

Little Tiger ventures into the world of illustrated **non-fiction**

BY CHARLOTTE EYRE

The children's non-fiction market is set to get a boost from the Little Tiger Group, which is setting up a new imprint to publish illustrated factual titles.

The idea for 360 Degrees came from publisher Thomas Truong, who said the industry was "upping its game" when it comes to non-fiction. He added: "We noticed the rise in really appealing, attractive packages, and felt that there was an opportunity to do it the Little Tiger way, which is books kids want to read, made with high production values."

The company already publishes picture books (through the Little Tiger Press imprint), fiction (Stripes Publishing), novelty books for babies and toddlers (Caterpillar Books) and early learning titles (Little Tiger Kids), so 360 Degrees felt like a "natural fit", Truong said.

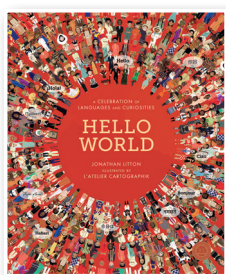
The company will publish five 360 Degrees titles next year, starting in May with *Hello World* and *Above and Below*. *Hello*

World, written by Jonathan Litton and illustrated by L'Atelier Cartographik—a creative studio specialising in illustrated maps and data visualisation—is an exploration of how people around the world greet others, and features translations of "hello" in more than 150 languages, as well as extras such as the Maori "hongi" (nose rubbing), hieroglyphics and sign-language. *Above and Below*, by Patricia Hegarty and Hanako Clulow, is an in-depth look at some of the world's natural habitats.

Truong said the illustrators used on the 360 list came from "all over", as widening the search enabled the imprint to find the perfect fit for each book. He said: "With *Hello World*, for example, we were looking for people who



Little Tiger publisher Thomas Truong



understood maps and eventually found L'Atelier Cartographik on Pinterest. [Its co-founders Alexandre Verhille and Sarah Tavernier] are

an amazing couple."

Three further books will be published in 2016: *In Focus*, an in-depth look

at 10 "wonders", each illustrated by a different artist; *Wilderness*, an atlas of animals by Hannah Pang and Jenny Wren; and *StoryWorlds: Nature* by Thomas Hegbrook, which is a wordless title.

Truong said he was keen not to brand the books in terms of age, adding wordless books have a particular advantage because they can work on several levels and for multiple age

groups. "Removing the words makes it open to interpretation, and more interesting," Truong said. "In one sequence, a two-year-old would see an elephant; a four-year old would see an elephant sleeping; but what we were actually showing is how elephants mourn their dead. An older child might pick up on that."

All five books will be published in hardback, priced between £11.99 and £17.99, although subsequent titles will be in a range of different formats.

"Historically we have been known as a commercial publisher but we have always produced quality books," said Truong. "There are appealing-looking titles because we have always had a high regard for packaging."

Truong is also planning a series of accompanying activity and colouring books, adding that the imprint has "huge spin-off potential", and that he is "in talks" with colleagues about related digital products. "I think digital would be an interesting area to move into. The books look very appealing and the information in them is something you want to come back to. Having a digital option would only strengthen that," he added.

CHILDREN'S PRE-SCHOOL



POS	LAST	TITLE	AUTHOR	PUBLISHER	ISBN	PUB DATE	RRP	ASP	UNITS
1	1	Mog's Christmas Calamity	Kerr, Judith	HC Children's	9780008164362	Nov 15	£3.00	£3.00	72,935
2	New	Harry Potter Colouring Book	—	Studio Press	9781783705481	Nov 15	£9.99	£5.53	32,594
3	2	Stampy's Lovely Book	—	Egmont	9781405281560	Oct 15	£7.99	£4.31	12,088
4	3	Star Wars Where's the Wookiee Search and ...	—	Egmont	9781405277334	Oct 15	£9.99	£5.53	9,998
5	5	Peppa Pig: Peppa's Christmas	—	Ladybird	9780241210963	Oct 15	£4.99	£3.22	7,360
6	7	Marvel Avengers Happy Tin	—	Parragon	9781472382917	Jul 15	£16.99	£4.74	6,543
7	4	Mog's Christmas	Kerr, Judith	HC Children's	9780007347056	Sep 10	£6.99	£4.55	6,048
8	6	Disney Frozen Happy Tin	—	Parragon	9781472374110	Sep 14	£16.99	£4.70	5,990
9	Re	The Bear Who Went Boo!	Walliams, D & Ross, T	HC Children's	9780008149536	Nov 15	£12.99	£6.67	5,910
10	10	Stick Man	Donaldson, J & Scheffler, A	Alison Green	9781407108827	Sep 09	£6.99	£4.15	5,680

*Week ending 28th November 2015

Gruffalo makeover for century celebration

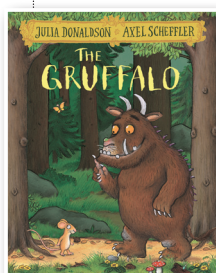
Macmillan Children's Books is redesigning Julia Donaldson and Axel Scheffler's *The Gruffalo* and organising a Christmas giveaway, with the 100th printing of the title about to go to press.

The Gruffalo, as well as seven other Donaldson/Scheffler collaborations published by Macmillan, will be released next April with front covers that feature the creators' names side by side at the top of the book. Publisher Stephanie Barton said: "The cover is still rooted in the editorial vision, and still features Axel's illustrations and hand-drawn font, but we really wanted to celebrate Julia and Axel's partnership." The new covers also have new finishes, creating a shinier, glossier appearance.

Macmillan will also give away Gruffalo goodies—including tickets to the "Gruffalo Live!" show, copies of *The Gruffalo Annual 2016*, toys and copies of the new mini *Gruffalo* and *The Gruffalo's Child* hardback editions—as part of its Giving a Little Gruffalo Love this Christmas campaign, which starts on Monday (7th December). The campaign will be promoted across social media, parenting websites and the wider press.

Worldwide sales of *The Gruffalo* now stand at more than 14 million, according to the publisher, which this year sold the book into a further 15 languages—including Basque, Doric, Shetland and Vietnamese—bringing the total number of languages *The Gruffalo* is translated into to 70.

According to Nielsen BookScan UK, the 1999 edition of *The Gruffalo* is the 11th bestselling children's title on record, behind the seven Harry Potter books and three Twilight titles. Across all UK editions, it has sold 2.22 million copies to date; 119,639 of those in 2015 to date. Books in the Gruffalo series—including *The Gruffalo's Child*, *The Gruffalo and Friends*, *The Gruffalo's Activity Book* and *The Gruffalo Colouring Book*—have sold over 5.1 million copies in the UK, earning £26.4m to date.



COMMENT: THE FEAR FACTOR

Breaking down stereotypes and prejudice is my life's mission. That's what I get out of bed for day in, day out. Then something like the recent atrocities in Paris happen, and I can't help but worry about what effect such an awful attack will have on vulnerable young minds.

Children may hear a few words, see an image or two and begin to develop their own ideas on what has happened. Unfortunately, for many Muslim children this means that their identity is tarnished, as they get a twisted idea of the religion they identify with. Those Muslim children might get the idea that Islam is a religion of violence rather than peace. And even if they have been given enough education at home to realise that these acts are not Islamic, they may still face prejudice that they do not know how to overcome. They could experience taunts at school from children who don't know any better or they may hear talk of hate crimes against Muslims, as fear propagates quickly on social media.

There is often talk of focusing efforts on disenfranchised youth, which obviously has its place, but I feel that investing equal effort into ensuring children do not learn to feel alienated in the first place is crucial. Children's books are a vital tool for approaching these topics at school and at home.

We need books that portray the everyday lives of British Muslims as being part of the wider society we live in. Books that will make the reader think, "Hey, I have a lot in common with this Muslim character!" Fun and quirky books that

tell a great story and just happen to feature a Muslim protagonist.

It is also important that these books are available everywhere. If a child can only pick up a book that features characters like them in an Islamic bookshop, it feeds an "us and them" mentality. They imagine that they are only understood by their own community. But if a child walks into a major retailer and picks up a book with a character just like them, they immediately feel a sense of belonging. That is a powerful thing.

It sets off a domino effect where the child is more confident in his or her skin, and is able to build stronger relationships with people of other backgrounds. Unsurprisingly, children are more likely to share these books with friends of other faiths (or none) than if they bought them at an Islamic bookshop. Needless to say, sharing opens up dialogue and builds trust.

We can convey the peacefulness of Islam through books which not only act as a mirror for Muslim children—reassuring them that they are understood and their religion is one of love and peace—but also as a window into the lives of peace-loving Muslims, to break down prejudice and teach empathy, respect and understanding.

Zanib Mian is the founding director of Sweet Apple Publishers



Zanib Mian

CHILDREN'S & YA FICTION



POS	LAST	TITLE	AUTHOR	PUBLISHER	ISBN	PUB DATE	RRP	ASP	UNITS
1	1	Diary of a Wimpy Kid: Old School	Kinney, Jeff	Puffin	9780141364728	Nov 15	£12.99	£6.02	52,622
2	2	Grandpa's Great Escape	Walliams, David	HarperCollins Children's	9780007494019	Sep 15	£12.99	£5.79	50,096
3	3	Girl Online: On Tour	Sugg, Zoe	Penguin	9780141359953	Oct 15	£12.99	£6.65	22,305
4	4	Top of the Class (Nearly)	Pichon, Liz	Scholastic	9781407143200	Oct 15	£10.99	£6.55	8,735
5	7	Gangsta Granny	Walliams, David	HarperCollins Children's	9780007371464	Feb 13	£6.99	£4.28	7,467
6	5	Harry Potter and the Philosopher's Stone	Rowling, J K	Bloomsbury	9781408845646	Oct 15	£30.00	£16.63	7,432
7	6	Girl Online	Sugg, Zoe	Penguin	9780141364155	Aug 15	£7.99	£4.62	7,201
8	8	Demon Dentist	Walliams, David	HarperCollins Children's	9780007453580	Feb 15	£6.99	£4.35	6,122
9	Re	Awful Auntie	Walliams, David	HarperCollins Children's	9780007453603	Sep 14	£12.99	£4.97	5,394
10	9	Little Stars	Wilson, Jacqueline	Doubleday Children's	9780857533197	Oct 15	£12.99	£6.94	5,178

*Week ending 28th November 2015