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Advocating our idea of "Living the History, Living the Time", CITIC Press Group commits itself to offering new insights and knowledge services to the public in social transition, leading and satisfying the diversified needs of the mass readers in knowledge and culture. In constant exploration, CITIC Press Group has expanded its businesses from books and videos, electronic publications and communication into chain bookstores, reader membership services, professional education and trainings, value-added cultural services and so forth.

After more than 30 years' growth, CITIC Press Group's publishing business scale, run under China CITIC Press, has exceeded over one billion RMB. The annual publications are sorted in nearly one thousand varieties, including 10 main categories, such as academics & culture, business & economics, life style & trade, children publications and so on. For years, China CITIC Press has developed to be one of the most influential state-owned presses in the book market, forging numbers of bestsellers, keeping the leading role in the book retailing market in business and economics, and ranking the third in social science.

Since 2010, CITIC Press Group has started to run self-owned chain bookstores in the major airports and urban landmarks. Up to the end of 2013, it has acquired the franchise rights of 120 stores in 13 airports across China, covering approximately a third of the domestic flow of air travelers. It is currently the largest chain brand of airport bookstores in the Asian-Pacific region. In 2013, CITIC Press Group set up its strategy to embrace the Internet age, and established CITIC United Cloud Technology Co. Ltd., a content-oriented Internet company, entering the areas of social reading services and digital publications.

China CITIC Press Group, based on China, scanning with the whole worldview, assumes the cultural mission that the epoch endows us. It is becoming a progressive state-owned cultural brand that offers premium content in China's insights and cultures, business and economics, life styles and so forth.



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C O N T E N T S

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PICTURE BOOKS

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POPULAR SCIENCE

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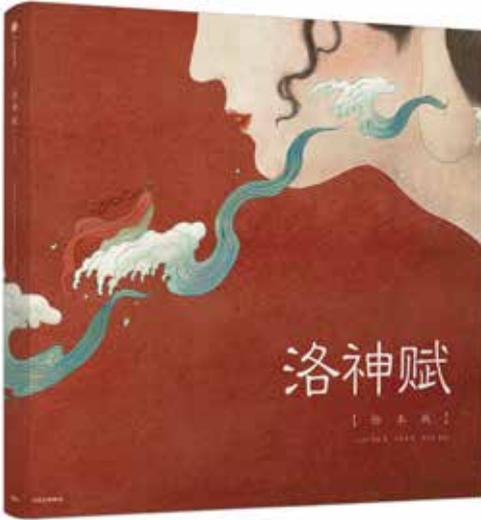
BOARD&ACTIVITY

049

READING

PICTURE BOOKS

Ode to Goddess Luo



Texts: Cao Zhi
Adaption: Yu Zhiying
Illustrations: Ye Luying
Target: above 6 years old
Size: 292*280mm
Pages: 60
ISBN: 9787508692968
Price: RMB 88
Pub. Date: August 2018
Hardcover

Ode to Goddess Luo, a masterpiece of Fu - a unique Chinese literary genre, has been enduring through the ages in China. It was written by Cao Zhi - a famous man of letters from Wei Kingdom during the Three Kingdoms period. The Goddess Luo was a figure in ancient Chinese myths and legends. She was said to be daughter of Fu Xi (the Chinese Creator that was firstly documented), but drowned in the Luo River to become the "Goddess Luo". In his classic works, Cao Zhi depicted a romantic encounter in fantasy: on the way of returning to his fief from the capital, he stopped at the Luo River where he met the Goddess Luo, the two fell in love at first sight but finally departed, then spent the rest of their life missing each other,





since the love between man and deity was doomed to a sad ending.

Ye Luying, a young painter that graduated from CAFA, was so touched by this love tragedy that she decided to present it in the form of modern fine arts. By combining the traditional Chinese painting style with modern cartoon techniques, she vividly depicts this agelong story in a picture book, which has been a great success since unveiled: winning the 13th China Animation & Comic Competition Golden Dragon Award and several other awards. In 2018, Ye was invited to the National Treasure, a traditional Chinese culture program produced by CCTV, to reinterpret Gu Kaizhi's *Painting of Ode to Goddess Luo* in the capacity of guardian of this cultural relic in modern times, winning applause and admiration from the audience.

Yu Zhiying: Author of children's literature, critic of children's books, translator with almost 200 translated picture books, and a researcher that probes into the significance of picture books in reading, writing and teaching from Taiwan. She is currently promoting early reading, effective approaches for reading picture books and juvenile novels, and application of picture books in reading, writing and teaching.

Ye Luying: Well-known illustrator, picture book painter, and teacher of CAFA specialized in illustration and cartoon after graduation from the academy. Being fascinated with the oriental culture for years, she has devoted herself into creating distinctive oriental fine arts that integrate her personal style with modern implications. Her works have won China Animation & Comic Competition Golden Dragon Award (Best Illustration), Golden Pinwheel International Young Illustrators Competition (Best Chinese Illustrator), Hsin-Yi Picture Book Award (Judges' Choice), and Cheltenham Illustration Award.



Fables from the Classics for Kids (8 volumes)



Texts: Xiang Hua
Illustrations: Picture Books Studio
Target: 3~6 years old
Size: 230*210mm
Pages: 24/vol.
ISBN: 9787508690230
Price: RMB198
Pub. Date: July 2018
Paperback



This is a Chinese version of *Aesop's Fable* catering to the readers aged 3~6. The author and the painters with the Picture Books Studio at the Central Academy of Fine Art (CAFA) selected some stories, both child friendly and enlightening, from *Chuang-tzu* and other classic Chinese books, and adapted them into a picture book. The stories are depicted with witty and humorous language, and all the characters are the animals to the delight of children.

For example, in the Chapter *How Pheasant Transforming into Phoenix* (adapted from *Yin Wenzi*), the bear bought a pheasant from the fox, and prepared to present it to the Tiger King by lying that it was a "phoenix". Unfortunately, this "rare treasure" fled halfway. The news spread quickly via word of mouth and finally came to the ears of the Tiger King. To

everyone's surprise, His Majesty granted the bear a handsome reward for this tribute, though it vanished. This is a thought-provoking story, especially for this era inundated with fragmented information. Nowadays, it is increasingly hard to see through the nature of things, we shall remain sober and persist in tracing back to the sources of all things, rather than deceived by hearsays.

Xiang Hua: Well-known picture book writer and teacher of CAFA. He was honored as the Best Animation Scriptwriter at the China Golden Eagle Award for the animated film Lotus Lantern, and affectionately nicknamed as "Mr. Bird" by children. Xiang has spent years on collecting and sorting out the Chinese traditional cultural stories, adapting them into children's favorite picture books, and has finally accomplished his master work *Chinese Folk Fairy Tale Series*.

Picture Books Studio: It is affiliated to the City Design School of CAFA. The school is founded to cultivate the young talents that are respectively good at editing, publishing, writing and painting, in an aim to boost the development of the Chinese picture books. The fable series - jointly produced by 8 excellent young painters - is only part of the long-term projects of the studio.





The Butterfly Lovers (2nd Edition)



Adaption: Tang Yaming
Illustrations: Yu Hongcheng
Target: 4~10 years old
Size: 285*235mm
Pages: 44
ISBN: 9787508688893
Price: RMB49.8
Pub. Date: October 2018
Hardcover



The Butterfly Lovers (the ill-fated lovers Liang Shanbo and Zhu Yingtai turned into butterflies after their death, only in this way could they never be apart) is a joint achievement of Tang Yaming, Executive Chief Editor of Fukuinkan Shoten Publishers, and Yu Hongcheng, winner of the Illustration Award at Bologna Children's Book Fair. Through a yearlong elaborate preparation, Tang and Yu depict this sad love story in 17 scenes, by borrowing the elements of Chinese shadow puppetry, and utilizing the composition technique of traditional ink wash painting (as the scene changes and time goes by, new scenery along the way will be presented in succession). Apart from being a feast for the eyes, this book is also an epitome of traditional Chinese culture that celebrates love and conveys beauty of artistic conception.

Tang Yaming: Executive Chief Editor of Fukuinkan Shoten Publishers - the top children's publishing house in Japan. Tang is author and translator at the same time. He used to be member of the judge panel of Bologna Children's Book Fair and member of Japanese Board on Books for Young People. He has won the 8th Kaiko Takeshi Literature Award (Incentive Award), the 22nd Koudannsha Publishing Culture Award (Picture Book Award), and the 48th Sankei Children's Publishing Culture Award.

Yu Hongcheng: Winner of several children's book awards in both China and abroad. After receiving her bachelor's degree from CAFA in 2011, Yu left for the UK in 2012 to pursue her master's degree in illustration and printmaking. After graduation, she has been dedicated to creating original Chinese picture books. Despite of her excellent works *Butterfly Lovers* and

Small Black Chicken: The Day He Grows up



Texts: Yu Hongcheng
Illustrations: Yu Hongcheng
Target: 3~7 years old
Size: 285*285mm
Pages: 52
Price: RMB39.80
Pub. Date: April 2019

A little black chicken cracked his egg shell to come to this world. What he saw and what he felt recorded how his mother harbored and encouraged him and his siblings. But the day eventually came that he left his mother to live independently. No matter how dangerous the world was, he must learn to live on his own. He was forced to lead his younger brothers and sisters to find food, drive away the uncle duck, escape from the chase of dogs, and even defeat the Chicken King. While one is growing up, he/she will encounter untold dangers and difficulties, no one can evade from darkness and bath in the sunshine for good, they cannot become powerful unless they screw up their courage to eliminate dangers and overcome difficulties one after another.

Yu Hongcheng: Winner of several children's book awards in both China and abroad. After receiving her bachelor's degree from CAFA in 2011, Yu left for the UK in 2012 to pursue her master's degree in illustration and printmaking. After graduation, she has been dedicated to creating original Chinese picture books. Despite of her excellent works *Butterfly Lovers* and *Ambush from All Sides*, the one titled *Food on Our Plate* helped Yu win the 2016 Bologna Children's Book Fair - International Award for Illustration, the 2016 Laurel Children's Book Award, and the 2016 Teachers' Recommended Top Ten Children's Book Award.



Chinese Story Picture Book: Legend of the White Snake



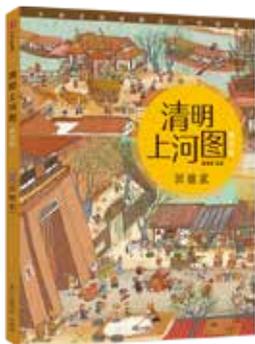
Texts: Tang Yaming
Illustrations: Ren Shuaiying
Target: 4~12 years old
Size: 228*228mm
Pages: 44
Price: RMB39.8
ISBN: 9787508686462
Pub. Date: March 2018
Hardcover

A beautiful lady named Bai Suzhen met her Mr. Right Xu Xian in the West Lake in Hangzhou City, Zhejiang Province. Later the two got married and opened a clinic called “Baohetang”. News traveled fast that Baohetang could cure diseases and promote longevity, so local people no longer worshiped the Buddha in Jinshan Temple to avert from calamities, since it was farther away in Zhenjiang City in neighboring Jiangsu Province. The temple abbot Fahai could be no more furious, he told Xu Xian that his beloved wife was nonhuman but a white snake that had been alive for a thousand years. He even used dirty tricks one after another to break up the couple...

Ren Shuaiying (1911-1989): A modern Chinese artist dedicated to drawing picture-story books, Chinese New Year paintings and traditional paintings. Ren was especially good at Chinese realistic figure painting of strong colors, with most of his works depicting national heroes, classical novels, myths and legends, and folklores.



Fairy Tale of Riverside Scene at Qingming Festival (2 volumes)



Author: Fox Family
Pub. Date: January 2019
Target: 4~6 years old
Pages: 16/vol
Price: RMB68/vol
Paperback

One thousand years ago, China was in the Northern Song Dynasty, and the capital Bianjing was one of the most prosperous cities in the world. An artist named Zhang Zeduan created a scroll more than 5 meters long, and painted the scenes he saw in Bianjing one by one, which became one of the ten most famous paintings in China - *Riverside Scene at Qingming Festival*.

Nowadays, Fox Family has created a “fairy tale version” of this painting, combining the classic art work with such folklores as *Fat Sister-in-law Returning to Her Mother’s Home* and *Grandpa and Grandson Riding a Donkey*, incorporates a large number of knowledge points into the images. This is not only a history encyclopedia picture book, but also a game clue story book. Let children understand the history of the Song Dynasty while looking for story clues in the picture, experience the fun games, improve their abilities of observation and concentration.

“Fox Family” is a startup company that delivers “Oriental cultural education for children”. It focuses on R&D and sales of books, audios/videos, courses, toys/teaching aids to the children aged 3-9. By relying on its unique Oriental aesthetic temperament and new media-driven operation, Fox Family endeavors to build itself into the most powerful children’s education brand in China.



Journey to the West (6 volumes)



Author: Fox Family
Pub. Date: January 2019
Target: 3~9 years old
Pages: 52/60/56
Price: RMB48
Hardcover

This set of picture books caters to the children aged 3-9, including six well-known stories such as *Stealing the Ginsengfruit*, *Monkey Makes Three Attempts to Borrow the Plantain Fan*, and *Three battles with the White Bone Demon*. Along their journey to the west, Tang Monk and his three disciples conquered the difficulties one after another with wisdom and courage: saved the ginseng fruit trees, walked over the flaming mountain and defeated the white bone demon...

What will the Immortals Say? (2 volumes)

Author: Fox Family
Pub. Date: January 2019
Target: 3~6 years old
Pages: 64/vol
Price: RMB24
Hardcover



Can you image how the immortals greet each other, apologize, invite for dinner and appreciate gratitude? This series of books is for etiquette education for children. By adopting unique shadow puppetry style, integrating mythologies, folklores, life scene of kids, and in an interactive Q&A form (mom posing questions and baby answering), this book will teach children to learn common courtesy, recognize familiar characters in the Chinese legends and folk tales, and feel the charm of traditional Chinese shadow puppetry.

Little Fox Braving through the *Mountains and Seas* (3 volumes)



Author: Fox Family
Target: 3~8 years old
Pages: 56/60/60
Price: RMB58
Pub. Date: January 2019
Hardcover

This set of picture books is adapted from *The Classic of Mountains and Seas*. The first part includes three volumes as *In the Vast Universe*, *The Goddess Mending the Sky*, and *Quafoo Chasing after the Sun*. The little fox was a fan of maps. One day he happened to find a “mountain-sea map” in his grandpa’s study. When he picked up a magnifying glass to watch the map, a little monster Taotie suddenly emerged and sucked the fox into the map. The two of them then entered the beautiful and magnificent world depicted by *The Classic of Mountains and Seas*. In these time-travel stories, the little fox and Taotie met lots of mythological characters and embarked on fantastic adventures with them. The content of these books is all-inclusive, there are not only myths and legends, but mountains and rivers, which will lead the children to explore the origin of Chinese culture.



Putting Fireworks during the Spring Festival



Author: Fox Family
Target: 3~9 years old
Pages: 16
Price: RMB58
ISBN: 9787508699097
Pub. Date: February 2019
Paperback

This picture book is an encyclopedia showing Chinese customs, containing more than 10 kinds of Spring Festival customs, more than 20 story clues, and over 100 characters. Pasting the Spring Festival couplets, putting firecrackers, hanging lanterns, making dumplings, buying Spring Festival goods, visiting temple fairs and watching performances...How lively the city is! However, someone has a problem. Whose movie ticket is on the ground? Whose parrot has flown away? The dragon and lion dances in the square were about to begin, could the monkey ship the props in time? Little friends, come and help them, and then we would have a happy Spring Festival together!

Chinese Legend · Dragon Heads-raising Day



Author: Fox Family
Target: 3~6 years old
Pages: 56
Price: RMB48
Pub. Date: March 2019
Hardcover

This picture book depicts the Chinese traditional Spring Festival customs, starting from the legend Dragon Heads-raising Day. On the second day of the second lunar month, a little fox named Whoo who hated of having his hair cut was pulled to the barber's shop by his father. In this book, all sorts of small folk ceremonies are presented with the images beloved by children, and there will be a big surprise for them at the end of the book. Little fox Whoo also fell in love with hairdressing since then. It may be said that it is an Oriental pantomime filled with tranquility, tenderness and warmth.

So it is! (6 volumes)



Author: Fox Family
 Target: 3-6 years old
 Pages: 36/vol
 Price: RMB19.80
 Pub. Date: April 2019
 Paperback

This set of books briefly reviews the history of Chinese people's everyday life. Each volume depicts a scene of life which is familiar with the kids, i.e., having meal, going to school, taking a bath, shopping, seeing a doctor and transportation, to enable them to find the rich historical content and popular science knowledge contained in the most common but extremely important behaviors in our daily life. The content of each page can make the kids laugh and learn a lot of historical tips. The end of each book will pull the kids from history to reality, exclaiming for the comfort and beauty of present life.



The Stories about Chinese Traditional Festivals (8 volumes)

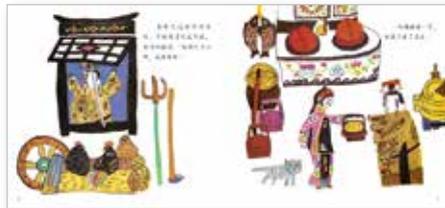


Texts: Si Nan
Adaption: Liu Dawei
Illustrations: Zhu Chengliang, et al
Target: 3~6 years old
Pages: 24/vol
Price: RMB99
ISBN: 9787508698021
Pub. Date: January 2019
Paperback

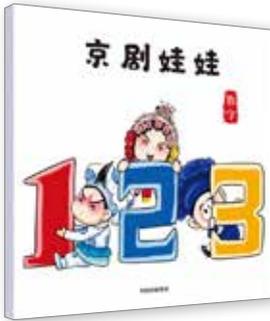
This set of book consists of 8 volumes, i.e., *Story of the Minor New Year*, *Story of the Spring Festival*, *Story of the Lantern Festival*, *Story of the Dragon Heads-raising Day*, *Story of the Dragon Boat Festival*, *Story of the Chinese Valentine's Day*, *Story of the Mid-autumn Festival* and *Story of the Laba Festival*. These books boast a high artistic appreciation value, thanks to the joint efforts made by Liu Dawei, Zhu Chengliang and some other famous artists. Moreover, the language of these books is elaborately polished, fairly readable and intriguing,

Liu Dawei: Elected as Executive Vice Chairman of China Artists Association in 1998, once learned from several Chinese art masters, including Ye Qianyu, Jiang Zhaohe, Li Keran, Wu Zuoren and Huang Zhou.

Zhu Chengliang: Born in Shanghai in 1948. He won the second prize in the fourth National Comic Book Competition in 1991 with *The Story of the Kitchen God*; and won the first prize of Feng Zikai Children's Picture Book Award in 2010 with *Reunion*.



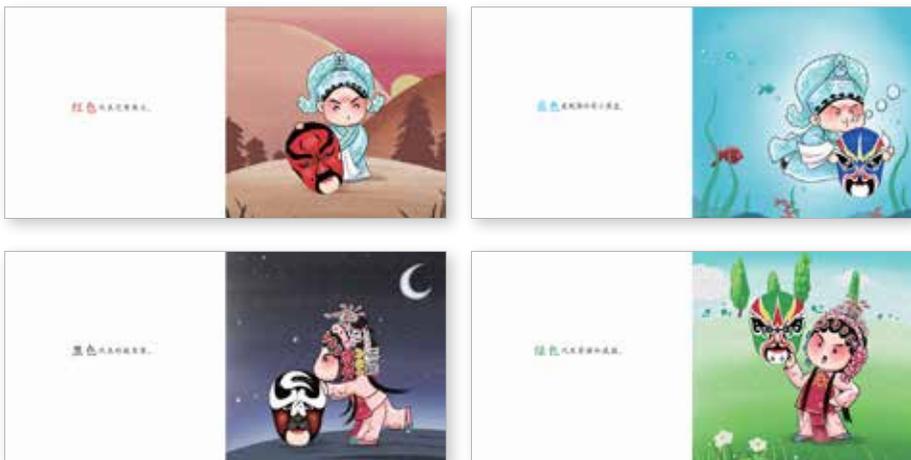
The Peking Opera Dolls (9 volumes)



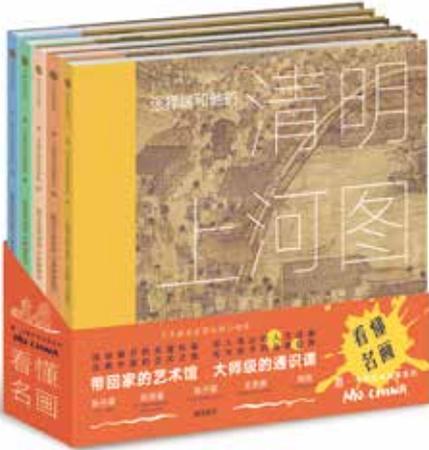
Author: Ms. Plump
 Target: 3~6 years old
 Pages: 24/vol
 Price: RMB216
 Pub. Date: June 2019
 Paperback

This is a set of cognitive enlightenment books with Peking Opera cultural elements designed for children aged 3-6. The main image in this set of books will use the Peking Opera doll image drawn by the independent creator Ms. Plump, and design the Peking Opera knowledge classification card, counting, drawing and coloring, and exercises for hand-eye coordination. The Peking Opera doll will accompany children to learn about Peking Opera, including 32 facial makeup, costumes of Peking Opera characters, interesting props on the stage of Peking Opera, and classification of characters in the industry. Counting, drawing, coloring, sticking, practicing hands-on skills and hand-eye coordination with Peking Opera dolls.

Ms. Plump: A post-80s independent picture book painter. She is a good artist with a unique painting style, and a good author with an appealing writing style. She has been an illustrator for *New Talk about the Three Kingdoms*, which was co-texts by Cai Kangyong and Hou Wenyong. Her picture book publications include *Let's Talk about the Peking Opera • Volume of Opening*, *A Fork in the Road*, *Empty Fort Strategy*, and *First Acquaintance with the Quintessence of Chinese Culture • The Peking Opera*.



“Mo China” Series · How to Reading Famous Paintings (5 volumes)



Texts: Zeng Zirong
Target: above 7 years old
Pages: 60
Price: 249
ISBN: 9787508683454
Pub. Date: January 2018
Hardcover

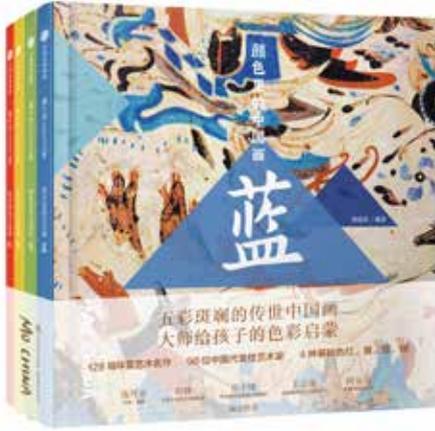
This is a set of art enlightenment books for the readers at 7 years old and above. These books respectively introduce five Chinese paintings that are handed down from ancient times: Zhang Zeduan's *Riverside Scene at Qingming Festival*, Gu Kaizhi's *Painting of Ode to Goddess Luo*, Yan Liben's *Emperor Taizong Receiving the Tibetan Envoy*, Zhang Xuan's *Practicing and Working*, and Gu Hongzhong's *Night Revels of Han Xizai*.

The content of these books is made up of the following parts: creation background, storytelling, image analysis, unique painting style of each artist and historical context. Each book is attached with relevant knowledge links and hands-on exercises. Through microscopic and macroscopic interpretation of the paintings, these books are able to enlighten the little readers with the original Chinese classical art, and deliver general-knowledge courses on Chinese culture in a lively manner.

Zeng Zirong: Executive Director of Citic Art Museum. He used to be Deputy Director of Today Art Museum, Editor-in-Chief of Oriental Art magazine and Executive Editor of Oriental Artist magazine. Being a key speaker of contemporary art lectures, Zeng has spent 20 years in art popularization, and committed to the work for popularizing, teaching and publishing Chinese and foreign art works.



“Mo China” Series · Chinese Paintings in Different Colors (4 volumes)



Author: Zeng Zirong
Target: above 7 years old
Pages: 36
Price: RMB 152
ISBN: 9787508697673
Pub. Date: November 2018
Hardcover

This set of books, which consists of four volumes as *Red*, *Yellow*, *Blue* and *Green*, introduce 90 Chinese fine arts masters and their representative works, e.g., Gu Kaizhi in the Eastern Jin Dynasty 1,600 years ago, Zhang Xuan in the Tang Dynasty 1,200 years ago, the Emperor Huizong in the Northern Song Dynasty 900 years ago, Shi Tao and the Italian artist Giuseppe Castiglione (known by his Chinese name as Lang Shining) in the Qing Dynasty 300 years ago, as well as Qi Baishi and Xu Beihong in modern times. These books will guide the little readers to appreciate beauty of Chinese art with the classic works in different historical periods.



“Mo China” Series · Getting to Know Famous Artists (5 volumes)



Author: Zeng Zirong
Target: above 7 years old
Pages: 60
Price: RMB 249
Pub. Date: November 2018
ISBN: 9787508693477
Hardcover

This set of books describes the legendary life of five famous Chinese artists: Bada Shanren (pseudonym of Zhu Da), Tang Bohu, Zhao Ji, Zhao Mengfu and Zheng Banqiao. Thanks to the elaborate compilation of several art educators, these books not only contain intriguing illustrations, but vivid stories about these masters of fine arts, in an aim to stimulate little readers to learn more about Chinese traditional culture.

“Mo China” Series · Little Art Masters (6 volumes)

This set of board books is for art enlightenment of the children aged 2-6. There are excerpts of 60 paintings done by six Chinese fine arts masters, all of them are high-resolution pictures with elaborate explanation. There are six volumes as *Visiting the Peach Blossom Land with Shi Tao*, *Watching Flowers and Birds with Ren Bonian*, *Going to the Pond with Shen Zhou*, *Rowing Boat with Qiu Ying*, *Catching Insects with Qi Baishi*, and *Painting Chinese Zodiac with Xu Beihong*.

Author: Zeng Zirong
Target: above 2 years old
Pages: 20
Price: RMB180
Pub. Date: August 2019
Board

How Long is the *Riverside Scene at Qingming Festival* ?



Author: Little Elephant AI Studio
Target: 3-6 years old
Pages: 40
Price: RMB38
Pub. Date: May 2018
Hardcover

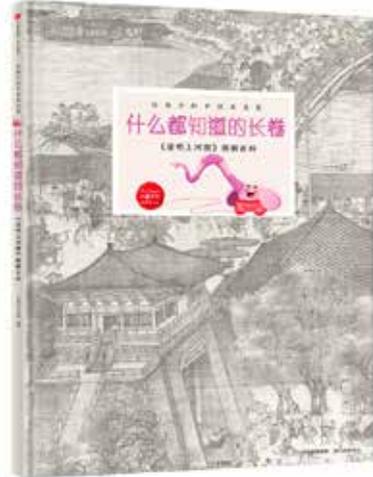
At the first sight of the *Riverside Scene at Qingming Festival*, Little Elephant AI was astonished, how long it is! It's incredible! In its opinion, no picture could be longer than the neck of the giraffe. But how long it is exactly? AI borrowed a long ruler, then he started a fantastic journey of seeking the truth!

Little Elephant AI Studio is a special brand for children which was developed by Phoenix Digital Technology under Phoenix TV.



A Long Scroll Knowing Everything · Illustrated Encyclopedia of *Riverside Scene at Qingming Festival*

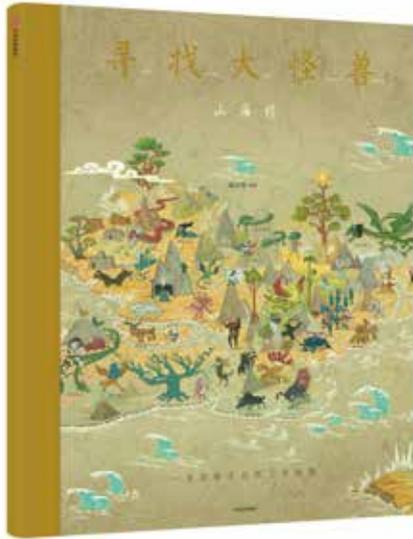
Author: Little Elephant AI Studio
Target: 3-6 years old
Pages: 8
Price: RMB168
Pub. Date: May 2018
Hardcover



This book is a “time travel” boat ticket. Would you like a slow boat trip? Unfold the scroll, start from the suburbs and enter the bustling market; while sightseeing, do not forget to conduct a field survey of all aspects of the life of our ancestors more than 900 years ago, including economy, culture, history, science and technology, folk customs and transportation tools... You want to speed up? Then download the “Little Elephant AI” app on your mobile phone and start a “time travel” journey through the universe. Activate this scroll through the ages by playing the game. Oh, my god! All the ancients in the painting become alive! In a story-telling manner, this book guides the children to understand *Riverside Scene at Qingming Festival*, and experience the brilliant civilization of the Song Dynasty .



The Classic of Mountains and Seas



Author: Zhao Qiang
Target: 6~12 years old
Pages: 78
Price: RMB158
Pub. Date: September 2019
Picture book: 8mo four-color hardcover
Special Issue: 16 mo four-color textbook
Poster: 800*660mm four-color coated paper

Have you heard about the “big cat” Zou Wu of Newt Scamander, the phoenix Fawkes of Albus Dumbledore, and the nine-headed snake monster Xiang Liu in *Night at the Museum* (III)? All of them are originated in the Chinese *Classic of Mountains and Seas*! The word “phoenix” (“Fenghuang” in Chinese) is actually a combined name of the male phoenix (Feng) and the female phoenix (Huang). In Chinese mythology, Zou Wu was the patron saint of the state. This book depicts more than 1,000 kinds of ancient mythical beasts, the readers will have a direct contact with them.

Zhao Qiang: Publishing planner, freelance writer, translator of children’s books, and promoter of reading. She is good at converting the beauty of traditional Chinese culture into interesting content and language that children can understand, and persistent in promoting the traditional Chinese culture with her rigorous research attitude and passion.



I Won't Talk First



Texts: Jiang Yitan
Illustrations: Sherry Feng
Target: 0~6 years old
Size: 210mm*280mm
Pages: 52
Price: RMB 39
ISBN: 9787508695549
Pub. Date: November, 2018
Hardcover

This picture book is fully loaded with the love between parents and their children.

Aha! It's snowing! The mother panda went to the bamboo forest looking for cool and crisp bamboo. Her baby woke up but found his mother was nowhere. He was so anxious that he began to trace the footsteps of his mother in the forest. It's not difficult for the mother to discover that her beloved boy was following her from afar, but neither of them shouted out to each other; instead, they started playing a game called "I Won't Talk First"... Snowflakes were fluttering around in the forest, everything was covered by the white snow, as pure as the love between mother and her child who are inseparable from each other.

Jiang Yitan: One of the influential short story writers in contemporary China, winner of the first Lin Jinlan Short Story Writer Award, Pu Songling Short Story Award, and the Hundred Flowers Literature Award for Best Short Story. *I Won't Talk First* is his debut picture book.

Sherry Feng: Graduated from Cambridge School of Art, is one of the newly emerged post-90s Chinese illustrators dedicated to children's picture book.



Tail of Fox



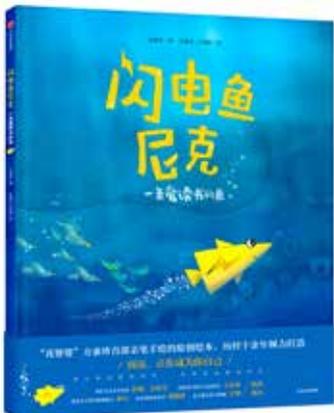
Texts: Jiang Yitan
Illustrations: Kendra Wang
Target: 0~6 years old
Size: 210mm*280mm
Page: 32
ISBN: 9787508695525
Price: RMB39
Pub. Date: November, 2018
Hardcover

It is a story that teaches children to do good deeds in a correct manner.

One day in a chilly winter, a cold and hungry fox went through the woods searching for food. He felt so excited at seeing a man sitting on the ice fishing. His mouth couldn't help watering. He begged the man for a fish to fill his belly, but he still wanted more. It was too cold outside, the man was anxious to go home, so he lent all his fishing gear to the fox for him to fish by himself. Unfortunately, the fox harvested nothing and found his tail frozen to the ice. Then he was desperately shouting the mole, the rabbit and the peacock to come to his rescue. But all of them were victims of his bullying, would they return good for evil?



Nick the Flash: A Fish That Loves Reading



Texts: Fang Suzhen

Illustrations: Fang Suzhen, Jiang Shuting

Target: 3~6 years old

Size: 302*244mm

Pages: 44

Price: 39.80

Pub. Date: April 2018

Hardcover

Deep in the bottom of the ocean, there was a little fish called “Nick the Flash”. Nick was not resigned to be a tiddler, but a “watermelon fish”, an “onion fish” or a “hen fish”... However, he gradually found that none of these identities suited him. After explorations and tours, Nick came to realize that what he was looking for was knowledge, so he made up his mind to be a learned “reading fish”.

Fang Suzhen: Writer of children’s literature from Taiwan. She is engaged in creation of children’s poems, fairy tales and picture books, and also in translation, as well as in compilation of Chinese textbooks, reading promotion and training of volunteer story-tellers. She is nicknamed by readers as “Miss Rumphius that Sows the Seeds of Reading”. She is author of *I have a friendship for Rent*, *Can You Write?*, *Every Day is Wednesday* and *Mother’s Heart • Mother’s Tree*, and translator of almost 200 picture books like *Miss Rumphius* and *Last Stop on Market Street*.

Jiang Shuting: First Prize winner at the 2007 Students’ Picture Books Creation Competition (junior college group). She was born in 1985 in Kaohsiung of Taiwan, and graduated from the Fine Arts Department of National University of Tainan.



The Sleepy Town



Author: Ya Dong
Target: 2~6 years old
Pages: 40
Price: RMB39
ISBN: 9787508692227
Pub. Date: September 2018
Hardcover

There used to be a small town named “Sleepy Town”. All of its residents were fond of sleeping. The little ones looked so adorable when they were asleep. But when they woke up... Wow! What had happened? Tadpoles turned into frogs, caterpillars became butterflies, chicken hatched from eggs, watermelon flower turned into big watermelons, melon seeds grew into sunflowers, and maggot babies became buzzing flies...

Ya Dong: An overseas returnee with Master’s Degree, winner of Chen Bochui International Children’s Literature Award, Hsin-Yi Picture Book Award, and Chinese Times Award for Original Picture Books.

Mike Xiaokui: Founder of Mike Children’s Picture Book Studio, and Editor-in-Chief of *Goodnight, Baby* - a picture book favorable for children’s spiritual growth. He has won the fourth Hsin-Yi Picture Book Award (excellent picture book creation), the 2015 Best Picture Book Award of Chinese Children’s Book List, and the Annual Picture Book Award of Chen Bochui International Children’s Literature Competition. He was once shortlisted for Feng Zikai Children’s Picture Book Award.



The Old Lady Surnamed Ding



Texts: Mao Mao
Illustrations: Yang Zongming
Target: 3-6 years old
Pages: 42
Price: RMB48
ISBN: 9787508698694
Pub. Date: January 2019
Hardcover

It is the work produced by the famous story-teller Auntie Mao Mao. The homonymic children's TV play was once reported in CCTV and broadcast in more than 50 cities. The picture book tells the story of Granny Ding, who was thin, walking through the forest to eat dinner at her daughter's house. Unfortunately, she was blocked by wolf, bear and tiger in succession. The old lady remained calm and came up with solutions to head off the danger. This story, in addition to entertain the little readers, aims to teach them to remain calm when in danger, use their wits to figure a way out.

Mao Mao (with autonym as Zheng Bingqing): A signed picture book writer with Yourbay and co-founder of July Caterpillar Studio. She has been actively participating in children's reading promotion activities (including three-dimensional reading). She holds the Master's Degree in the major of communications.

Yang Zongming: Original picture book illustrator, animation designer, creative and artistic director of July Caterpillar Studio. He has created the picture book *Dolphin and Boy* and the children's literature series "Flower Elf".



The Breadwinner



Texts: Cartoon Saloon
Adaption: Lv Lina
Target: 3~6 years old
Size: 290*215mm
Pages: 56
Price: RMB45
ISBN: 9787508694986
Pub. Date: October 2018
Hardcover

This picture book is adapted from the animated film *The Breadwinner*, which was nominated for the 90th Academy Award for Best Animated Feature Film. It tells a touching story taking place in Afghanistan when it was ruled by Taliban. The 11-year-old girl Parvana was forced to look for jobs to support her family, but she had to disguise herself as a young man at first. It is a thought-provoking story, especially for the Chinese children nowadays.

Cartoon Saloon, founded in 1998, is an Irish cartoon company with distinctive features and tremendous success. After 20 years' hard work, it has not only achieved commercial success, but won high praise for its animation art: *The Secret of Kells* (2009), *Song of the Sea* (2014) and *The Breadwinner* (2017) were all nominated for the Best Animation Award of Oscar.

Lv Lina started publishing literary works since 1996. She has so far published over 100 volumes of fairy tales, covering more than one million Chinese characters. Her works have won Bingxin Children's Literature New Works Award, Chen Bochui Children's Literature Award, Shanghai Writers Association Children's Literature Award, and National Excellent Children's Literature Award. *The Story of Little Puppet* was included into the PEP Edition Chinese teaching materials for primary schools, and the fairy tale collection *Stray Dog and His Witch Friend* was selected into the 2009 German "White Raven List".



Bobolong Emotion Management Picture Book (11 volumes)

This set of books, targeting at the little readers aged 3-6, consists of four series as basic emotion, complex emotion, emotional strategy and emotional sociality. The first series is scheduled to come out in 2019. With the theme of “emotional force”, the picture book tells the story of Jarboo - the protagonist from Candy Star - and his good friend Bobolong; the two of them arrived at the earth to complete their mission of “adult exploration ceremony”. While reading the story, the children will follow the two protagonists and gradually learn to perceive, understand, recognize and accept emotions.

Texts: Sun Ying
Illustrations: Voice of Future Education
Target: 2~6 years old
Pages: 32/vol
Price: RMB165
Pub. Date: June 2019
Paperback

Sun Ying: Master of Western Philosophy; national secondary psychological consultant; children’s animation screenwriter; Child and Adolescent Psychology Adviser with Chinese Psychological Society; entrepreneurship mentor of Tongji Zhejiang College; content planning director of “EQ Magic Class” - the first children’s EQ educational program in China.



A Little Bird and the Statue

A statue was one day erected at the square, becoming the focus of everyone's attention. A humble little bird, who had been always marginalized in the past, happened to get a glimpse of the statue. He cautiously approached this new habitat; to his surprise, he was not rejected this time. The bird firmly believed that he had found a bosom friend, and he would never fly away. Later, the statue kept taking on new looks owing to warfare, dealings and other incidents, but the bird never betrayed it. Finally, the statue was remodeled into a bird, with its faithful friend remaining by its side. In the end, shortly after the bird took his last breath, the lonely statue fell apart into fragments.

Texts: Da Wu
Illustrations: Da Wu
Target: 3~6 years old
Size: 255*255mm
Pages: 48
Price: RMB42
Pub. Date: May 2019

Wu Huachao: A post-90s writer and illustrator, better known by his pen name Da Wu. His picture books *Once Upon a Time in the South* and *The King of Trees* were respectively selected for the 2017 and 2018 BIBF Ananas Illustration Exhibition. He is now living in Guangzhou City, Guangdong Province.

POPULAR SCIENCE

The 24 Solar Terms of the Forbidden City (24 volumes)

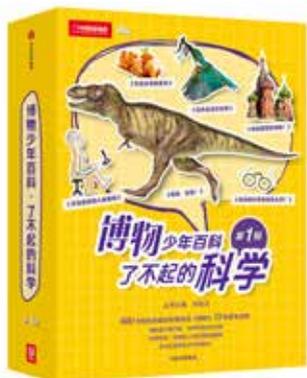


Editor: Publicity and Education
Department of the Palace Museum
Target: 3~6 years old
ISBN: 9787508697369
Size: 244*216mm
Price: RMB472
Pages: 28/vol
Pub. Date: March 2019
Paperback

This set of books, with the ancient buildings of the Imperial Palace as the background, depicts the different scenes in four seasons, 24 solar terms and 72 pentads. The stories are about Chinese customs, ancient architectures and cultural collections. In addition to enjoying the

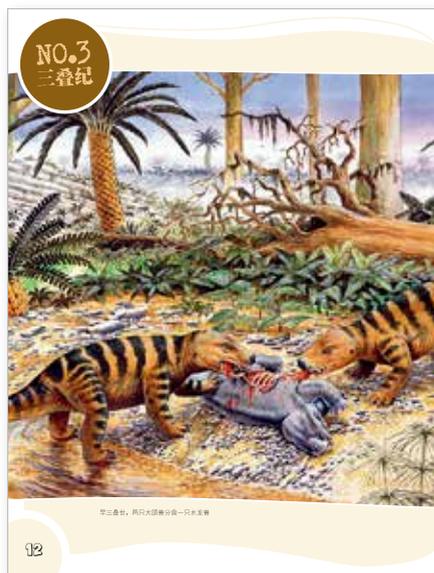


Fantastic Science (6 volumes)



Author: Xu Qiuhan
 Target: 7~12 years old
 Pages: 768
 Price: RMB196.80
 Pub. Date: August 2017
 Paperback

This set of books includes the outstanding articles in *Natural History* magazine in the past 13 years, featuring unique perspectives, exquisite illustrations, plain writing but strong scientific background. The articles are contributed by natural history experts, paleontologists, ornithologists, medical specialists, dietitians and architects. The six volumes, which are respectively titled *Dinosaurs, Don't Go Away!*; *Snacks, I Can't Love You More*; *Science is Everywhere*; *Life is not Easy for Birds*; *Incredible Codes of Human Body*; *Fantastic Architectures and Where to Find Them?*, will guide little readers to embark on a new journey of science.

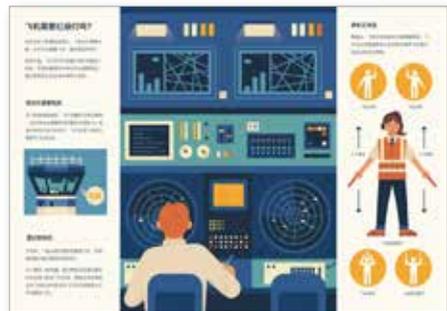
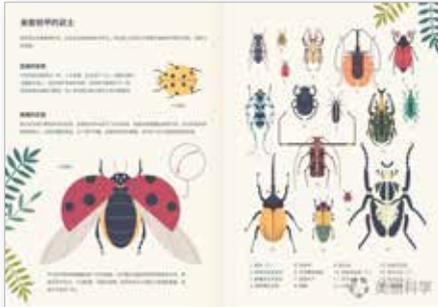


The Secrets of Flying (3 volumes)

This set of popular science picture books, with flying as the theme, is divided into three volumes which respectively reveal the mysteries of flying from the aspect of insects, birds and manmade aircraft. Based on the observation of insects and birds, these books utilize the comprehensive knowledge of history, physics, biology, chemistry and mathematics to interpret the feasibility for human beings to reach high up to the sky.

Author: Beauty of Science
Target: 5~8 years old
Pages: 48/vol
Price: RMB199/set
Pub. Date: July 2019
Hardcover

“Beauty of Science” is actually a team dedicated to the scientific and educational work. It is made up of the experts and scholars, which are specialized in science, engineering, education, design, film & television and psychology, from Tsinghua University and University of Science and Technology of China.



Natural history in the Forbidden City (3 volumes)

This set of books is customized for the juvenile to learn the general knowledge about Chinese rare birds and animals. From the perspective of natural history, and in combination of folklores and myths, these books will usher readers into an amazing world full of auspicious animals, let them know about the animals in ancient times and learn their myths and legends, cultural origins, evolutionary process, geographic features of habitats, and behavioral characteristics. These books are divided into three volumes respectively for the animals inhabiting in land, ocean and sky. Inside the books there are beautiful illustrations based the original paintings *Pedigree of Animals in the Qing Dynasty*, *Marine Life in the Qing Dynasty* and *Pedigree of Birds in the Qing Dynasty*. Young readers are able to keep exploring the mysteries of rare animals by following the footsteps of their ancestors.

Texts: Xiao Hai, Xia Xue
Target: above 5 years old
Pages: 288
Price: RMB294
Pub. Date: April 2018
Hardcover

Xiao Hai: Master of Science of Institute of Zoology, CAS; special contributor of Zhejiang's *Popular Science* magazine (targeting at young readers); and guest editor of the *Mysteries of Natural History Museum* series published by Chemical Industry Press. He was appointed as popular science lecturer for the "Fun Learning" investigation activity organized by CAS.

Xia Xue: Research assistant at Research Center for Eco-environmental Sciences of CAS. She had been working for *China National Geography* magazine after receiving her Master's Degree from Xishuangbanna Tropical Botanical Garden of CAS. She is author of the popular science books like *Xishuangbanna Rainforest Food Chain* and *Hulun Buir Temperate Steppe Food Chain*.



BOARD&ACTIVITY

“Move Your Little Fingers” Skatebook Series

(4 volumes)



Author: Beijing Little Red
Flower Book Studio
Target: 1~4 years old
Pages: 10/vol
Price: RMB39.8/vol
Pub. Date: August 2017

This set of skatebooks is specially designed for the kids aged 1~4, with the content interesting enough to draw their attention, e.g., there are Chinese-English riddles, “skateboard + puzzle” papercrafts and interactive search games. The little readers will think actively during “guessing” and “reading”; exercise their fingers through “pushing”, “pulling”, “sliding” and “assembling”; and improve attentional control by playing search games.

Beijing Little Red Flower Book Studio, which was founded in 2003, is now one of the Chinese first-class institutions that are engaged in planning and producing children’s books by accumulating over ten years’ relevant experiences. With strong professional competence, this studio has published a series of excellent books for children’s intellectual development.

Small World Gamebook (6 volumes)



Produced by: Beijing Little
Red Flower Book Studio
Target: 2~5 years old
Pages: 20/vol
Price: RMB53.8/vol
Pub. Date: June 2018

From children’s perspective, this set of books specially builds six “small worlds”, i.e., poop, birds, insects, stars, ocean and night, which are able to stimulate their interest. All the books feature lovely pictures, concise but funny language in both Chinese and English. In each book there are 22 page-flips and 30 holes, so that the children will keep flipping pages and digging holes, which helps improve their hand-eye coordination, stimulate their reading interest, cultivate their imagination and logical thinking. Such kind of hide-and-seek reading experience will enable them to know better of this big world.

I'm Ready for Kindergarten (10 volumes)



Author: Beijing Little Red Flower Book Studio
Target: 2~4 years old
Pages: 188 (total 10 volumes)
Price: RMB218 (total 10 volumes)
Pub. Date: September 2018

This set of books, which is specially designed for the kids about to go to kindergarten, includes a great variety of fun exercises, e.g., papercrafts, creative painting, coloring, labyrinth, writing and stickers. Moreover, the designs of “flipping pages”, “pushing-pulling” and “spinning”, and the text in both Chinese and English will help the kids grasp some basic knowledge and skills, expand their knowledge reserve, thus laying a solid foundation for their early education in kindergarten.

My Toy Books for Cognitive Enlightenment

(4 volumes)



Produced by: Beijing Little Red Flower Book Studio
Target: 1~3 years old
Pages: 14/vol
Price: RMB49.80/vol
Pub. Date: February 2019

This set of board books is originally designed for the babies aged 1-3 in light of their intellectual and cognitive level. There are four themes respectively for teaching the babies to learn numbers, colors and shapes, animals and daily necessities, in combination with “flip flaps” or “floor puzzles”, and presented in both Chinese and English. Being a set of visual enlightenment books for babies, they have sharp contrast of colors - which is set off by nine-grid layout, so as to stimulate development of their optic nerve.

Playing with the Nature · Lift-the-Flap Books for Strengthening Attentional Control (4 volumes)



Author: Beijing Little Red Flower Book Studio
Target: 3~6 years old
Pages: 12/vol
Price: RMB39.8/vol
Pub. Date: August 2018

This book introduces the key animals inhabiting in different environment in a personified manner, which is easier for children to understand their main characteristics. The book uses a unique painting style, and creates different but pleasant scenes with a large quantity of minor animals and plants. In addition, the book skillfully combines lift-the-flap with visual memory games: unfold two pages, then pair up the animals in three groups. Such interesting game is for cultivating children's concentration and observation abilities. There are also cross-page search games, which will be a big test for children's eyesight.

Play with Stickers · Walk into Math (9 volumes)



Author: Beijing Little Red Flower Book Studio
Target: 2~6 years old
Pages: 24/vol
Price: RMB16.80/vol
Pub. Date: August 2017

This set of books is specially designed for the kids aged 2~6. These books have 3 levels (progressively from easy to difficult), and each level consists three 3 volumes. While having fun in playing sticker games, the kids will receive early mathematical enlightenment, acquire the preschool mathematical knowledge, have more flexible fingers and better hand-eye coordination, and improved mathematical logic thinking.

Funny Faces (4 volumes)



Author: Beijing Little Red Flower Book Studio
Target: 1~3 years old
Pages: 16/vol
Price: RMB59.80/vol
Pub. Date: March 2018

This is a set of originally designed board books for the kids aged 1~3. Every page is movable with a pull tab. By comparing the expression changes of the animals before and after the page is moved, the kids will build up their observation ability. The text in the books is written in both Chinese and English, which favors for bilingual enlightenment of the kids. The pleasant images and warm stories will further consolidate the parent-child relationship. Each book has an interesting theme, i.e., emotional changes, sleeping on time, different tastes and beauty of life. The kids will know better about the importance of friends, family and life by observing the expression changes of small animals.

I'm Ready for Primary School · Pre-school Basic Skills Training (4 volumes)



Author: Beijing Little Red Flower Book Studio
Target: 3~6 years old
Pages: 80/vol
Price: RMB19.80/vol
Pub. Date: January 2018

With such interesting activities as cutting, sticking, coloring, drawing and walking a maze, this book is able to draw children's learning interest, stimulate them to actively use both brain and hands while having fun in playing games, and learn to wield the pen proficiently; inspire their imagination and creativity, improve their concentration and observation abilities, which are basic skills for the children to access to primary school.

I'm Ready for Primary School · Pre-school Basic Knowledge Reserving (4 volumes)



Author: Beijing Little Red
Flower Book Studio
Target: 3~6 years old
Pages: 80/vol
Price: RMB19.80/vol
Pub. Date: January 2018

This series includes four themes as Chinese, Pinyin, Mathematics and English. With vivid explanation of knowledge and diversified interesting exercises, it will fully stimulate the learning interest of children, let them play in a stress-free state and learn knowledge at the same time, so as to get them fully prepared for going to primary school.

I'm Ready for Primary School · Pre-school Logical Thinking Training (2 volumes)



Author: Beijing Little Red
Flower Book Studio
Target: 3~6 years old
Pages: 80/vol
Price: RMB19.80/vol
Pub. Date: January 2018

Through a great variety of activities, this series will fully stimulate children's interest in learning, boost them to do scientific exercises actively, cultivate their abilities in observation, making judgment, memorizing, distinguishing and reasoning in a comprehensive manner...In a word, let them improve their learning ability imperceptibly.

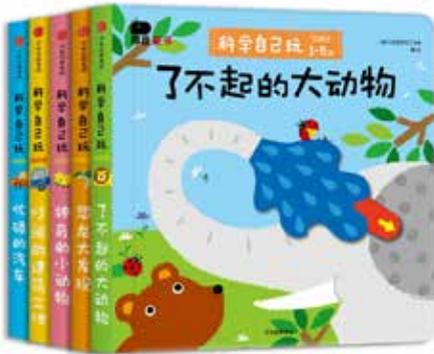
The Busy Town: Lift-the-Flap Book (6 volumes)



Author Beijing Little Red
Flower Book Studio
Target: 3~6 years old
Pages: 16/vol
Price: RMB59.8
Pub. Date: September 2018

With the Busy Town as the background, this set of books introduces various aspects of the town, so that children can imperceptibly gain the knowledge of vehicles, airports, rescue teams, construction sites, farms and other fields. The flip pages, big folding and page tabs in the books will stimulate children's interest in learning, and improve their observation, concentration and imagination abilities.

Let's Play Science! (5 volumes)



Author: Beijing Little Red
Flower Book Studio
Target: 3~6 years old
Pages: 10/vol
Price: RMB57.8
Pub. Date: June 2017

This set of book covers 5 categories of things either common to see or popular with children, i.e., big animals, small creatures, dinosaurs, cars and construction sites. With simple and vivid language, brightly colored pictures, as well as crafts like flip flap, spin, push-pull and slide, each book introduces the popular scientific knowledge in simple terms. The children can read and learn while playing games, so as to improve their hand-eye coordination, hand-brain coordination, stimulate their desire to make explorations, and cultivate their love for life and science.

Pop-up Adventures (3 volumes)



Author: Beijing Little Red
Flower Book Studio
Target: 1~4 years old
Pages: 12/vol
Price: RMB69.8
Pub. Date: August 2017

The world is big and amazing, and the kids may see it, touch it and even feel it with this *Pop-up Adventures*. Through 21 pop-up designs and warm stories, this set of books exhibits a variety of transportation means, weather changes and seaside scenes, which can fully mobilize children's multiple senses, and improve their IQ and EQ.

If Dinosaurs Remained Alive (2 volumes)

This is a series of gamebook with dinosaurs as the theme. Each volume contains 12 game pictures, and each picture contains 8 things to be searched, so as to improve children's concentration.

Vol.1 is divided into 12 scenes: (1) The Brachiosaurus busy with firefighting; (2) The advertising talent Stegosaurus looking for lessees; (3) The Tyrannosaurus advocating vegetarian diet; (4) Ms. Raptor on her way delivering parcels; (5) The police officer Triceratops patrolling the streets; (6) Captain Ankylosaur inspecting the construction site; (7) The lumbering expert Deinonychus coming to help; (8) Mamenchisaurus serving as tourism ambassador of the amusement park; (9) Ms. Microraptor working as narrator in an ocean museum; (10) Mr. Hadrosaur patrolling in the rafting scenic area; (11) Ms. Pterodactyl examining safety of airbus; (12) The team of Iguanodons taking part in ice adventure.

Pub. Date: June 2019
Target: 3~6 years old
Pages: 32
Price: RMB25
Pub. Date: June 2019

Mou Youran: Freelance illustrator for almost 10 years, and illustration expert with Guokr.com.



Vol.2 is divided into 12 scenes: (1) Dinosaur bread city; (2) Dinosaur museum; (3) Dinosaur theme park; (4) Space station; (5) Jurassic park; (6) Looking for lost dinosaur eggs; (7) Hide-and-seek in dinosaur party; (8) Magic rainforest; (9) Dinosaur mansion; (10) Dinosaur diablo theme park; (11) Dinosaur cloud city; (12) Space city in the universe.

Liu Beibei: A talented post-90s freelance artist with works carrying distinctive personal characteristics. Her picture book *Hush* won the Zhang Leping Picture Books Award; and *The Monster Moving House* are widely acclaimed.



Oracle Flashcards



Author: Like Chinese
Target: 3~7 years old
Pages: 160
ISBN: 9787508672809
Price: RMB158
Pub. Date: May 2017

Oracle Flashcards are a new set of products created by “Like Chinese”. They include 160 common characters and 320 words derived from them. Each character and group of words are attached with oracle-bone inscriptions, pinyin and English translation; there is also a detailed manual for explaining the origin of each character.

“Like Chinese” is a cultural company dedicated to Chinese character education, and providing readers with “efficient and aesthetic” Chinese character products. It has produced *Oracle Character Card Games* and *My First Book of Chinese Characters*. “Specialized in Chinese characters, understanding children and good at design” is a prominent advantage of Like Chinese.



READING

Absolutely Brainless (8 volumes)



Author: Wang Cong
Target: 6-9 years old
Pages: 120/vol
Price: RMB25
Pub. Date: January 2019
Paperback

This series of books is an original children's novels. There are 8 volumes, each one tells a magic campus story focusing on an educational topic, which is close to the real life of the children in lower grades and caring their spiritual growth. There are so many fantastic ideas that make people imaginative. The international style of illustration is exaggerating and funny, which is able to attract children to read independently and develop their writing skills. Let's go to this story kingdom to have fun!

My name is Wang Cong, I was born in Liaoning Province, northeast China, and now live in Dapeng New District of Shenzhen City. I have lots of hobbies: I like playing with my seven-year-old daughter, she prefers calling me "toy mom"; I like taking things apart at home, my husband says I am a "lady of destruction"; when I am laughing unrestrained with my diehard friends, they usually call me "four canine teeth"; I like writing unexpected stories for readers to guess the ending, the editor calls me "freak writer"; I like you picking up my book reading and reading, then you will say, "Cong, I want to read more!"



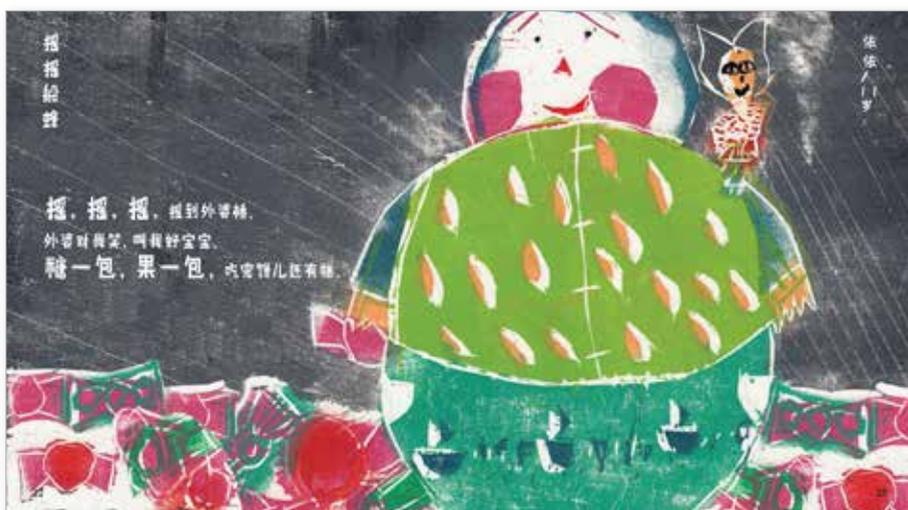
My Favorite Nursery Rhymes



Texts: Xiongliang Studio
Illustrations: Xiongliang Studio
Target: 0~6 years old
Price: RMB68
Pub. Date: February 2019

This is the most special collection of nursery rhymes for children. Xiong Liang, the first Chinese illustrator that was shortlisted for Hans Christian Andersen Award, together with the young students that attend his art class “Kingdom of Picture Book”, spent two years in picking out more than 60 nursery rhymes that are widely known, close to life, full of fun and literary value, and combining them with the most creative and imaginative illustrations created by his students, in an aim to nourish the children with beautiful languages and art works at the enlightenment stage. By reading the texts and appreciating the illustrations, the little readers and their parents will taste the original flavor of Chinese nursery rhymes.

Xiong Liang: Writer, artist and leading picture book painter in China. He is a pioneer and mentor in promoting the development of Chinese original picture books. Moreover, Xiong is one of the outstanding Chinese picture book writers/painters with most of their works translated and awarded overseas.



Chinese History for Kids (8 volumes)



Author: Uncle Kai
Target: 7~14 years old
Size: 165 mm*230mm
Pages: 1,332
ISBN: 9787508687155
Price: RMB273
Pub. Date: July 2018
Paperback

This set of books derives from the audio program called “Uncle Kai Tells History”, which was sold more than 100,000 copies on the App of “Uncle Kai Tells Stories”. The full set of books is divided into two series which review the long history of China from the Xia Dynasty to the Opium War in the late Qing Dynasty. The first series is made up of 8 volumes, i.e., *The Xia-Shang-Zhou Dynasties, The Spring and Autumn Period and the Warring States Period* (1st, 2nd and 3rd), *The Qin and Han Dynasties* (1st, 2nd), *The Three Kingdoms, The West Jin and East Jin Dynasties*, telling the stories about the historical figures and major events during this period. While looking back into the past, these books will depict the stories about the corresponding cultural relics - a new pattern betraying the traditional historical story writing, so as to present a more vivid, more intuitive, more interesting history to children!



Chinese Poems for Kids



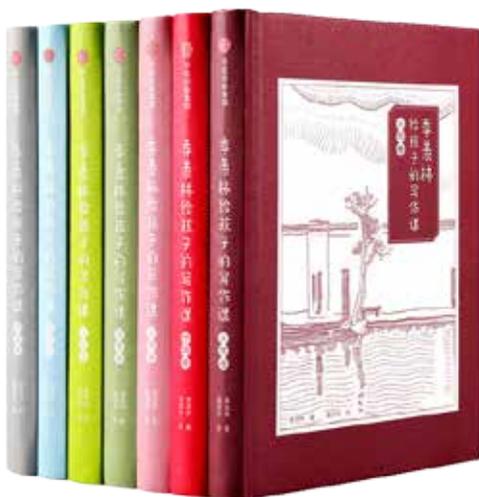
Texts: Uncle Kai
Illustrations: Dong Zi
Target: 3~9 years old
Pages: 200
Price: RMB45
Pub. Date: September 2016
Hardcover

From countless ancient Chinese poems, Uncle Kai selected 99 poems suitable for children and included them into this book. These poems are arranged progressively from easy to difficult. Inside the book, there are explanations and interesting stories for children to thoroughly appreciate the poems. This book will also help construct the cultural foundation of children with the tone and rhymes of Chinese characters.

Uncle Kai: Father of two daughters. In 2014, he opened a public account “Uncle Kai Tells Stories”, which has soon become the first “storytelling” brand in China.



Ji Xianlin's Writing Classes for Children (7 volumes)



Texts: Ji Xianlin
Illustrations: Wu Guanzhong
Target: 7~15 years old
Pages: 1,620
Price: RMB299.6
Pub. Date: August 2018
Hardcover

This set of literary books, which consists of 7 volumes, is for guiding the readers aged 7-15 to write. All the articles in this book were created by Prof. Ji from 1933 to 2007. They are divided into 7 volumes respectively for describing people, narration, expressing emotions, scenery description, travel notes, argumentation, reading and writing. Each volume is independently compiled, not only used as reading materials for primary and middle school students, but important models to improve their writing skills. In addition, there are altogether 105 illustrations drawn by Wu Guanzhong. Ji's classic words and Wu's collection of paintings, so that when the children read, they will enjoy the harmony of words and pictures.

Ji Xianlin (1911-2009): Internationally renowned master of Oriental studies, linguist, litterateur, sinologist, Buddhist scholar, historian, educator and social activist. He had been studying abroad in his early years, knowing English, German, Sanskrit, Pali, Russian and French, and was one of the few scholars in the world that is proficient in Tocharian.

Wu Guanzhong (1919-2010): Master of fine arts in contemporary China born in Yixing City, Jiangsu Province. By combining the western formal beauty of the Chinese beauty of artistic conception, Wu succeeded in creating a new painting style of “natural flavor - formal charm” with the Chinese characteristics. Most of Wu's oil paintings and ink landscape paintings are depicting Jiangnan scenery, using geometric shapes, bright and pure colors to depicting poetic images.

Comet Hitting the Earth



Author: Li Yousong
Target: above 7 years old
Pages: 68
Price: RMB68
Pub. Date: March 2019
Hardcover

This book tells a fictional story that an emperor invited some western scientists to build an observatory for him. Later, they noticed the signs that the comet would soon hit the earth. In order to dissolve this disaster and save the earth, the emperor ordered some royal guards to look for chivalrous experts in Kunlun Mountains...a fantastic adventure starts from here on.

Li Yousong: Contemporary artist in China and teacher of Beijing Institute of Graphic Communication. His works include oil paintings, tempera paintings and cartoons, he is especially interested in the themes of cultural exchange and interaction between east and west.



The Wealth (20 volumes)

Legend has it that there was a great young captain named Yang Yang on the ancient island Moore, who led his crew to save the island's economic crisis by bartering at sea. Unexpectedly, four hundred years later, a boy also named Yang Yang and his cousin Kai Kai traveled back to that time.

And the boy happened to find that he was the captain of the ship. But how could a modern young man with shortcomings undertake the mission of saving the island?... The ship Wealth finally set sail, leading to an adventurous voyage as exciting as the story in Treasure Island.

Zhang Fan is a man possessing multiple social identities: bachelor of School of Naval Architecture & Ocean Engineering at Huazhong University of Science and Technology; ocean-going crew member; Master of Economics of Renmin University of China; financial and economic journalist; TV program producer; general manager of a media company. He has years' experiences in sailing and economic operation. He is committed to opening up financial business ideas for younger generation, establishing good economic value concepts, and stimulating children's thinking and interest in financial business.

Author: Zhang Fan

Target: 7~10 years old

Pages: 104/vol (average)

Price: RMB48/vol (RMB192/series)

Pub. Date: December 2019

Hardcover



Who Stole My Sleep?

It's time to go to bed. But I can't sleep. What keeps me awake?

Is it because I ate too much candy before sleep? I tried counting sheep, but unhelpful. I'm wondering who stole my sleep. What does the sleep-thief look like? Is he transformed from my toy? Aha! He must have a lot of teeth...A boy was tossing and turning in bed, letting his imagination develop unconstrained: who stole my sleep? where is he hiding?

Texts: Li Taoyu
Illustrations: Li Taoyu
Target: 10~14 years old
Size: 242*310mm
Pages: 128
Price: RMB98
Pub. Date: July 2019

Li Taoyu: A post-90s illustrator, better known by her pen name Toyou, MA in Illustration at University of the Arts London. Her original picture book *Where is the Blue Rooster* entered for the 2016 Clairvoyants International Illustration Competition, and exhibited at Warsaw International Book Fair.

Stories about the Silk Road

This book tells the enduring stories about the Silk Road across the hinterland of Eurasia. What is the "Silk Road"? Why was it initiated? Where does it start? Which areas does it pass by? What is it used for? How about the local customs and practices along the way? Which kinds of our daily necessities are transported via the Silk Road? In addition to answering these questions, this book also contains interactive activities for little readers to identify the crucial geographical locations along the Silk Road and the commodities for Sino-foreign trade, so as to increase their interest in learning about the Silk-Road trade.

Texts: Citic Kids Red Cape
Editorial Board
Illustrations: Lu Qifang
Format: 12 mo
Size: 242*310mm
Pages: 128
Target: 10~14 years old
Price: RMB98
Pub. Date: July 2019

Lu Qifang: A post-85s freelance illustrator and winner of the Best of the Best (Commercial) Award at Hiii Illustration 2017 International Competition. In 2016, he designed and produced the only public welfare cartoon for the Silk Road (Dunhuang) International Cultural Expo. This cartoon works has received extensive attention for its brilliant colors, highly expressive painting style, sophisticatedly plotted story clues, and a majestic and grand cultural pattern.

Chinese History in Cultural Relics for Kids (8 volumes)

This set of books depicts the Chinese history with the representative cultural relics in the past dynasties, and connects all aspects of history (incl. politics, economy and culture) with tangible cultural relics. The 8 volumes are arranged in chronological order, spanning from prehistoric period to the Qing Dynasty and the Republic of China. Each volume introduces the significant cultural relics that represent the economic or cultural achievements of a certain historical stage, they are epitome of the times.

Author: Zhang Pengpeng
Target: above 7 years old
Pages: 120
Price: RMB240
Pub. Date: September 2020
Paperback

Zhang Pengpeng: Dedicated promoter of museum education and founder of the mobile app “Museum in Ear”. He has several popular publications for advocating museum education.

Collection of Famous Children’s Works

This collection of works, including the masterpieces of the well-known writers like Ye Shengtao, Ba Jin, Wang Zengqi and Bing Xin, caters to the little readers aged 9-12. These literary masters will guide the children to roam in the spiritual world of adults, which is sure to benefit them a lot.

Texts: Ye Shengtao, Ba Jin,
Wang Zengqi et al
Illustrations: Feng Zikai
Target: 9~12 years old
Pages: 240
Price: RMB299
Pub. Date: June 2018
Hardcover

Ye Shengtao, with original name Ye Shaojun, born on October 28, 1894, in Suzhou City, Jiangsu Province, is a modern writer, educator, literary publisher and social activist. He was known as the Chinese “excellent language artist”.

Ba Jin (1904-2005), with original name Li Yaotang, born in Chengdu City, Sichuan Province. Chinese writer, translator, social activist, and patriotic democrats without party affiliation.

Let's Get Coding at Home (3 volumes)

(Introduction + Intermediate + Advanced)

Scratch is a programming environment developed by MIT's media lab, and popular with the teenagers and beginner programmers around the world. Users are able to design multimedia animations, games and interactive stories with Scratch. This book little readers to learn Scratch with game cases. It firstly introduces the basics of Scratch and program design, and then discusses the functions of Scratch and associated programming skills. In addition to the 30 game cases, there are interactive exercises for little readers to improve their programming ability. This book is suitable for enlightening beginners, especially the juvenile, on programming.

Texts: Liu Fengfei
Target: 5-10 years old
Pages: 68
Price: RMB48/vol (RMB144/set)
Pub. Date: October 30, 2019

Liu Fengfei: Affectionately known as Mr. Fruit by children. He has been dedicated to children's Steam education, and spent years in applying intelligent robots in engineering innovation education. Liu is an expert in robotic, Lego and programming courses, and good at cultivating children's logical thinking, hand-brain coordination and Clever Contraptions.

Science Captain Series (8 volumes)

The Science Captain series is a set of comprehensive popular science books for the children aged 5~8. It consists of 8 volumes, each of them has a separate theme: universe, North Pole, ocean, plants, cars, insects, human brain and atmosphere. These books discuss the secrets and knowledge of the world - ranging from the vast universe, animals and plants to human body - in simple and vivid language and illustrated with funny hand-drawn pictures. The Chinese top scientists in various fields shall be given credit for their assistance in producing these books.

Target: 5-8 years old
Pages: 64/vol
Price: RMB25/vol
Pub. Date: October 2019
paperback

