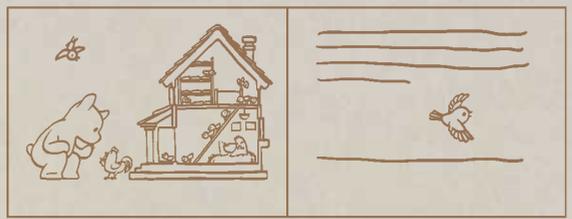
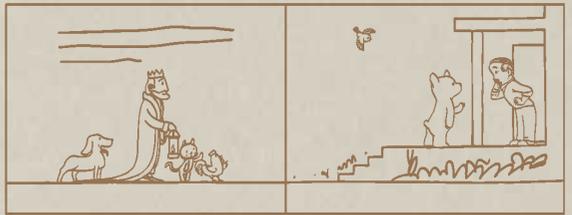
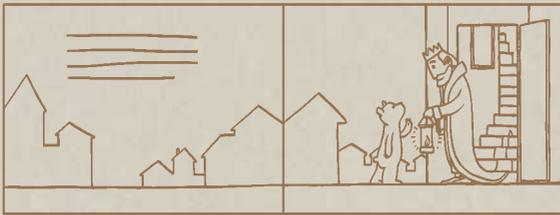


↑ 觉得空间也可以更积极。



夜归



老人的房子  
↑ 关于窗的  
得有确定

↑ 自然 ⇒ 花花草草

PICTURE BOOKS

# READ TO DREAM

BOLOGNA 2018

UTOP<sup>®</sup>

↓ 白天

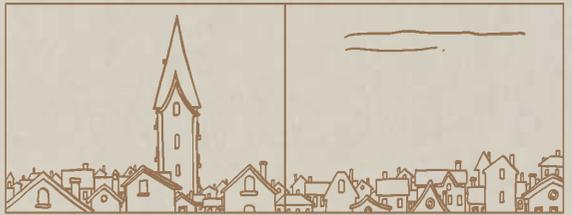
↓ 要有叶子。

↓ 晚餐。



↑ 单独那棵树

↑ 画个窗台  
(像上一页)



↑ 只有小熊有了变化!!



↑ 一张很多人，很多力软的人，可以动起来



↑ 都看向读者。

↑ 小

↑ 想死封面如此句话...

↑ 真实的书的封底

READ  
TO  
DREAM

# WELCOME

UTOP was founded in June, 1999. For years UTOP continued focusing on serving the youth market. We have a highly successful list including many famous children's laureates and also an extensive list of bestsellers in young children

books, teen books and also young adult books. The subordinate brand My Warm Family Picture Book gains good reputation in the publishing industry, which purpose is to introduce excellent international picture books to young Chinese children, and particularly pays attention to the discovery of young Chinese authors and illustrators. At the end of 2016, UTOP in cooperation

with Belgian publisher Clavis announced the start of the first picture book competition. During the competition, taking Chinese children's reading environment and the trend of children's book market into consideration, the organizer committee specially invited sino-foreign joint professional team to constitute the 'Key Colour Competition' workshop, opened

the international sight for original illustration, which helped talented illustrators express their ideas freely and vividly, and create the world-class artwork.

**CEO OF UTOP**  
An Hongmin



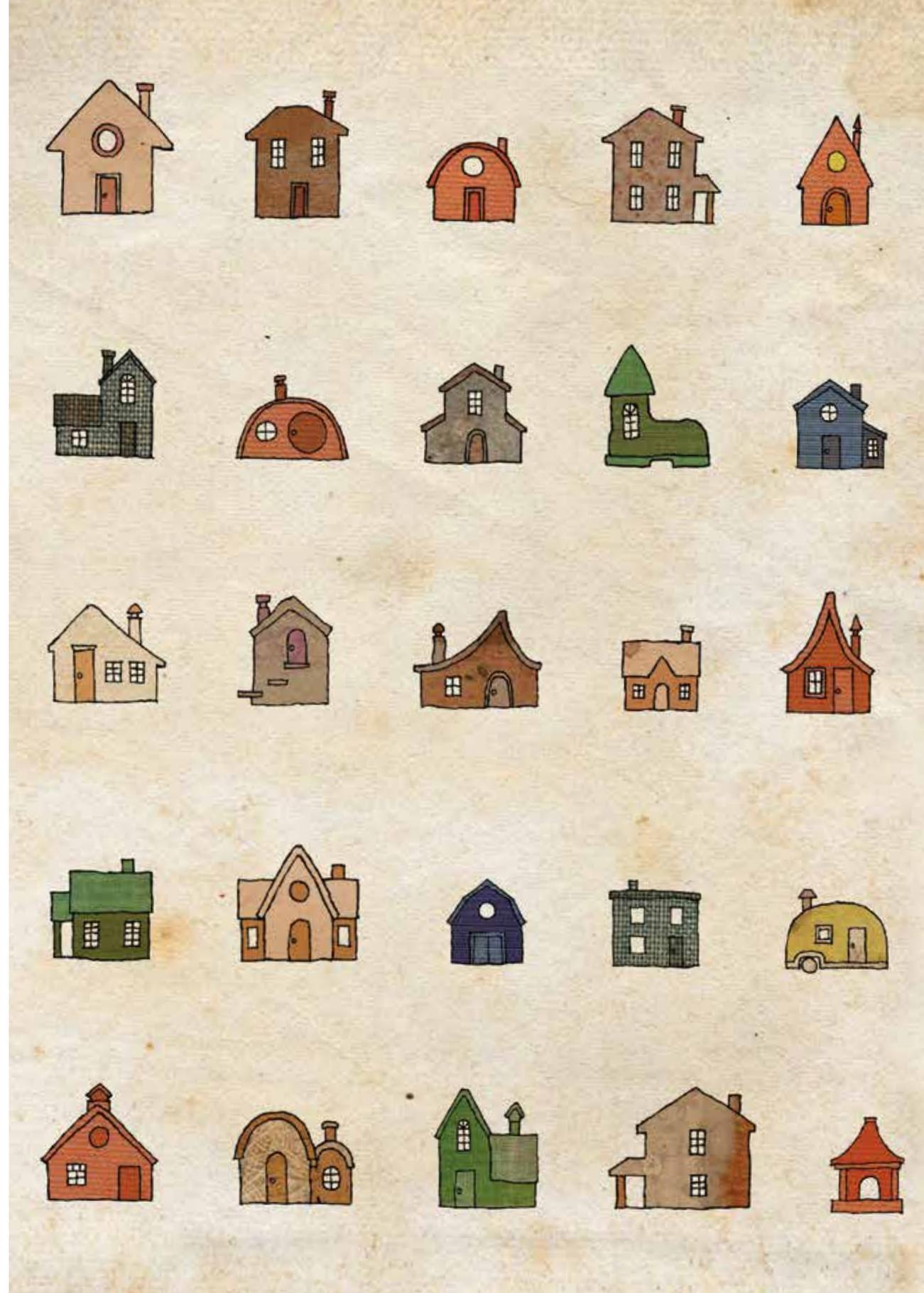


229x194mm  
40 pages  
Date of publication: 2017.5  
Rights held: World

# THE RAT-A-TAT BEAR

“Youth of China” Recommended Picture Book.

When children are eager to see the world for themselves, they might just behave like our cute rat-a-tat Bear that learns to know the world by knocking each different door.  
A nice, straight forward story about one very special bear cub. Why is this bear cub so special? For as long as a lovely house is in view, the bear cub might be tempted to knock on its door. When being asked why knocking on the front door of the house, the bear cub: “Nothing much, I simply want to.”... At the end the man follows around the bear cub. Much later, the puppy, the kitten, the chicken follow around the bear cub too. They joined the group of knocking the doors...





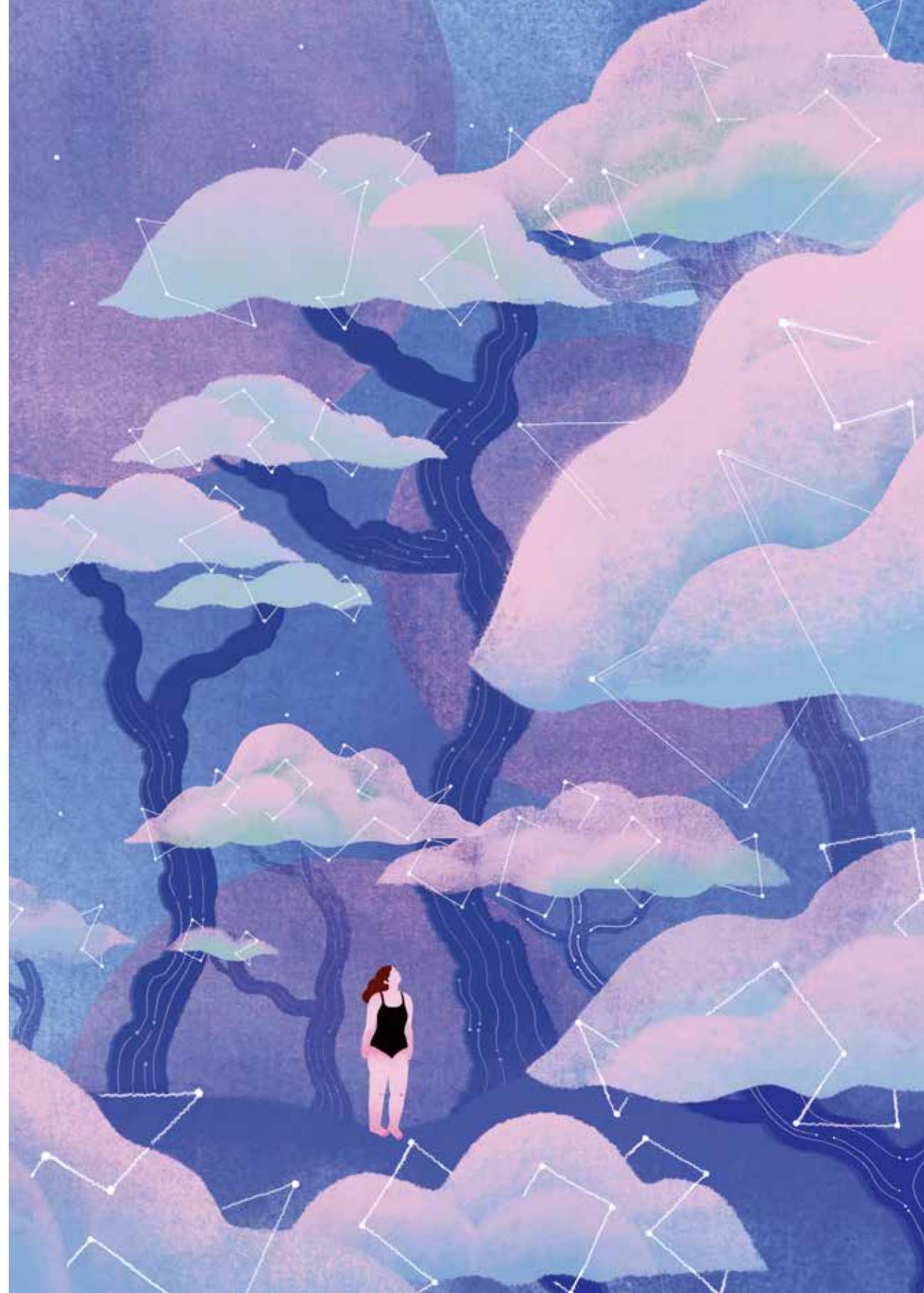
210x262mm  
64 pages  
Date of publication: 2016.6  
Rights held: World

# PLANET 1301

Best Illustrated Children's Books Awards 2016.

Heart touching story of paternal love for daughter, this picture book celebrates all the facets of growing up in a gentle and loving way.

The little girl's father is an astronaut. She grew up with father's all kinds of planet stories. Some planet might fill with the sweetest music, some poetry...The wise dad knows that there's much beauty and love in this world he could share with his little girl. Later as she grew up that she found the real world planet isn't the same as the father once described. The little girl has her own moments of worry and doubt...At last she realized that planet 1301 is one special seed daddy had planted for her.





188x188mm  
48 pages  
Date of publication: 2018.4  
Rights held: World

## A Red Dot

A similar dynamic arises in this way-too-funny wordless picture book all about not worrying over trifles.

Woke up and found her cheek got one red pimple. The little girl couldn't unload the troubles, so she tried almost everything that might cover the red pimple...the ending is quite unusual...The little trouble and worries of life may be as stumbling blocks in our way, but two powerful, little words we could learn to use when facing them—so what?



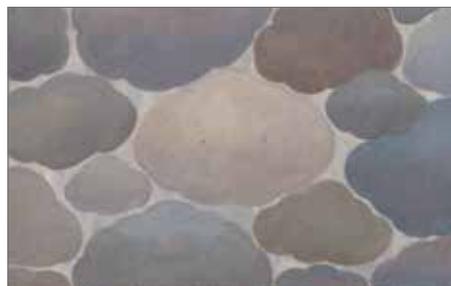


200x250mm  
40 pages  
Date of publication: 2018.10  
Rights held: World

## THE LITTLE CLOUD

Don't be afraid of loneliness. What really matters is to find uniqueness in yourself.

Here's a sweet picture book for toddlers and young preschoolers about a little cloud. Sometimes being one little cloud can be quite lonely, no one wants to make friends with her; everyone keeps avoiding her, and wants to stay near the sunshine. The little cloud cried, and the rain got people dislike her much more. Will the little cloud cheer up again? Can she find happiness and friendship?





# CHINESE FOLK FAIRY TALES

Honorable Mention Award of  
Cross-Strait Book Design Invitational 2015



285x195mm  
40 pages  
Date of publication: 2018.6  
Rights held: World

## THE MAGNIFICENT BROCADE

This is a Zhuang folk story about kindness and hardworking.

It's a folk fairy tale from the Zhuang People, who is an ethnic group living in the Guangxi Zhuang Autonomous Region in southern China. There is one ingenuity woman, whose sewing and weaving skills are incredible. She embroidered the cloth with a pattern of beautiful homeland, but the fairy took them all away. The woman's son Lere went through all kinds of difficulties and took the beautiful cloth back. The fairy was touched by Lere's bravery, so she followed him to the home, and married him. Then cloth magically turned to real...



285x195mm  
38 pages  
Date of publication: 2018.6  
Rights held: World

## HONGGUER

This is a Mongolian folk story about bravery and friendship.

This folk fairy tale comes from Chinese Mongols. Hongguer is a grassland hero. During the fighting with the evil lord, his ego got him set up, but his buddy the Jujube Colored Horse saved him. They fought together to overcome the evil lord and brought peace once again to the grassland.



To be coloured



285x195mm  
40 pages  
Date of publication: 2015.2  
Rights sold: French

## THE GIRL WITH LONG HAIR

This is a Dong folk story about kindness, courage, and how people live in harmony with nature.

Mountain god punished humanity for destroying nature. He hid the water, but the water was found a beautiful girl with long hair. Mountain god threatened the girl to keep it as a secret. But Long-haired girl could not bear the villagers suffer from the drought, and led them to scuttle spring. Since offend the god, long hair girl though she must be dead. But wise tree god taught her a good way to save herself!



285x195mm  
38 pages  
Date of publication: 2015.2  
Rights sold: French

## DRAGON PRINCESS

This is a Lisu folk story about cherishment.

Once upon a time, there was a poor young man who can play Lu Sheng. He got Dragon princess' favor and became rich and luxury. But he believed the evil witch's calumny and pushed Dragon Princess out of the house. Lost the help of Dragon Princess, the young man became poor again. He found out that he had lost the most precious thing. He was regret and cried for three days. A toad moved. With the help of toad, the young man met the Dragon Princess again. But will the Dragon Princess forgive him?





285x195mm  
38 pages  
Date of publication: 2015.2  
Rights sold: French

## FIRE BOY

This is a Hani folk story about kindness, courage, and how people live in harmony with nature.

God took away the Hani's fire. Under the guidance of old priest, a young child, Mingzha wanted to get the fire back. Along the way, the brave Mingzha met a lot of difficulties and finally came before the god. Actually all the difficulties were the test from god. The purpose is to make Hani people know how to use fire. Could Mingzha finally get the fire back for Hani people?



285x195mm  
40 pages  
Date of publication: 2015.2  
Rights sold: French

## HUNTER GUOLIE

This is a Miao folk story about courage.

Tiger goblin always hurts people from Miao ethnic village. Guolie's father was one of them who killed by the tiger. In order to get rid of the scourge, Guolie decided to fight with the tigers. After fighting a battle of wits and courage with the tigers, could Goulie be the final winner?





285x195mm  
40 pages  
Date of publication: 2015.2  
Rights sold: French

## TWO BROTHERS

This is a Bai folk story about coming around and going around.

Greedy old brother murdered young brother. Kind young brother survived with the help of Mountain God. He heard the secret of wild animals and birds, and gained wealth and a good girl's love. Young brother didn't revenge old brother and even help him. But Greedy old brother, want to cheat Mountain God to get the same benefits. What's the outcome of this malevolent brother?



285x195mm  
38 pages  
Date of publication: 2015.2  
Rights sold: French

## GOLD HAIR

This is a Yi folk story about kindness, courage, and freedom.

It is said that who has Grandma Sun's gold hair will be able to achieve the aspirations. A child found the courage, kindness and freedom on the way to look for gold hair for the emperor with a clever little slave girl accompanying him. They help others, and others help them. Ultimately they have more than the peoples who had the gold hair. What kind of adventure did they have?





285x195mm  
40 pages  
Date of publication: 2015.2  
Rights sold: French

## TWELVE PRINCESSES

This is a Dai folk story about love and hopes.

Greedy king was captivated by an evil witch. The witch made his twelve princesses lost their sight, and threw them into the deep forest. Later, one princess gave birth to a boy named Alang. When Alang grew up he decided to get twelve princess' sight back. With the guidance of god, Alang began his journey...



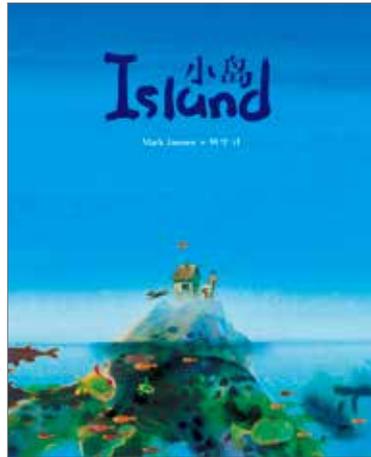
285x195mm  
40 pages  
Date of publication: 2015.2  
Rights sold: French

## LITTLE FOX

This is a Ewenki folk story about requirement.

An old Ewenki ethnic couple always wants a child. One day, the man rescued a little fox. In order to help the couple achieving their wishes for requirement, little fox set out to find the Ewenki God Shaman Nisang. Little fox expected that Shaman Nisang could change himself into a little boy. During his journey, he overcame many difficulties. He met Bird God, Tree God, and Deer God. But all of them were not Shaman Nisang. What the result of his adventure could be?





250x305mm  
32 pages  
Date of publication: 2018.4  
Rights held: Traditional Chinese

# ISLAND

Picture Book by Dutch Well-known Illustrator Mark Janssen.

It happened in the middle of the big ocean. A violent storm raged. I was resting when I saw them floating. 'There, an island!' My shield tickled. A man, a child and a dog climbed on my back. They lost almost everything because of the storm, fortunately, they had each other. I decided to protect them until they found their way to home...





175x175mm  
36 pages  
Date of publication: 2018.5  
Rights held: World



175x175mm  
36 pages  
Date of publication: 2018.5  
Rights held: World



175x175mm  
36 pages  
Date of publication: 2018.5  
Rights held: World

## BABY PANDA

A curious and happy baby panda, kids' good companion

"Baby Panda" series is designed by artists of China Central Academy of Fine Arts, the top picture books creating team in China. These books are sure to inspire lots of sweet mom-toddler snuggles. One of the books sends the message of friendship. Toddlers can learn some basic friendship skills from the main character, making group decisions, sharing, and working together. The interaction children have with these books is incredible. It creates a bond with this book that's everlasting.

We love how this story builds, making tots wonder and anticipate what will happen in the end. Perfect for teaching children about individuality and sharing, it's gonna be a timeless treasure about friendship and unconditional love. Baby Panda series is both a visual and fantastical treat.



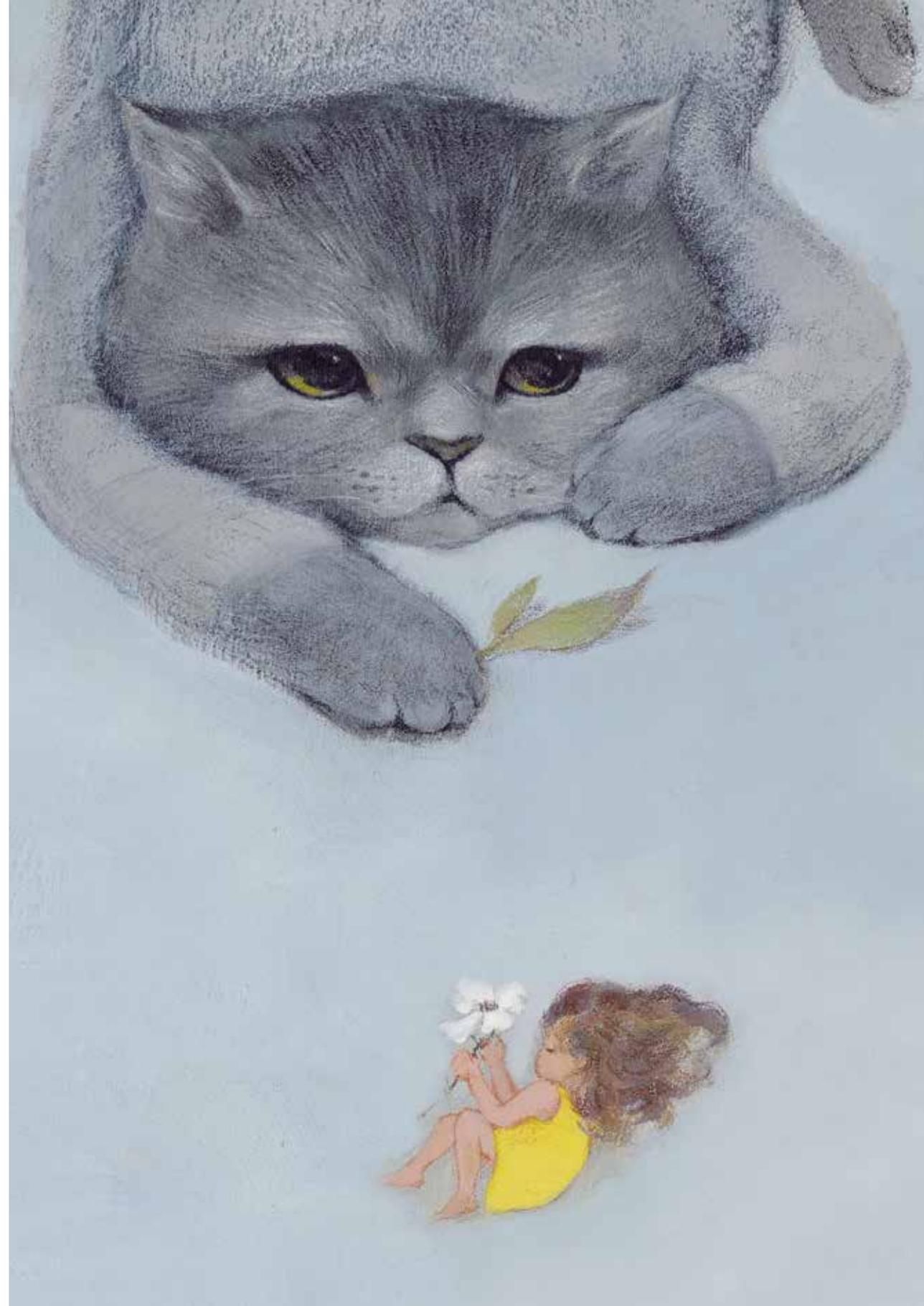


210x285mm  
32 pages  
Date of publication: 2018.10  
Rights held: Traditional · Chinese  
For other rights, please visit  
H22 C19, our partner's stand.

## Mr. Cat and Little Fairy

Key Colours Competition China 2017 · Gold Award

Mr. Cat found a little fairy in the snowy winter. Naughty and witty, the little fairy is curious about anything. Mr. Cat's life was lighted up by this little cutie. One day, surprisingly, Mr. Cat found little fairy has the magic to let plants grow! Meanwhile, he also realized that the little fairy only has one-winter life...





240x250mm  
40 pages  
Date of publication: 2018.5  
Rights sold: Dutch, English

## Little Monster Goes to Kindergarten

Key Colours Competition China 2017 · Silver Award

Today we had a new classmate in the kindergarten. But we could see nothing when our teacher was introducing him. He is a little sprite! Just like us, kindergarten is not his favorite...



240x250mm  
32 pages  
Date of publication: 2018.5  
Rights sold: Dutch, English

## Snoring Secret

Key Colours Competition China 2017 · Silver Award

There was a boy who was often awakened in the middle of the night by the strange noises of his family. On this day, he went to the kindergarten to tell him about this thing. So the teacher handed him a book. He opened the first page of the book and found out the secret of snoring!



240x250mm  
32 pages  
Date of publication: 2018.5  
Rights sold: Dutch, English

## Mole the Night Courier

Key Colours Competition China 2017 · Silver Award

The night courier Mr. Mole is going to retire recently, his pocket watch is too old and sometimes out of order. Today is the last time for Mr. Mole to do this work; he backed home as usual after delivered all the packages. Suddenly, he found one package for himself. What was the case?



210x285mm  
32 pages  
Date of publication: 2018.5  
Rights sold: Dutch, English

## Tomato and the Gone Teeth

Key Colours Competition China 2017 · Silver Award

Kitty Tomato found her loose front teeth has gone, that really scares him as he is so afraid to be laughed at by his friends. So he thought of many funny methods to hide the fact, however things always come to a mess. Finally, tomato's mother told him a secret, he smiled...



210x285mm  
32 pages  
Date of publication: 2018.5  
Rights sold: Dutch, English

## Mian Mian Lost Her Shadow

Key Colours Competition China 2017 · Silver Award

Mian Mian was unhappy, when playing the hide-and-seek game, only Mian Mian was caught by her classmates every time, even her shadow was away with the broken street lamp. Mian Mian's mom gently accompanied with her and helped her to find all the lost things...

# UTOP PICTURE BOOKS

## READ TO DREAM

[www.utoping.cn](http://www.utoping.cn)

UTOP®

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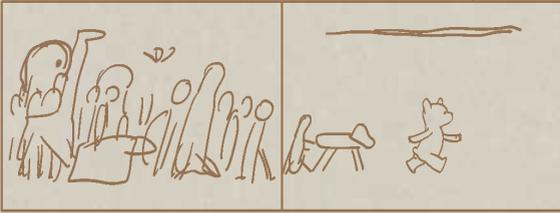


↑ 小熊和书



只有小熊有了变化!!

两张画面完全一样 (像上一次变成了真实世界的书)

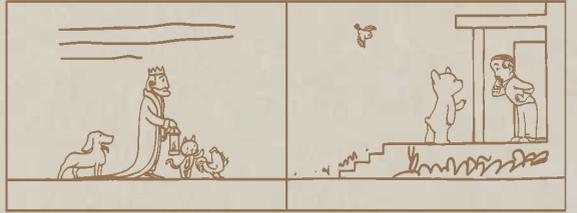
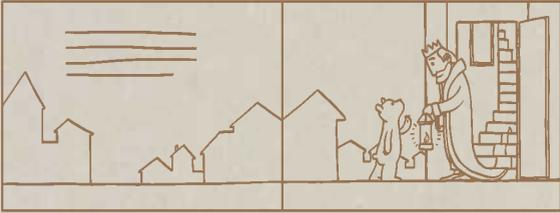


样子一样稳定

↑ 一张很多人,很多动物的场景  
 不同人,不同动物 → 稳定



形式一样稳定



↑ 自然 → 花花草草



↑ 真实形象稳定

交互示意: ↑ 好奇  
 其他小动物都进来.....



小熊带领所有小动物(故事中的形象), 听 → 思考  
 也有很多不是我们的故事里的形象



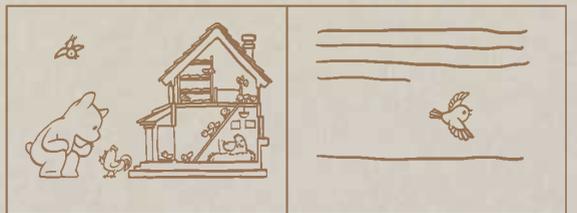
↑ 书名页 (结尾)



结果: 两个世界  
 ↑ 真实黑白 (笔触写家),  
 画面里的世界, 色彩



↑ 屋内空间也可以更玩



老人的房子

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喜日