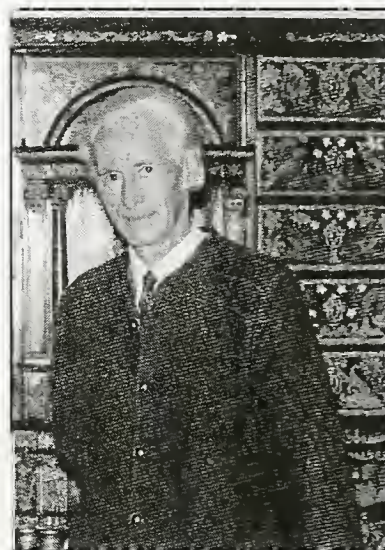
Illustration from  
*The Pop-up Book*

## Baudouin van Steenberghe

Theo Gielen

In August, 2008 Baudouin van Steenberghe, the well-known Belgian collector of movable and pop-up books, passed away in Brussels. He did not live to see the opening of the Pop-up Museum he hoped would be founded in his hometown of Brussels and for which was prepared to donate his wonderful collection of modern and antique movable books. About a year ago he talked with passion about his plans for the museum with the French website of movable books – Mr. Van Steenberghe was a French speaking Belgian – and said he hoped the museum would be opened by the end of 2008. A summary of the interview was published in the February, 2008 issue of *Movable Stationery*.

After a working life of some 30 years in publicity and advertising, primarily as a director of a publicity agency, he specialized at a later age, in the early 1990s, in art and antiques. He was the author of the leading *Antiques Guide of Belgium*, that was reprinted several times, and was an expert in continental ceramics, porcelain, and pottery. He was also knowledgeable in toys, automata, and puppets.



Baudouin van Steenberghe

He started collecting movable and pop-up books when he found a pop-up *Tintin* at a flea market in 1974 and, tried to find out more about the history, production, and design of these books by research. The collection of about 500 carefully selected movable and pop-up books (mainly in French) that he built up in about 20 years was presented to the *Musées Royaux d'Art et d'Histoire* (The Royal Art and History Museum) in 1993 and in that same year the museum organized a beautiful exhibition of this valuable gift. It was held in the historic *Musée de la Porte de Hal*, an old town gate that was once part of the walls of the city of Brussels. It was the first major exhibition of pop-up books, received a lot of publicity, and had 35,000 visitors in the months. A nice accompanying book publication *Pop-up, ou le Livre Magic* (not really a catalog) is what remains.

To the disappointment of Mr. Van Steenberghe, the museum did not do anything else with the collection; it was just stored in a climate-controlled cellar of the museum. So,

after some time he started to build a second collection. Because of his good contacts in the antiques trade, his name as a connoisseur from the Brussels exhibition, enough money, and many travels around the world, he managed to bring together an even more exciting collection than the first one. It had lots of very rare antique movables and pop-up books which I had the privilege to see a couple of years ago, guided by the comments of the gentleman. Unfortunately, he never published on the subject.

This second collection of about 2,500 books, movables, novelty ephemera, and paper toys was planned by him to be the basis of the museum that he was pursuing during the last years of his life. In a recent message he told that there was a verbal agreement with the museum in Brussels and several thematic exhibitions were already planned. As said, he did not live to see the opening of this highly desired museum. What now will happen with the collection and the plans of the museum is unclear. What is clear is that the colorful world of collectors has lost a remarkable representative in the person of Baudoin van Steenberghe.

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### Catalogs Received

Aleph-Bet Books. *Catalogue 90*. 85 Old Mill River Rd. Pound Ridge, NY 10576. Phone: 914-764-7410. Fax: 914-764-1356. Email: helen@alephbet.com. <http://www.alephbet.com>

La Boutique de Livre Animé. *Bulletin no 6*. 3 rue Pierre L'Ermite, 75018 Paris. Email: Boutiquedulivreanime@orange.fr. <http://livresanimés.com/>

Sotheran's of Sackville Street. *Children's and Illustrated Books*. Henry Sotheran Limited. 2 Sackville St. Piccadilly, London W1X 2DP. Phone: 0171 439 6151. Fax: 0171 434 2019. Email: sotherans@sotherans.co.uk. <http://www.sotherans.co.uk>



Ellen G.K. Rubin's (aka The Popup Lady) New York License Plate

### Poppits

Ellen G. K. Rubin  
Scarsdale, New York



#### Pop-up Trivia

Look at David Carter's *Bugs in Space* [Little Simon, 1997]. In the 1st spread, the rocket takes off from David's hometown of Salt Lake City, Utah.

#### Pop-up Nominated for a Grammy

Not since a pop-up book made it into the *Guinness World Records 2004*, has one poised itself for national attention. Renee Jablow, paper engineer for many of our favorite children's pop-up books and attendee at the last Conference, has produced a CD jacket with a mechanic on the front and back and a pop-up inside. The jacket has been nominated for a Grammy Award in the Best Packaging category. The CD, *Summer Rains*, by the Ditty Bops, is available at [amazon.com](http://amazon.com) and [www.thedittybops.com](http://www.thedittybops.com). The movables are fun and the music is light, and well, "dittyish." The Grammys will be handed out on February 8. We'll be rooting for Renee.



#### Pop-ups and Politics

Carol Barton, who created an Obama/McCain pop-up for the election, created another of the Obama swearing in. I made one for my Inauguration Party host and it was a great hit! It may be downloaded at her website, [http://www.popularkinetics.com/making\\_page.html](http://www.popularkinetics.com/making_page.html)

#### Limited Edition Greeting Cards/Pop-up Club

Thierry Desnoux, of the French website [www.livresanimés.com](http://www.livresanimés.com), has published two limited edition, signed and numbered pop-up cards by the artists UG (Philippe Huger) and Marion Bataille (ABC3D) to support the site. They may be seen on the website where they are exclusively distributed

[[http://livresanimés.com/actualites/actu0810\\_cartespopup.html](http://livresanimés.com/actualites/actu0810_cartespopup.html)]. To order, email [editions@livresanimés.com](mailto:editions@livresanimés.com).

Thierry has also founded an exclusive POP-UP Club in Paris. Serious collectors, paper engineers, researchers, and related people are invited to take part. The Club plans to meet four times a year and will have their gatherings in the Boutique du Livre Animé of Jacques Desse and Thibaut Brunessaux. It's as good excuse as any to visit Paris. Oui? Contact Thierry at [contact3@livresanimés.com](mailto:contact3@livresanimés.com)

## Exhibitions Abroad

The exhibition “Paläste, Panzer, Pop-up-Bücher – Papierwelten in 3D” (Palaces, tanks, pop-up books – Paper worlds in 3D) will be at the Badisches Landesmuseum Karlsruhe in Germany from February 14 to June 21 2009. About 450 items will illustrate the development of paper models, construction sheets and home-made paper objects from the early 19<sup>th</sup> century to today. The faculty of applied geometry and computer techniques of the Karlsruhe University will demonstrate a program they developed to design a paper model from the dates of any object. Look for more info at: [http://www.landmuseum.de/website/Deutsch/Sonderausstellungen/Vorschau/Palaeste\\_Panzer\\_Pop-up-Buecher.htm](http://www.landmuseum.de/website/Deutsch/Sonderausstellungen/Vorschau/Palaeste_Panzer_Pop-up-Buecher.htm)

“Pop Up Around the World!” continues through Sunday, March 15, 2009 at The Lowry, Pier 8, Salford Quays, M50 3AZ, Greater Manchester, England. This exhibition takes you on a tour through the magical world of pop-ups. Travel to some of the great cities in the world and see how famous buildings and landmarks have proved a popular subject for pop-ups – even The Lowry. The exhibit also features pop-up models of surrounding buildings made by local artists and a display of work done by children in pop-up workshops.



Still on exhibit until March 1, 2009 is the exhibition, “Wunderwerke aus Papier” (Miraculous works out of paper), at the Zehntscheuer Museum in Balingen, Germany. On display are movable, novelty, and pop-up books from the collection of Mrs. Inge Hase from Stuttgart, one of the major collections of historic movables in Germany. Go to <http://www.netmuseum.de/ausstellung.aspx?aname=&ort=&aperson=&aschlagwort=&suchart=ausstellung&vom=&azum=&atag=28.1.2009&id=1970&atitel=Wunderwerke+aus+Papier.+Spielbilderb%C3%BCher+aus+der+Sammlung+Inge+Hase&sicht=einzeln>

Thanks to Theo Gielen for the exhibit notices and the “French Connection.”

If you are as frustrated as I am about being monolingual [see <http://www.populady.com/art2-czech-1.htm> on translating Kubašta], here’s a tip. I use Google Translate [http://www.google.com/language\\_tools?hl=en](http://www.google.com/language_tools?hl=en) to help me translate foreign words or entire web pages. Google has the most language choices I have found anywhere, and you can set the homepage to your own native tongue. Good luck in The Tower of Babel!

## Talking About Pop-ups

Gerald (Jerry) Naugle  
Linden, Michigan

Earlier this year [2008], I was at a small book presentation at our local library where I volunteer 3-4 hours each week. After the presentation, I was talking to the presenter and mentioned to him that I have a collection of pop-up books. A few weeks later I received a call from the president of the Flushing, Michigan Library Friends Group. The presenter, who I had talked to earlier, had given my name to them and I was asked if I would be willing to make a presentation to their group on my pop-up books. I had some trepidation, but wanted to share my love for these wonderful books. I did not have a lot of older books, but in total I had about 700 movable books, including several different types. I have been collecting for about 12 years and I fell in love with them after I bought a couple for our grandchildren. These were *When the Wild Pirates Go Sailing* and *Monster Island*.



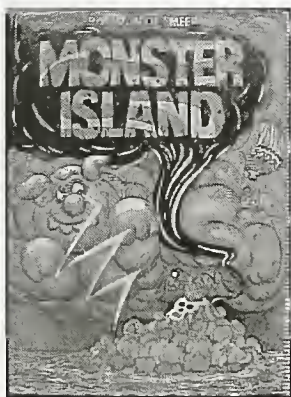
I attended the Chicago Movable Book Society Conference and heard several presentations on movable books. I had read several articles on their history. In addition, I have the 10<sup>th</sup> anniversary MBS book which traces the history with examples of the movables. I also had the Robert Sabuda video tape “Popping Up in Ecuador” showing the process for making pop-ups books.

I decided I would present what they were, explain how I got into these books, provide a brief history, show the video, and, when possible, show examples of the movables from the MBS 10<sup>th</sup> anniversary book and my collection. I have either reproductions or original examples of most of the movable book “giants” so I can show their paper engineering and illustration art as I outline the history. I set up many of my books on tables around the room. When I show a book, I open them to show how they work and describe examples of different types of movables; pop-ups, tunnels, panorama, turn ups, changing pictures, etc. Except for a few, I do not allow the audience to touch the books due to their delicate nature.

There were about 25 people in the audience. After the presentation, several came up to me to ask questions, and many were surprised at how varied and beautiful the books were. Well, I never thought I would be doing that again. I was happy with how it went but never thought repeating it.

Due to word of mouth, I have given five more presentations in Linden and Fenton, Michigan. These were requested by Historical Organizations and Library Friends Groups. I also have another scheduled, even though I have not advertised myself. All these offers came from Reviews of my talks. I take three or four boxes of books, as well as, if the facility does not have one, a TV and video tape player.

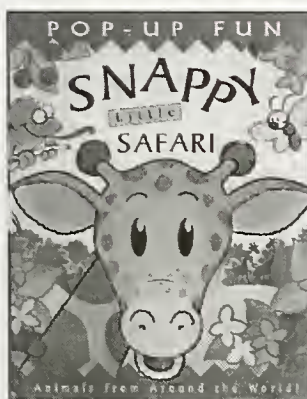
In the meantime, I have purchased some older and special pop-ups, which add greatly to the presentation. It is fun to spread the information and to educate people about these fantastic books. Most people are really surprised to see such books and had no idea of the variety and complexity of them. A few have brought in some of their own pop-ups to show me. In several of cases they were old Blue Ribbon originals.



I do not charge anything, but I have been given some gift certificates. I am making it a point not to take anything because I consider it a volunteer activity, plus I enjoy doing it. It also helps spread the word about these fascinating books.

The number of people in each presentation has ranged from 14 -25 which is about right for this type of venue. I have considered getting a projector to do a Powerpoint presentation but I am concerned that then I would lose some of the intimacy of the audiences. I am also considering calling various groups to see if they would want to have a presentation. Time will tell.

### Questions and Answers



Q. I am working on an article on Snappy Books. Do you have a complete collection? I would like to correspond with someone who can provide a full list of titles.

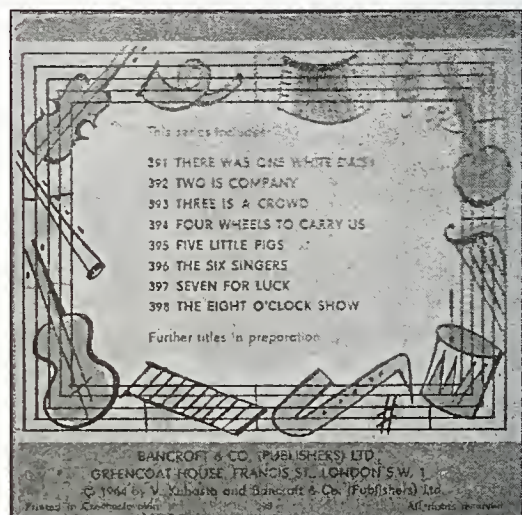
Ann Montanaro  
Salt Lake City, Utah

Q. I may want to bequeath my movable book collection to a library or other institution. Any thoughts on how to proceed and with what kind of institution? Also, any comments on how to determine if my collection would be worthwhile for an institution?

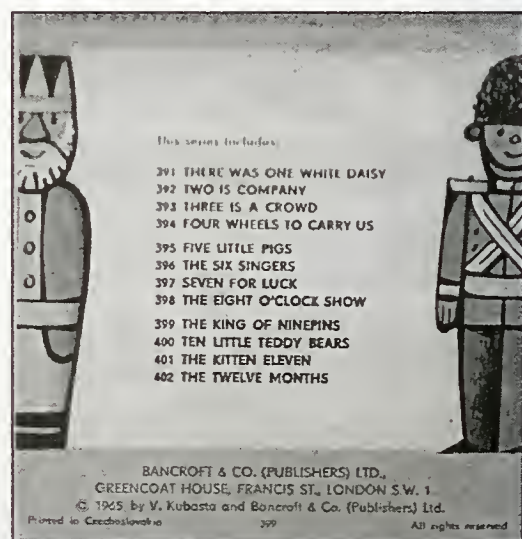
Jerry Naugle

A. I noticed in a recent issue of *Movable Stationery* an article by Ellen Rubin about Kubašta's mini number series. I don't think the set she saw was genuine because it is highly improbable that they were originally issued in a slip case. As you can see from the back cover of *The King of Ninepins*, only eight titles were produced in 1964. The remaining titles (9-12) were published in 1965. They were not originally issued as a set of 12. I hope this helps to set her mind at rest! (But, maybe they were all reissued in a slip case in 1965 when they were all finished.)

Rosie Temperley



Back cover of *The Eight O'Clock Show*. 1964

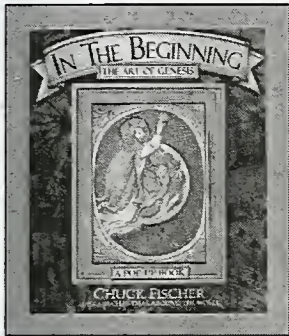


Back cover of *The King of Ninepins*. 1965

## Movable Reviews

Marilyn Olin  
Livingston, New Jersey

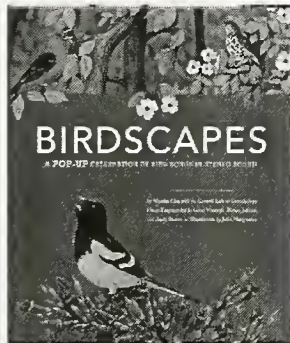
1 = AWFUL    2 = POOR  
3 = O.K.      4 = GOOD  
5 = SUPERB



**Rating: 5 IN THE BEGINNING: THE TALE OF GENESIS.** By Chuck Fischer. Paper engineering by Bruce Foster. Beautiful pop-up images from the book of Genesis. Sharing favorite stories from the *Bible*, the large pop-ups range from a wonderful Tower of Babel to a stunning stained glass diorama. A lovely way to introduce these tales to children.

**Rating: 5 BIRDSCAPES.**

This is a wonderful large pop-up book with fabulous double page spreads of birds in their habitats, with sounds accompanying each pop-up. It was done with the Cornell Lab of Ornithology by Miyoko Chu. Paper engineering is by Gene Vosough, Renee Jablow, and Andy Baron. It is a lovely book to share with young children but would be loved by any adult. A must for collectors.



**Rating: 5+ ABC3D.** This is the most amazing alphabet book ever! It is really a work of art as well as a pop-up book. It is for design-oriented older children and adults. It is by Marion Bataille and published by Roaring Brook Press. It is a very special book and any pop-up collector, artist or graphic designer will want to own this.

**Rating: 5 PREDATORS.** By Lucio & Meera Santoro. Large 3D pop-ups that swing off the page. There are lots of small ones, also. Interesting facts about each animal are given. The designs remind you of their swing-out greeting cards that are available in many stores, but this book is carefully done and well illustrated.

**Rating: 4+ THE NUTCRACKER.** By Patricia Fry. This book is beautifully illustrated for a young child and would

be a wonderful gift, especially for one who was going to see the ballet. It is a pity that so much effort was put into another Nutcracker when there are so many pop-up editions of it, but it is lovely.

**Rating: 5+ THE SPIRIT.** By Will Eisner. It has been adapted and paper engineered by Bruce Foster. This is a fabulous pop-up comic book that has been adapted from Eisner's graphic novel. It is unusual and extremely well done with pop-ups all over each page. Foster has made this into a colorful, exciting book and it certainly belongs in your pop-up collection. Don't miss it!

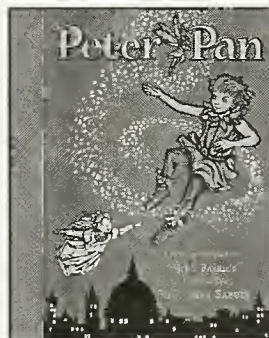


**Rating: 5+ BRAVA<sub>2</sub> STREGA NONA.** By Tomie dePaola. Paper engineered by Robert Sabuda and Matthew Reinhart. The illustrations from Tomie dePaola's original book are brought to life in wonderful huge pop-ups by Sabuda & Reinhart. A lovely gift for a young child. A celebration of life and love.

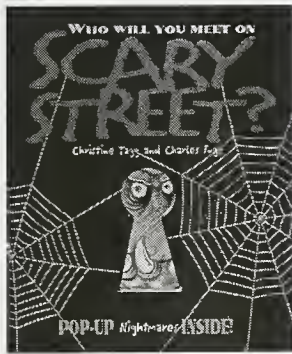
**Rating: 4+ THE INCREDIBLE HULK POP-UP.** Design and paper engineered by Andy Mansfield. This is #3 in the series of Marvel Comics that have been made into pop-up books. They are all colorful and exciting and deserve to be collected.

**Rating: 4 MOON LANDING.** By Richard Platt and David Hawcock. This book would excite any child who is interested in NASA's moon landing using Apollo 11. It provides pop-ups and information about the module, etc.

**Rating: 5 MODERN ARCHITECTURE POP-UP.** By Anton Radevsky & David Sokol. This ambitious pop-up book replicates many of the modern and contemporary buildings throughout the world. It is a difficult paper engineering job because of the architecture Radevsky is working with. For the most part he succeeds admirably. It is wonderful to be able to tour these three-dimensional models rather than photographs. One really gets a feeling for the inventive architecture we are visiting.



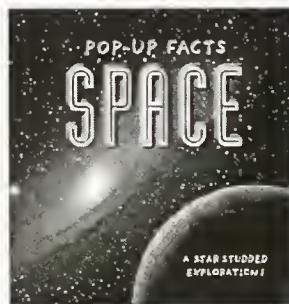
**Rating: 5+ PETER PAN.** By Robert Sabuda. This is another "over-the-top" book by Sabuda. Each pop-up is fabulous including the little ones that are within the booklets that tell the story. Only the pop-up of the Jolly Roger, which is quite complicated, didn't work too well. Sabuda tops each book with one better than before.



At *Templar Publishing* the two new wedge-shaped titles of the Marvel “True Believers” Retro Character Collection were on display: *Fantastic Four Pop-up* (9781840116700) and *The Incredible Hulk Pop-up* (9781840117066). Announced for spring 2009 is *The Ballerina’s Handbook* (9781840116984) by Kate

Castle that offers a pop-up *Sleeping Beauty* stage set, fabric costumes, and lots of other ballet ephemera. Quite different – and surprising at the end – is *Who Will You Meet on Scary Street? Pop-up Nightmare Inside!* (9781840113099) by Christine Tagg and illustrated by Charles Fuge with nine pop-ups.

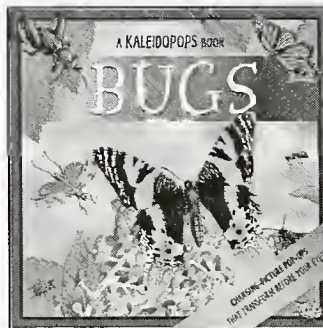
For non-fiction pop-up books, they showed the recently published third part of the Pop-up Facts series: *Space: A Star Studded Exploration!* (9781840117936) by Peter Bond and packed with pop-ups, pull-tabs, flaps, a dial mechanism, and even a press-out dice game. Also shown were the first two published parts of their innovative series of Kaleidopops Books by Ruth Martin with illustrations by Peter Scott, including moving image lenticulars. *Oceans* (9781840118650) has lenticular pop-ups with changing colors that show hunting, defense, and attraction in action under the waves. In *Bugs* (9781840118704) butterflies and dragonflies flutter their lenticular wings, showing off a kaleidoscope of shimmering colors. A third volume, *Extreme Predators* (9781840113143) will come in the spring and will bring tigers, sharks, and cobras into action, springing off the page.



Finally, at *Walker Books* was seen one of this year’s most amazing pop-up dummies: *Gladiators at the Colosseum* by Toby Forward, illustrated by Steve Noon. It opens up to reveal a reconstruction of the world’s most famous amphitheater in its full glory of a day at the Roman games. It is a spectacular paper construction that folds out in two halves from the left and the right to close to its full oval in the middle of the spread. A must-have for sure once published next fall.

Walker Books also displayed a new *Snow White* illustrated in five, three-dimensional scenes with the exquisite artwork by the well-known illustrator Jane Ray. Every scene suggests the theatrical drama and romance of

the story with swathes of curtain and a stage. Highly theatrical, too, is the third part of Jean Mahoney and Viola Ann Seddon’s ballet packs. *Swan Lake* combines a fold-out ballet theater, twirling figures, movable scenery, and a CD of the *Swan Lake* music. The Kate Greenaway Medal-winning illustrator Gary Blythe illustrated the 80 pages of *A Treasury of Princess Stories* by Amy Ehrlich with an enchanting pop-up scene to introduce each of the six favorite



stories. A funny toddler’s pop-up plaything at Walker’s will be Jill Murphy’s *Large Family Novelty*. It has a large cover (30 x 34 cm.) with a fold-down, pop-up kitchen scene into which the stories of three of her well-known *Large Family* booklets (a family of elephants) can be recreated. Mini hardbacks of the booklets are inserted in the insides of the cover flaps,

as is a set of press-out-and-play characters. All of these will come out next fall.

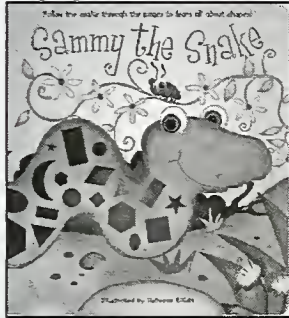
#### *The middle-market of series and sequels*

Though the building of my articles may suggest that the up-market pop-up book dominates the business, it surely is for the middle-market that the bulk of movable and pop-up books are published every year. No spectacular extravaganzas, elaborately engineered paper works, surprising new techniques, or mechanisms are found in the many new titles for this part of the market. But they are solid, sellable books offered at a decent price and contain movable and three-dimensional elements to attract the buyer’s attention. Mostly these are the books that reach the hands of the intended readers/players, the children. This is where the big money is made – though the collectors mostly ignore at them. Not always rightly though, since amongst them are some quite nice items. What follows is a rather random choice out of the possibly hundreds of new titles from this production, grouped by the packager/publisher where they were seen.

Most likely the number one in publishing for this branch of the market is *Tony Potter Publishing*. Having developed some well-selling formats in the last couple of years, they seemed to me to be offering fewer new titles. Nevertheless, there were new sequels in their series of interactive, informative books with memorabilia, flaps, and pop-ups: *World War II: The War Through the Eyes of Children* by Gavin Mortimer describes the experiences of children from around the world. Also through the eyes of contemporary children, we get a look at the daily life in *Egypt* and at the *Vikings*, both written by Duncan Crosbie and engineered by Kees Moerbeek. Ancient antiquity features in both books written by Sue McMillan: *Ancient Myths* and *Greek Myths*, that apart from the usual Greek, Roman, and Egyptian



myths, also brings to life some legends of North and South American origin. Dummies of two parts of a new series of Great Lives, written by Pat Hegarty, were on display and used the same format of fascinating facts, pseudo-facsimiles, flaps, and pop-up surprises. Each explores the life and times of an historic figure who played an important role in changing the world: *Shakespeare* comes in 2009 and later *Leonardo da Vinci*. An innovative city guide by Valentina Zagaglia will be *Great Cities: An Interactive Journey Around the World*. It will depict with flaps and pop-ups the landmarks and features of such cities as New York, Paris, London, Rome, Moscow, and Beijing.

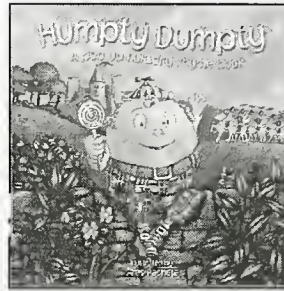


Expanding into this market is **Top That! Publishing** from Woodbridge in Suffolk, U.K. While already having some ten years of experience with board books, activity books, and books-plus components, they now have a new imprint of **Tide Mill Press** that will include all kinds of movable, novelty, and pop-up books as well. A series of Magic Ribbon Books includes two titles illustrated by Rebecca Elliott: *Sammy the Snake* (9781846665400) and *Millie the Millipede* (9781846662737) in which, at the turn of a page, the title character pops out on his flexible ribbon, highlighting a different shape or colored spot on his back. In two parts, illustrated by Andrea Petrlik, *All Aboard the Yellow School Bus* (9781846665424) and *All Aboard the Animal Train* (9781846661747), a bus or train pops out on a flexible ribbon to show children and animals in the windows.

There are three interactive counting books with integral 3-D characters and well-known counting rhymes like *Ten Green Bottles* (978184666469), *There Were Ten Bears in a Bed* (9781846661105), and *Ten Little Mermaids* (9781846663765). Each book ends with a well-executed pop-up scene on the final spread. Pop-up story books on the list include *Who Ate all the Lettuce?* (9781846661761), illustrated by Rebecca Elliott, and the funny *Cock-a-doodle Boo* (9781846665585),



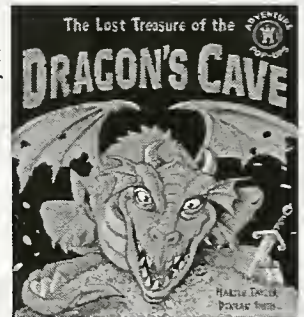
illustrated by Martina Le Ray. *Where's Bear?*



(9781846666643), illustrated by Andy Roland, follows the grand adventures of Bear, who wanted to see the world, and has to be found in the pop-up scenes of the five spreads that punctuate each of the world famous landmarks. *The Snowlies Find a Letter* (9781846664090) is designed and illustrated by the renowned mural artist Ashe

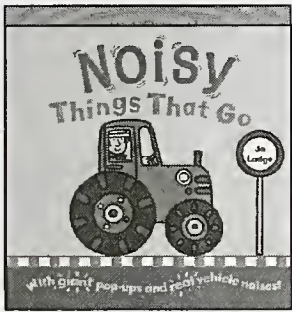
Ericksson. There were also on display some nursery rhyme pop-up books like *Hey Diddle Diddle* (9781846666674) and *Humpty Dumpty* (9781846666681) by Czes Pachelá; a turn-the-dial book by Daniel Howarth, *I Am a Mole, and Live in a Hole* (9781846665745); and a Nister-like book with revolving pictures by Susanna Lockheart, *Revolving Nursery Rhymes: A Rotate and Reveal Picture Book* (9781846665721). They also showed a range of (board) picture books with magnetic supplements, magic wands, L.E.D. lights, even with "colour-changing star light," sliding panels, UV flashlights to reveal invisible ghouls on the pages, and more. It is a very interesting new imprint with good quality movable and pop-up books.

A third big player in this market is **Little Tiger Press** that has built up a strong backlist of pop-up books in recent years and is augmenting it with new titles this season. Their Peek-a-Boo Pop-ups, illustrated by Jack Tickle, will publish in the spring two additional volumes: *The Very Ticklish Tiger* (9781845065928) and *The Very Funny Fish* (9781845065935) to complete a dozen titles in the series. Trish Phillips illustrated a new *The Greedy Dog* (9781845065966) after her earlier *Big Old Bear Who Swallowed a Fly* and *The Little Fish Who Cried Shark!* Debbie Tarbett has a third sequel to her series with moulded pieces and a pop-up finale with *Ten Friendly Fish* (9781845065560). After the success of last year's treasure-hunting tale of *The Lost Treasures of Mummy's Tomb*, Martin Taylor and Duncan Smith came to this year's fair with two just-published sequels: *The Lost Treasures of Dragon's Cave* (9781845067441) and *The Lost Treasures of Skull Island* (9781845065546).



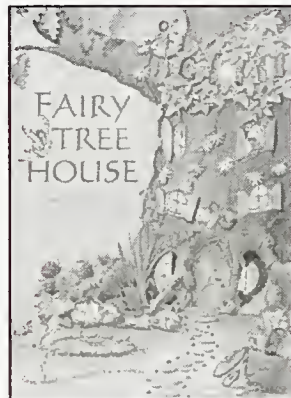
By tradition **Macmillan** and its imprints aim at this middle-market as well, at least with the movable and pop-up books that are not designed by their star engineers Nick Denchfield and Maggie Bateson. Next summer will see published *My Alien Odyssey: A Pop-up and Play Book* (9780230707641) paper engineered by Corina Fletcher and illustrated by Melissa Four. It will offer three pop-up scenes to act out or to use to make up your own adventures on an

alien planet using the die-cut characters and accessories stored in a built-in drawer. Corina Fletcher also designed and engineered *Time Pirates: Atlantis Adventure* for fall that will be illustrated by Mike Bromlow and will have two stand-alone pop-up vehicles and an amazing pop-up underwater city with press-out pieces. Great fun this summer will be Emma Dodd's *Messy Fingers: With Lift-the-flap and Pull-tab Surprises* that goes from messy, to muddy, sticky, soapy, and, finally, sleepy.



Scholastic also displayed several nice items aimed at the middle-market. Emma Dodd showed here the young child's *Dot and Dash Love to Play: A Push-and-Pull Pop-up Book* with novelty mechanisms on every spread. Jo Lodge had two new pop-up books: *Noisy Farm Animals* (9781407106076) and *Noisy*

*Things That Go* (9781407106083), both with giant pop-ups and, respectively, animal or vehicle noises. Ant Parker's spring contribution is *Welcome to Busyville*, a large format board book with moving windows on every spread to reveal hilarious surprises. Nick Sharratt just published *Octopus Socktopus* (9781407105574) with pull-tabs, lift-flaps, and humorous wordplay, a sequel to his earlier *Elephant Wellyphant*. David Wojnowicz illustrated a sequel to his earlier *Elephant Joe is a Pirate* and showed the pull-tab and turn-a-wheel dummy of *Elephant Joe is a Spaceman!*, to come next spring. Finally Sean Taylor, the creator of the Piggy Wiggy books, had on display his *The Bopping Big Band* (9780439943444) with lift-the-flaps to reveal very funny musicians and a great pop-up finale with an integrated applause sound chip.



Separate movable or pop-up books of interest were seen at the stands of some other publishers that don't specialize in these books but do bring out a single title from time to time. *Child's Play* showed four new Roly Poly Box Books by Kees Moerbeek: *Jungle*, *Ocean*, *Snow*, and *Space* that complete the first dozen of titles in this successful series. They also announced a new series of Whirligigs by Kees Moerbeek. However, the books were recognized as a reprint of the funny novelty books with rotating characters that appeared at the end of the 1980s as parts of a series called Whizzers!

At the stand of *Chronicle Books* was seen another interesting three-dimensional curiosity by Saviour Pirotta: *Fairy Tree House* (9780811864312). Illustrated by Susanna Lockheart, it has with a fold-out card stock tree house that stands upright from the centerfold of the covers to be stuffed with items (stored in a pocket) to punch out and assemble: a fairy carousel, a dress-up fairy, a dragonfly mobile and more. It is hard to describe but it is quite an oddity!

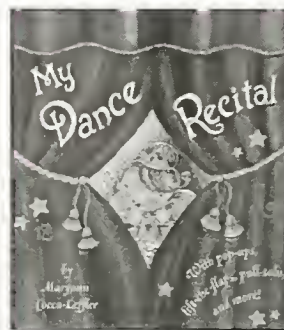


At *Eguout Books* was seen an acceptable *Saturday Night Shaun* (9781405242196) by Emily Stead and illustrated by Adam Reif, offering a pop-up party paper engineered by Richard Hawke. A more desirable pop-up book was seen at *Hyperion Books* where Margaret

McNamara's *The Whistle on the Train: A Rollicking Railroad Pop-up Book!* (9780786848904) was on display. Illustrated by Richard Egielsky, it is an eight double-spread homage to the favorite preschool song "The Wheels on the Bus," packed with massive, though not too refined, pop-ups on every page.

Remarkable, we thought, was the almost complete lack of pop-up books from the Australian *Five Mile Press* that in recent years has done a lot of them. Except for a nice carousel (see later) we saw just a follow-up to the earlier *The Search for Tutankhamun*, done again by Niki Horin, and *The Search for the South Pole: Adventures of the Heroic Age* (9781742113166). It tells about the journeys of Robert Falcon Scott, Roald Amundsen, and Sir Ernest Shackleton with collaged photographs, diary entries, pasted-in booklets, some flaps, and pop-up features.

And, finally, there are, of course, some of the pinkest of pop-up books spotted again: Dawn Apperley offered at *Orchard Books* for next summer a sequel to *How to be a Perfect Ballerina* from the Princess Rosebud series that has already sold 12 million copies worldwide (so we fear this will not be the last part).



And announced for fall from *Robit Core Books* was another *My Dance Recital: With Pop-ups, Lift-the-flaps, Pull-tabs, and More!* (9780375847080) by Maryann Cocca-Leffler. Even though the dinosaur books for the boys appear to be extinct, the girlish ballet books appear to have eternal life.

### The mass market

The lower side of the market also has its own publishers to provide cheap, simply constructed, and common-taste-designed novelties. A few years ago this mass-market was still flooded by sideways opening books with simple fanfolded pop-ups as published by Ottenheimer, Crown, Brimar, Grandreams, Peter Haddock, and similar companies, but these kinds of books are rarely seen anymore. Musketeer Books was the only company we saw still offering them in Frankfurt.

Today they have been replaced by (board) books with simple movable or pop-up devices that don't need elaborate production in China, done above all in vivid colors "as children love," and with a choice of subjects mostly limited to fairy tales, animals, or early concepts (shapes, opposites, colors, numbers). "Photoshopping" appears to be the most recent way to reduce the costs of this kind of books.



**Intervisual Books** and **Piggy Toes Press** showed some of these in series based on color photographs, enhanced with some "acrylic cover treatment" or "tactile areas." Examples are Pop & Touch and Pop & Shine books with titles like *Baby Animals*, *Colors*, *Fruit*, *Kittens*, and *Trucks*, and another series

with *Big Cats*, *Sharks*, *Snakes*, and *Wolves*. But several of the simple Dorling Kindersley titles offered surely fit into this market, too. **Reader's Digest** also used to serve this market and offered, for example, *Dinosaur Days: A Pop-up Book about Opposites*, and a *Barbie Mix and Match*, to come this winter. And **Bookmart** adds a series of fairytale books with pop-up 3D windows like *Cinderella*, *Little Red Riding Hood*, and *The Princess and the Jewels*, as well as a third kaleidoscope early learning board book: *My Big Book of Counting*.

**Small World Creations** contributes with books by Fiona Hayes, *My Incredible Colours* and *My Incredible Counting* that combine wheels and flaps with a simple pop-up finale. Kathryn Smith has no less than three series: simple pop-up books like *My Incredible Pop-up Baby Animals*, and *My Incredible Pop-up Farmyard*; booklets with turning dials to complete the scenes in *Who Lives Here?*, *What Do I Eat?*, *Who Sold That?*, and *What Do I Need?* There are books with sliding pages that reveal extra pictures in *Finley the Fish* (about numbers), *Dilly the Duckling* (about colors), *Tilly the Tiger* (about patterns), and *Poppy the Puppy* (about opposites).

Almost hurting the eyes, however, were *3D Pop-up on the Farm* and *3D Pop-up Oliver's Animal Friends* as seen at the hitherto unknown company of **Yoyo Books**.

Macmillan toddler's and young children's imprint **Campbell Books** offered some more quality titles with Jason Chapman's pull-tab books *Who's That Singing?*, and *Who's That Snoring?* There were simple pop-up books with busy little bugs by Benji Davies: *Pop-up Garden*, and *Pop-up Toadstool*; or the even touching sturdy board book *Baby Faces* by Zita Newcome, in which the expressions on the faces cutely change by the pull of a tab – to name just a few of their new 2009 titles.

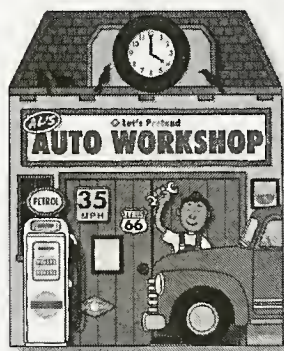


Quite a novelty for little girls is a long-term project that started at Macmillan with the publication of its first two parts: *Sparkle Street* by Vivian French with illustrations by Joanne Partis. The paperback booklets with cut-out pages and glitter each come with

a stand alone pop-up shop that in due time will make a village shopping High Street. *Wizard Stargazer's Magic Shop* and *Rosa Bloom's Flower Shop* are just published; *Barnaby Baker's Cake Shop* and *Lizzie Ribbon's Hat Shop* will follow early 2009. Further, *Leo Catt's Pet Shop* and *Fairy Pink's Hotel* are announced for 2010.

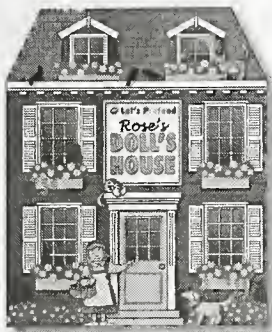
### The ever popular carousel format

The exploration of all possibilities of the carousel format, as started by Wally Hunt's Intervisual Books in the 1990s, has brought a lot of books with complex engineering, sophisticated gems in the last decade. These have been expensive up-market designs with up to eight or more compartments over various levels, with roofs and a look into the doll's house, castle, etc. They have shown the front of the building on one side, had innovative techniques for flattening the floors, and even built-in lights to turn on – it has all been done. Keith Moseley was an innovative designer of the kind that, with the creativity of a Nick Denchfield, went over the border by disguising its original format in his recent creations. That development seems to have come to an end, since we saw in Frankfurt a clear return to the more basic use of the carousel as a round display. With ribbons to connect the front and back covers, and the traditional four compartments with rather simple pop-up elements, these are often designed for the child to play with using his own toys, or with press-out characters or accessories that come with the book. These are, indeed, paper toys.



Such books were on display at Macmillan designed by Emily Bolam: *Farmyard Friends* and *Happy House*, to come early 2010. Tony Potter Publishing was represented by dummies of *Fix-it Garage*

and *Poppy's Pony Club* by Moira Butterfield Priddy Books showed, likewise, *Al's Auto Workshop* (9781843325000) and *Rose's Doll's House* (9781843324997). Chicken Socks from Palo Alto, California had a nice *Tree House Bugs* (9781591743798) with bug buddies to assemble from pipe cleaners, wooden beads, pre-printed sticker faces to stick on, and easy-to-assemble furniture for the tree house. This most basic format was used also by the aforementioned Yoyo Books for their *Yoyo's Medieval Castle Carousel Book* and *Yoyo's Farmhouse Carousel Book*.



Because they told their own story, filled up with the figures that belong to it, fewer interactive items were found in *Dragon Mountain* by Georgia Barrington at Tony Potter Publishing; in *Pop-up Party Time!* (9780230701878) from the Honey Hill Books by Dubravka Kolanovic at Campbell Books, and in

*Dinosaurs in the Round: With 3-D Pop-up Diorama's from the Triassic, Jurassic, and Cretaceous Periods* (9780375843686) by Jen Green at Random House.

Most surprising proved to be the return to the original format of the carousel book as it originated in the 1940s – with its star-shaped design of three angular compartments built up from a proscenium, two or three die-cut layers and a backdrop, offering a nice perspective diorama. We found such retro publications displayed in full glory at *Five Mile Press* (from Australia) with their *Cinderella: A Fairytale Carousel Book* illustrated by Lee Krutop. Opening with a 12-page storybook that retells the story with hyper realistic illustrations, the book folded round for my very eyes into a circular panorama of six illustrated dioramas layered for a captivating 3-D effect. As if by magic, I was the small boy again who got his first carousel in the 1950s. Nostalgia *pur sang*.

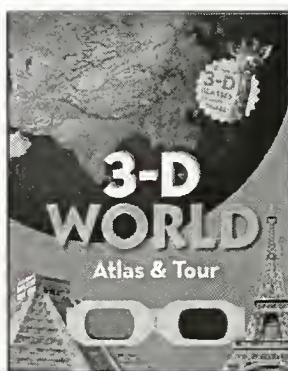


#### ... and some other novelties

Last year's best selling success of *Gallop! A Scanimation Picture Book* by Rufus Butler Seder from Workman – and published internationally in various countries – had a 2008 sequel *Swing! A Scanimation Picture Book* from the same publisher. As well as a range of related stationery, there were animated suncatchers,

rulers, and greeting cards that exploit the kinetoscopic effects of the moiré overlay. The dummy of another sequel, *Kick! A Scanimation Picture Book*, to come in 2009, adds a variety of color to the hitherto black and white designs.

As intriguing as the revival of the historic technique of the moiré overlay, we think, is the reuse of another technique that has been used for centuries to surprise by its effect, the anamorphosis. Kelly Houle revives this distorted picture technique that only makes sense when seen in a curved mirror in her *Gracie's Gallery: A Magic Mirror Book* (9781581177848) published by Piggy Toes Press. She wrote a nice article in the November, 2008 issue of *Movable Stationery* about the genesis of this book with its cleverly constructed mylar mirror that rounds into the right shape by the pull of a tab.



Nostalgic, but still surprising, as well, are the anaglyphs used by Marie Javins in *3-D World Atlas & Tour* (9780811860611) published by Chronicle Books. Apart from the usual maps and feature articles found in an atlas, the book also includes some 50, 3-D photos of the world's most interesting sights to be seen through the red-and-blue glasses that come with the book.

Promoted as “The world isn't flat... Your atlas shouldn't be either!” the reader can visit the Grand Canyon, look down from the top of the Eiffel Tower, “snorkel” in the Great Barrier Reef, peek inside a blue ice cave in Antarctica, and more. Also, the physical maps are rendered in 3-D, so mountains rise off the page as well. Old fashioned, maybe, in times of Google Earth but a wonder of three-dimensional optical illusion that still amazes today as it did a century ago.

A final three-dimensional oddity, based on a historic format, was found at the stand of the Japanese Toppan Printing Company that presented a new design by the Japanese publishing company Imajinsha and attracted a lot of attention. A new concept was proposed for bookcase type diorama called *Panoramic Scope*. It is a book-a-like box to be filled with a three-dimensional scene of a view of a well-known city by constructing it yourself from pages of pre-perforated model-sheets. When ready, the scene can be seen through a small slit in the spine of the book-box and by this restricted view there spread surprisingly wide and deep views before your eyes. By lifting the front cover you even can adjust the light and change the view as seen by sunset or sunrise...! The work is highly reminiscent of the pre-cinema format of the polyorama panoptique from the 19<sup>th</sup> century. Designs were available of dioramas of Venice (Grand Canal and Rialto Bridge), London (Big Ben), Paris (Arc de Triomphe and the Eiffel Tower), New York (Statue of

Liberty), Egypt (pyramids), and Sydney (Opera House). Each comes with an informative booklet about the history of the cities and its buildings.

### Continental Europe

To conclude the second part of this survey of what was seen at the 2008 Frankfurt Book Fair, we will briefly glance at the original continental European output of movable books and pop-ups. After years of complete inactivity, some publishers from *Germany* are again investing in co-editions of Anglo Saxon projects. Copenrath Verlag, for example, brings the German edition of Ron van der Meer's *How Many?* The German branch of Dorling Kindersley publishes some German editions of their pop-up books (*Dinomanie*; *Mein Interaktiver Weltatlas*; *Regenwald*, and *Ozeane*, two parts of the series of *3D Entdecker*). Volumes of the recent counting series by David A. Carter were also seen in German editions. The Munich based Ars Edition seems to be back into the pop-up market. On one hand they, again, had several co-editions of British pop-up books, and on the other, they developed an all-new *Aliens & Ufo's* (9783760734835). It is an informative book about ufology and supposed extra-terrestrial life with a pop-up Ufo on its center spread and an intriguing all-lenticular front cover. The book ties in with the alien-chasing movie *Akte X- Der Film 2* that is simultaneously being shown in German cinemas.



Ars Edition also has a reprint – with a newly designed front cover – of their great *Das Berlin-Paket* (9783760718422) by Michael Lewitscharoff, first published in 2001. An English edition of the book is available as well: *The Berlin Pack* (9783760720166). So, if you missed it before, be sure now to get your copy of this amazingly well-produced city pack that proves to be a sought-after classic in the range of complex engineered packs.



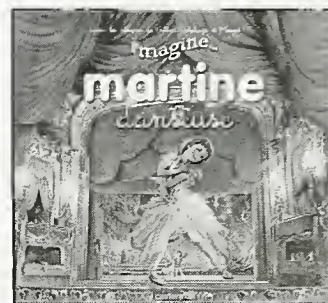
The NordSüd Verlag from *Switzerland* surprises by bringing a brand new pop-up book by Marcus Pfister, *Monster-Party: Pop-up Buch mit Lustigen Klapp-Effekten* (9783314016219) that will be available in English from North South Editions. It is very remarkable that the Swiss best-selling Pfister brings a new picture book first as a pop-up book. He earned his fame in 1992 with the

publication of the picture book *The Rainbow Fish* (the first

book to incorporate shimmery foil in its design) that is numbered among the world's best selling picture books of our times.

But, again, as in recent years, the only continental European market that offers an interesting range of original movable and pop-up books is *France*. Not the glittery paper extravaganzas we know from the American market, but, surely, the most artistically illustrated and sophisticated books, often levelling the high standards of the contemporary European picture books.

The company that produces a remarkable line of original children's movable books is the French-Belgian publishing house *Casterman*. They offered, again, a mix of movable titles ranging from nostalgic retro publications to highly commercial middle-



market items to very nice artistic books illustrated by the great names of the new French-Belgian school of picture book illustration. Highly nostalgic are the two mini pop-up books after the 1950s character of Martine from the books by Delahaye and Marlier: *Martine Danseuse* (9782203016835) and *Martine Princesse* (9782203016828). Rather traditional are the illustrations in the two Venetian blind books by Patrice Léo that commemorate the bicentenary of the Punch figure: *Guignol et le Loup* (9782203015449, Punch and the wolf) and *Guignol et le Pirate* (9782203015432, Punch and the pirate). Similar are the



illustrations in the two new titles by Cyril Hahn: a funny new look at the wolf in the pop-up book *Le Pique-nique du Petit Chaperon Rouge* (9782203017245, the picnic of Little Red Riding Hood), and a further story about his little black boy character Boubou, *Sauve Qui Peut Boubou!* (9782203017672,

rescue yourself, Boubou!). Remarkably different are the illustrations in *Comment Faire Pousser un Cerisier?* (9782203017306, how to raise a cherry-tree?) by Sylvia Dupuis and with flaps, pull-tabs and a pop-up; in the funny sound pop-up books by Emile Jalaud *Et Moi Pas!* (9782203014305, not me!) about animals that prefer stripes and others that prefer dots; and *Un p'tit* (9782203014299, a little one) by Maëlle et Pascal Lemaître, a potty book. Most poetic however – and most simply animated with just gatefolds – is *Les Moindres Petites Choses* (9782203009639, the smallest little things) by Anne Herbauts, a clear representative of today's highly artistic picture books.

Casterman also published a fourth shadow theater book designed by the packager Hotnail, illustrated once more by Nathalie Dieterlé, *Issumbôshi* (9782203012585). It comes with a flashlight. Finally, a dummy was shown of an elaborate pop-up book *La Grande Muraille de Chine* (the great China wall) to come next year.

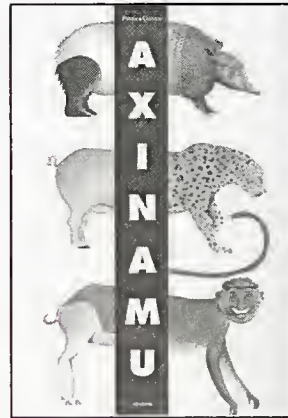
Sempé, it was only published posthumously a couple of years ago. These are two very desirable items.

A must for comic lovers are also the two large pop-up volumes of the Hergé classics *Tintin et le Secret de la Licorne* (9782974240980) and *Tintin et le Trésor de Rackham le Rouge* (9782974241178) just published by *Moulinsart*.



*Albin Michel Jeunesse* brings *Comment Devenir un Vrai Fantôme en 4 Leçons* (9782226183576, how to be a real ghost in four lessons) by Jacques Duquennoy, a witty movable handbook with flaps, pull-tabs, and magnetic elements to teach the little boy Pacôme how to haunt the castle he happened to inherit.

As mentioned in part one of this contribution, the most poetic and artistic Christmas book of the season was offered by *Bayard Jeunesse: Nativité Pop-up* (9782747027322) illustrated by Jean-Hugues Malineau and paper engineered by Adrey Simon. This same publisher brings a new delicate pop-up book by Jean-Charles Rousseau, *Promenons-nous Dans les Bois* (9782747025249, let's walk in the woods), also, typographically, a very nicely executed pop-up book with five well-known French children's songs, animated with simple, origami-like pop-ups in the centerfold of the spreads.



The best-selling couple Pittau and Gervais have two non-fiction pop-up books with additional pull-tabs from Gallimard Jeunesse: *Le Loup* (the wolf) and *Le Koala* (the koala). They teach young children about these animal's babies, foot prints, feelings, food, activities, and more. But they surprise with their large size (39.5 x 28.5 cm.) and wordless lift-the-flap, pop-up, mix-and-match, hide-and-seek book *Axinamu* (9782755701562, the title being an anagram of *animaux*, animals). It is done alternately in black and white and in color and is published by *Editions du Panama*.



At the stand of *Gallimard Jeunesse* we saw displayed the new books engineered by two French paper engineers who both have internationally-known names. Olivier Charbonnel did the rather complex paper artwork for *Pop-up Circus* (9782070619982) illustrated in bright color planes by

Lionel Koechlin in which the fakir was especially pleasing. Gérard Lo Monaco surprised, once more, by his three-dimensional artwork in a choice of six tricks by the naughty schoolboy *Le Petit Nicolas. Un Livre Pop-up* (9782070621378, little Nicolas: a pop-up book). Written in the early 1960s by the famous comic-scenarist René Goscinny, and illustrated in black and white by the also famous illustrator Jean-Jacques



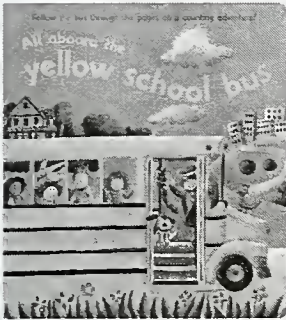
(six in each volume), a laser-cut, layered perspective view of the illustrations by Thierry Dedieu which are done on black paper against a one-color background. These are very nice books that appear to be aimed at the adult gift market.

And a final gem – in two volumes – was seen at *Editions du Seuil*. They offered *Les Fables de La Fontaine, Mises en Scène par Dedieu: Livre I* (9782020983372, the fables of La Fontaine, staged by Dedieu. Part I) and *Livre II* (9782020983389). They are paper engineered by Camille Baladi. Typographically they are very well executed books that show, in a window in the center of the spreads



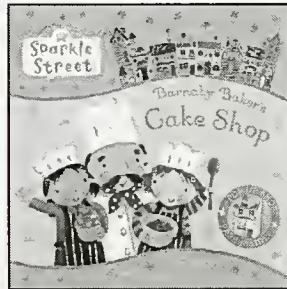
## New Publications

The following titles have been identified from pre-publication catalogs, Internet sources, book store hunting, and advertising. All titles include pop-ups unless otherwise noted and are listed for information only - not necessarily as recommendations for purchase.



*All Aboard the Yellow School Bus.* [Magic Ribbon Learning Books]. Top That! £8.99. 978-1846665424.

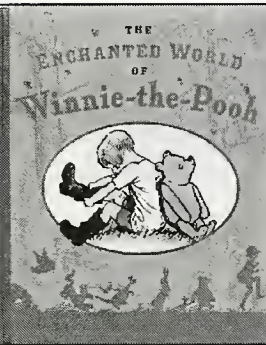
*Barnaby Baker's Cake Shop.* Macmillan Children's. £5.99. 9780230014633.  
Also: *Lizzie Ribbon's Hat Shop.* 9780230014657.



*Barnacle Carnival: A Pop-up Book.* May. Jumping Jack. \$17.99. 9781605802831.



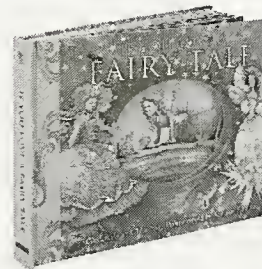
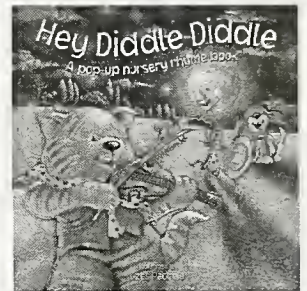
*Big and Busy Space: Take Off on an Incredible Journey to Discover the Secrets of the Universe.* Priddy Books. April. £8.99. 9781843325840.



*Double Delight Farm Pop-up.* Little Hare Books. \$19.99 (Australian). 9781921272929.

*Enchanted World of Winnie-the-Pooh.* Dutton. \$19.99. 9780525479710.

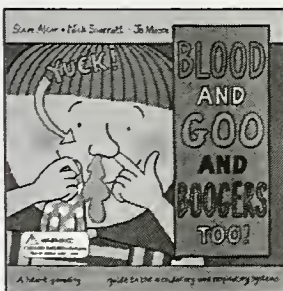
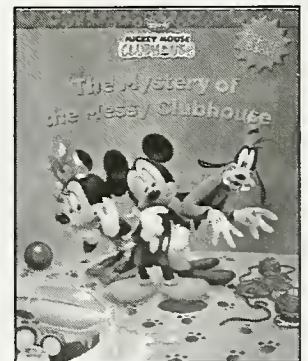
*Hey Diddle Diddle.* Top That! £5.99. 9781846666674.



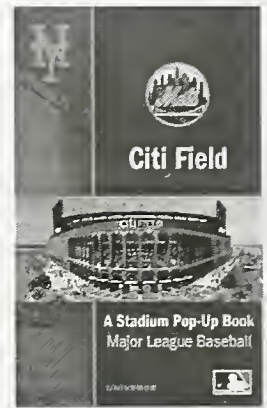
*If You Love a Fairy Tale.* [transformational plates] Barron's Educational Series. \$16.99. 9780764161810.

*The Mystery of the Messy Clubhouse.* \$10.99. Disney Press. 9781423110149.

*Ocean.* [Roly Poly]. £5.99. Child's Play. 9781846432453.  
Also: *Jungle.* 9781846432439.  
*Snow.* 9781846432446.  
*Space.* 9781846432460.



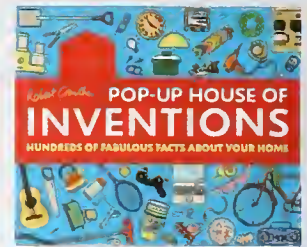
*Blood and Goo and Boogers Too: A Heart-pounding Pop-up Guide to the Circulatory & Respiratory Systems.* Dial. \$18.99. 9780803733251.



*Citi Field: A Stadium Pop-up Book.* March. Universe. \$25.00. 9780789399564.  
Also: *Fenway Park: A Ballpark Pop-up Book.* March. 978-0789399533.  
*Yankee Stadium: A Stadium Pop-up Book.* 9780789399571.



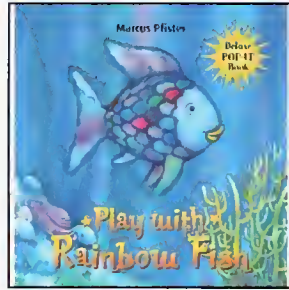
*Oceans, 3-D Explorer.*  
Silver Dolphin. March.  
\$17.95.  
9781592237685.  
**Also:** *Rain Forest.*  
9781592237593.  
Bngs. 9781840118704.



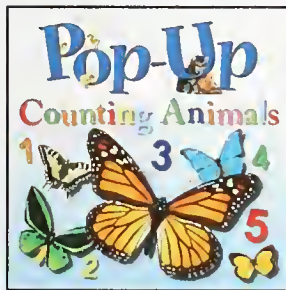
*Robert Crowther's Pop-up House of Inventions: Hundreds of Fabulous Facts About Your Home.* March. Candlewick. \$17.99. 978-0763642532.

*The Paper Architect: Fold-It-Yourself Buildings and Structures.* Potter Craft. \$24.95. 978030745147.

*Play With Rainbow Fish Pop-up.* May. North South Books. \$17.95. 9780735822290.



*Ship: Maritime History: with Spectacular Pop-ups.* April. Universe. \$40.00. 9780789318626.

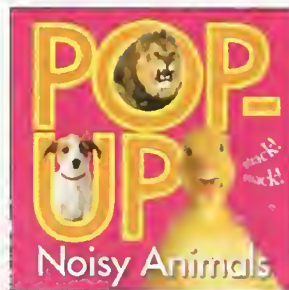


*Pop-up: Counting Animals.* \$6.99. DK. 9780756640071.  
**Also:** *Pop-up Farm Animals.* 9780756640088.

*Stuff and Nonsense: A Touch-and-feel Book With a Pop-up Surprise!* Little Simon. \$14.99. 9781416959076.

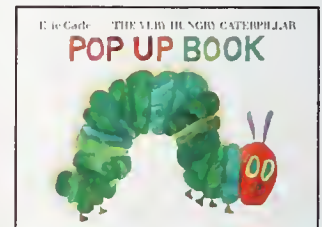


*Pop-up Noisy Animals.* Dorling Kindersley. £4.99. 9781405332460.  
**Also:** *Pop-up Wild Animals.* 9781405332453.  
*Pop-up Farm Animals.* 9781405328845.  
*Pop-up Animal Counting.* 9781405332477.



*Tractor Factory: A Pop-up Book.* \$12.95. Mathew Price. 9781935021001.

*The Very Hungry Caterpillar Pop-up Book.* \$29.99. Philomel. 9780399250392.



*Pop-up Tour De France: The World's Greatest Bike Race.* April. Paint Box Press. \$36.00. 9780966943375.

*Revolving Nursery Rhymes.* Top That! £8.99. 9781846665721.

*3-D World Atlas & Tour.* \$16.99. Chronicle Books. 9780811860611.

*The Very Ticklish Tiger.* £8.99. Little Tiger Press. 9781845065928.

