

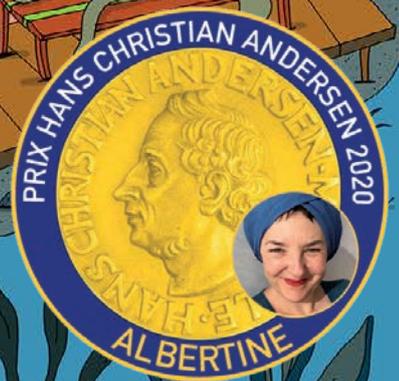
FRANKFURT 2020

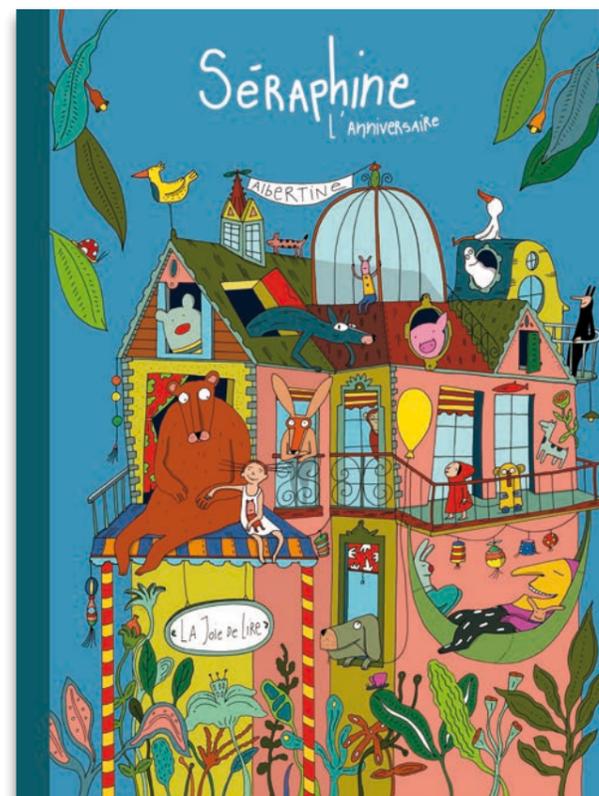
LA JOIE DE LIRE

NEW TITLES



Illustration by Albertine, Seraphine, l'anniversaire





SÉRAPHINE L'ANNIVERSAIRE
SÉRAPHINE'S BIRTHDAY
 by Albertine

Livre-promenade collection
 Album, boardbook, 26 x 34 cm, 16p., 1+,
 17.90 €

Séraphine's favourite day of the whole year has finally arrived – today is her birthday! In her big house, Séraphine awakens with the monsters that share her bedroom. Excitedly, she sets about getting everything ready for the party and prepares a birthday cake. Later on, a host of guests, each more eccentric than the next, hurry to come and share a beautiful afternoon with her. Superbly illustrated by the inimitable Albertine, we find ourselves immersed in the artist's dreamlike world. Deviating from her usual techniques, here the artist uses digital colouring methods, enriching her palette with vibrant new shades.

Albertine is an exceptional artist whose work has been exhibited in Switzerland and around the world. She teaches silkscreen printing at the Superior School of Visual Arts of Geneva, and has collaborated with many daily newspapers in French-speaking Switzerland. She was the first Swiss artist to receive a Golden Apple in 1999.

Albertine was awarded the prestigious Hans Christian Andersen prize in 2020!





TOUS EMMITOUFLÉS
ALL WRAPPED UP
 by Marie-Noëlle Horvath

Tout-petits collection, album, boardbook
 16 x 16 cm, 28p., 2 +, 10.90 €

A woolly thread for a cosy winter

Winter has arrived. How will the animals stay warm in the chilly weather? The dogs are worried about falling ill, the crabs don't want their claws to freeze, the penguins don't like having cold necks, and the moose are keen to keep their antlers warm.

Luckily they can rely on their good friend the sheep, to wrap them up in her woolly thread.

Marie-Noëlle Horvath was born in France in 1978, and spent part of her childhood in Uruguay. After completing her studies in textile arts, she began working as a freelancer, firstly in textiles, and since 2008, in children's publishing and media. She currently lives in Paris.

Her embroidered illustrations draw inspiration from her appreciation of fabrics, materials and colour.

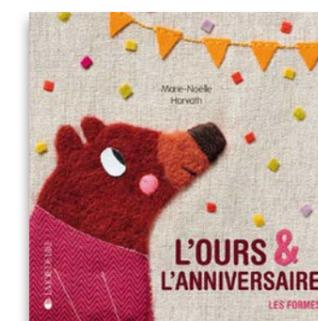
By the same illustrator:



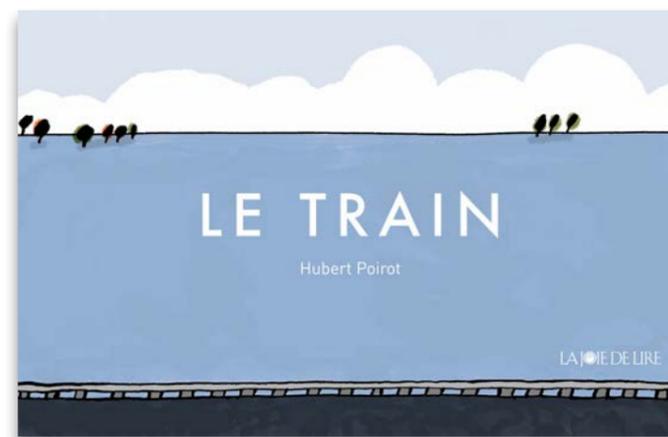
boardbook, 2+, 16 x 16 cm,
 16p., 9.90 €



boardbook, 2+, 16 x 16 cm,
 16p., 9.90 €



boardbook, 2+, 16 x 16 cm,
 16p., 9.90 €



LE TRAIN
THE TRAIN
 by Hubert Poirot-Bourdain

Album leporello, 30 x 19 cm,
 22p., 4+, 12.90 €

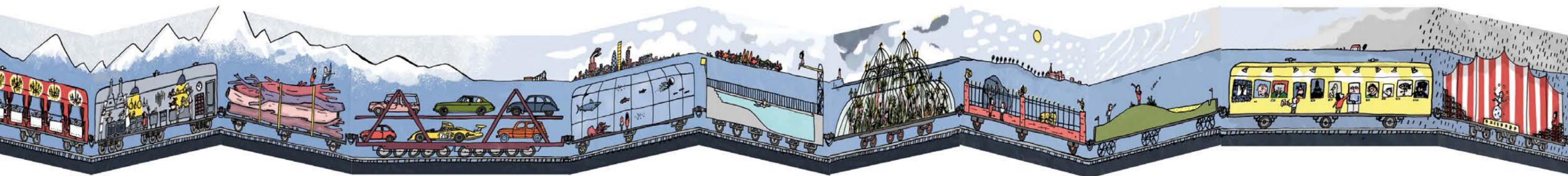
All aboard the unfolding train!

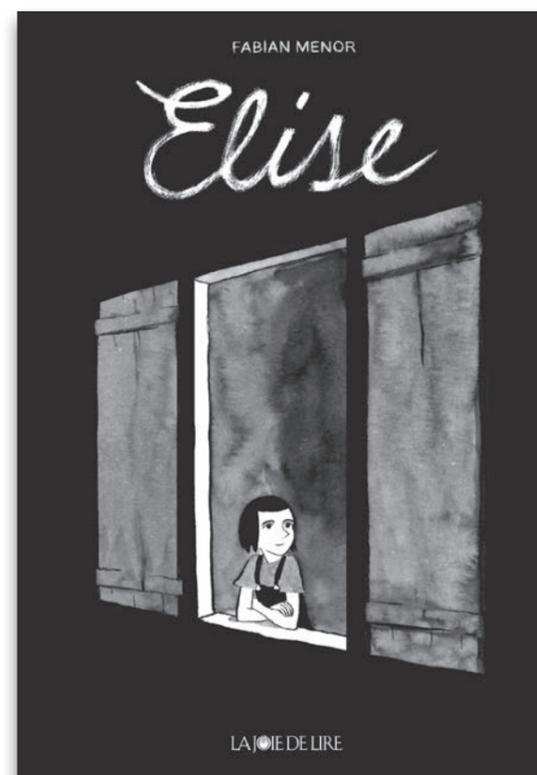
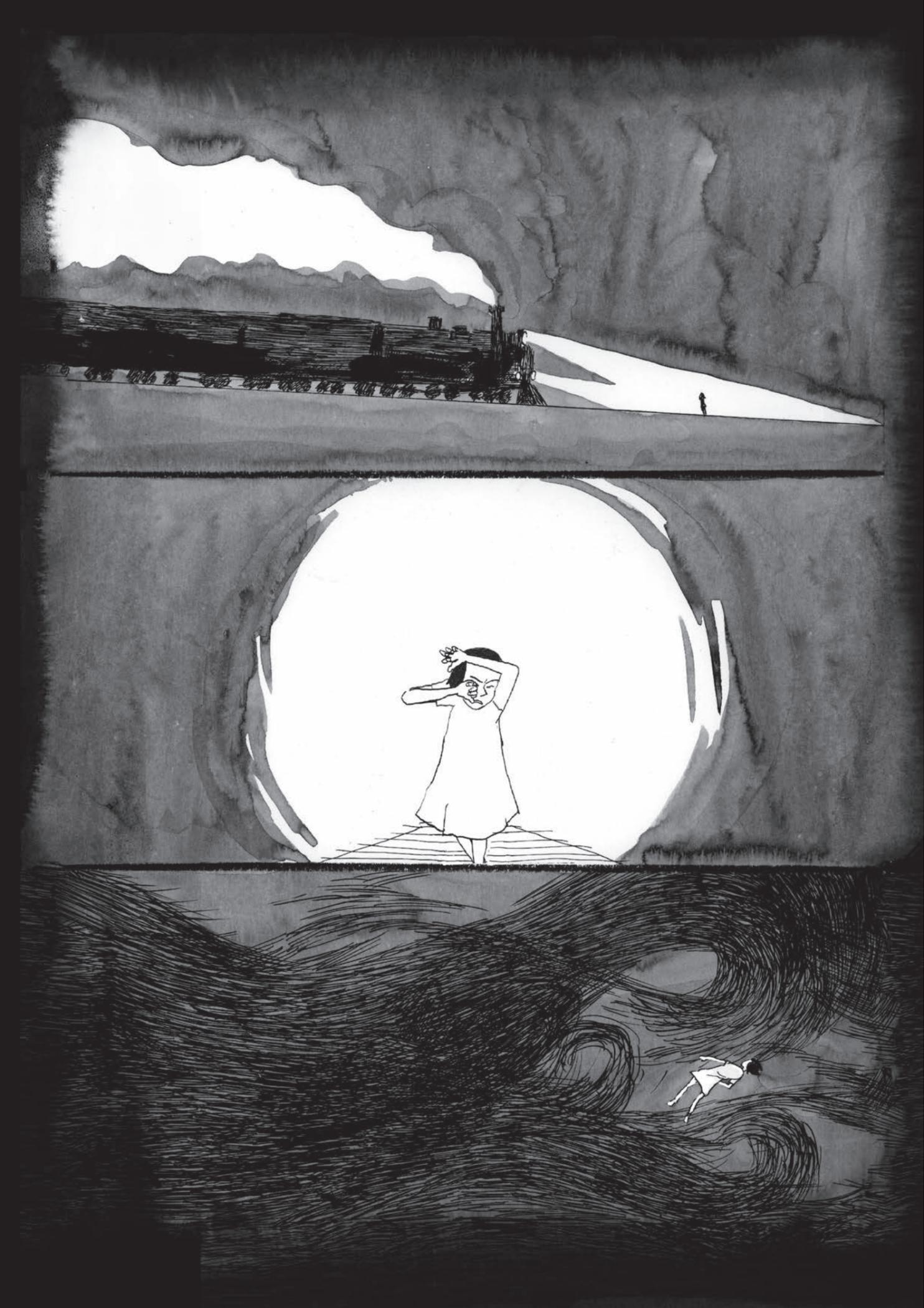
A girl and a boy board a train. As it leaves the station, the two children set about exploring the different wagons, and quickly discover

that this is no ordinary train. Passing from wagon to wagon, they find themselves moving through extraordinary worlds – a giant aquarium, a botanical garden, a zoo, a golf course and even a cinema! Who would have imagined that a train ride could be so exciting?

Born in 1990, **Hubert Poirot-Bourdain** studied at the School for Decorative Arts in Paris and Parsons School in New York. Passionate about design, he enjoys working in a variety of media and formats: cartoons, poster design, and even frescos. The train is his third book for children. born in 1985. After obtaining his DNSEP (National Postgraduate degree in Plastic Arts) at the Fine Arts School of Nancy, he returned to Paris. In his final year as a student, he met the publishers Warum at a young talent contest in Angoulême, and published his first comic book for adults, “*La Casa*”, in 2001.

7 meters long book!





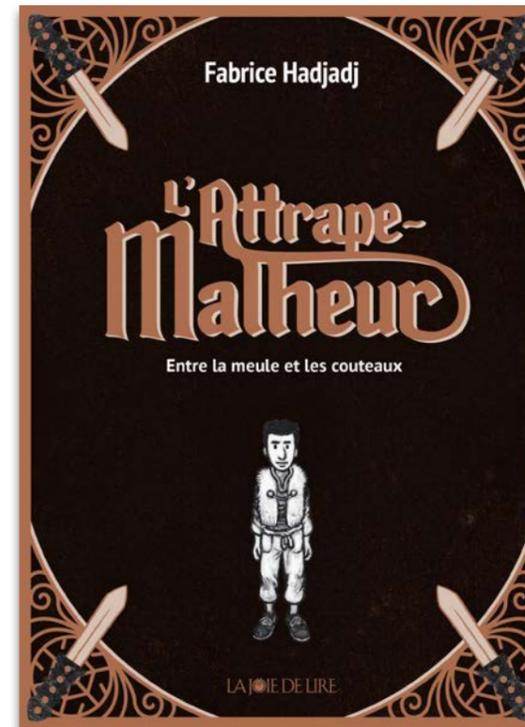
ÉLISE
by Fabian Menor

Somnambule collection
Comic, soft cover, 20 x 28 cm, 108p., 8+, 17.90 €

A time before child protection was enforced in schools

Élise lives with her family in a house by the train tracks. When she's not at school, she helps her mother with housework and takes her faithful dog Dicko for walks. Her childhood is like that of any young girl growing up in the second half of the twentieth century...well, almost. During this time, teachers were allowed to punish students by hitting them with a ruler, and were therefore sometimes victims of maltreatment. The young girl, suffering from the pain afflicted by her teacher, along with her classmates, were forced to deal with this on a daily basis. When the school inspector pays them an unexpected visit, will Élise dare to speak up about the abuse?

Born in 1997 in Geneva, **Fabian Menor** has been contributing weekly comic strips for the newspaper *Le Lancéen* from the age of 14. He received his graphic design diploma from CFP Arts (Geneva), and in 2019 completed further studies at the *École supérieure de bande dessinée et d'illustration de Genève*. A young illustrator at the beginning of his career, his work has already been exhibited. In 2018 he contributed to the cultural event "Le temps de l'excellence" from Credit Suisse at the Place Bel Air, by creating a comic strip on the subject "Le rendez-vous d'Excellence". *Élise* is his first published work.



L'ATTRAPE-MALHEUR
THE BAD LUCK CATCHER

by Fabrice Hadjadj
& Tom Tirabosco

Literature collection, Illustrated novel, soft cover,
15 x 21 cm, 280p., 13+, 17.90 €

BETWEEN THE GRINDSTONE AND THE BLADES
VOLUME 1

This is the first young adult title from the renowned author Fabrice Hadjadj. In the vein of Tolkien and J.K. Rowling, the reader is thrust into the fantastic universe of this breath-taking trilogy, brought to life by the evocative illustrations of Tom Tirabosco. The bad luck catcher recounts the astonishing fate of Jakob Traum, whose life had previously seemed to be nothing but ordinary.

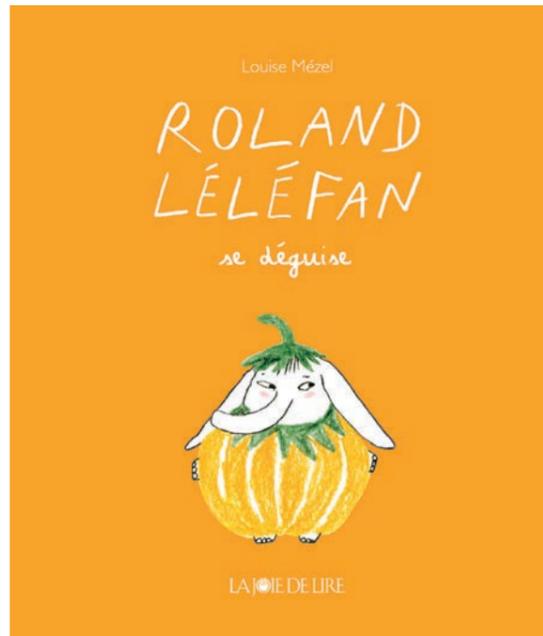
The adventures of this young hero, endowed with

a strange ability, unfolds in three volumes: *Between the grindstone and the blades*, *From forests to drills*, and *A cradle in the battles*.

This first volume opens with the carefree childhood of Jakob, the only son of a couple of millers. Growing up in a little mountain village, his days were filled with his parents' love, games with his best friend Clara, and the great outdoors. One day, a curious thing happens – miraculously Jakob emerges unscathed from two accidents that should have been fatal. Jakob's life will never be the same again...

Born in 1971, **Fabrice Hadjadj** is a French author, philosopher, and playwright. He received his degree from the Institut d'études politiques de Paris with Agrégation of Philosophy. He is best known by critics for his essays which he devotes to questions of salvation, technique, and the body. His main works are: *Le Paradis à la porte: Essai sur une joie qui dérange* (Seuil, 2011), *Dernières nouvelles de l'homme (et de la femme aussi)* (Tallandier, 2017), and *Être clown en 99 leçons* (La Bibliothèque, 2017). Passionate about the theatre, he has composed several plays, while his appreciation for the visual arts resulted in the writing of three books on art. His music practice has also led him to compose several albums. He is the director of Philantropos, a university institution, in the canton of Fribourg.

Born in 1966, **Tom Tirabosco** attended the Académie des Beaux-Arts in Venice, and the École Supérieure des Arts Visuels in Geneva. Illustrator and cartoonist, he has won several competitions, and has opened a higher school of comics and illustration in Geneva with the renowned comic artist Zep.



ROLAND LÉLÉFAN SE DÉGUISE ROLAND IN THE SNOW

by Louise Mézel

Album, hardback cover, 17 x 20 cm, 40p., 5+, 9.90 €
Sold to China

Roland is a very creative little elephant who loves coming up with new costume ideas. He would dress up every day if he could, but since that's not really possible, he looks forward to those moments in the year when he can. He takes the time to carefully plan his costumes, and never wants to wear the same one twice. Rummaging through the treasure box he uses to store his dressing up clothes, he suddenly has a wonderful idea!

After all the fun of winter, join our charming little elephant in his newest adventure, and discover the joys of dressing up!



ROLAND LÉLÉFAN À LA NEIGE ROLAND IN THE SNOW

by Louise Mézel

Album, hardback cover, 17 x 20 cm, 40p., 5+, 9.90 €
Sold to China

Roland has been waiting all year long for the first day of winter, because everything is more fun in the snow!

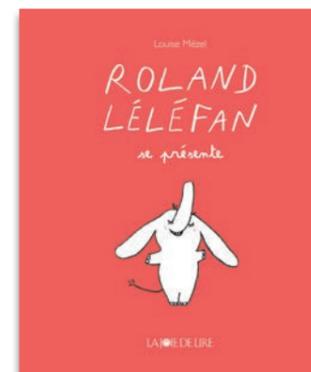
You can sledge down the slopes like a rocket, wander through the forest, spend the day making snowmen and snowelephants, or pull on some skis and zoom down the mountain!

Roland is a sensible little elephant - before going outside he makes sure he has a good breakfast, does some stretches, and puts on all of his warmest clothes, because everyone knows that elephants catch colds very easily!

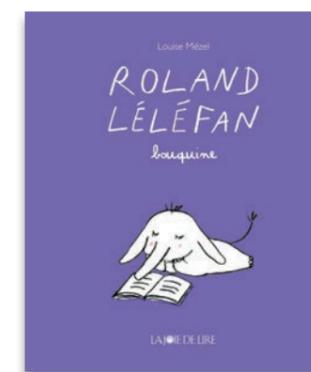
"A few notes of colour and the rhythm of a pencil... for me, illustration is like music: an interpretation."

Louise Mézel is a young illustrator who graduated from ESA Saint-Luc in Brussels, and previously studied art history and literature in Paris and Rome. Her work has appeared in numerous magazines, and she has produced many book covers. Mézel has illustrated a number of youth projects, including "Demain" ("Tomorrow"), selected and exhibited at the European illustration contest of Seine-Saint-Denis book fair (2013) and at the Illustrarte Illustration Biennale in Lisbon (2016).

By the same author:

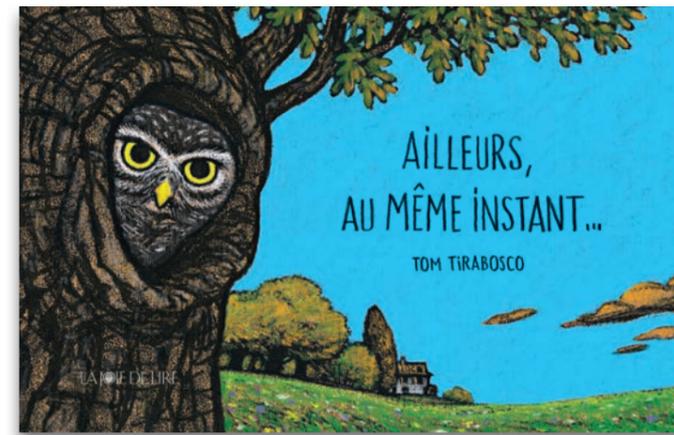
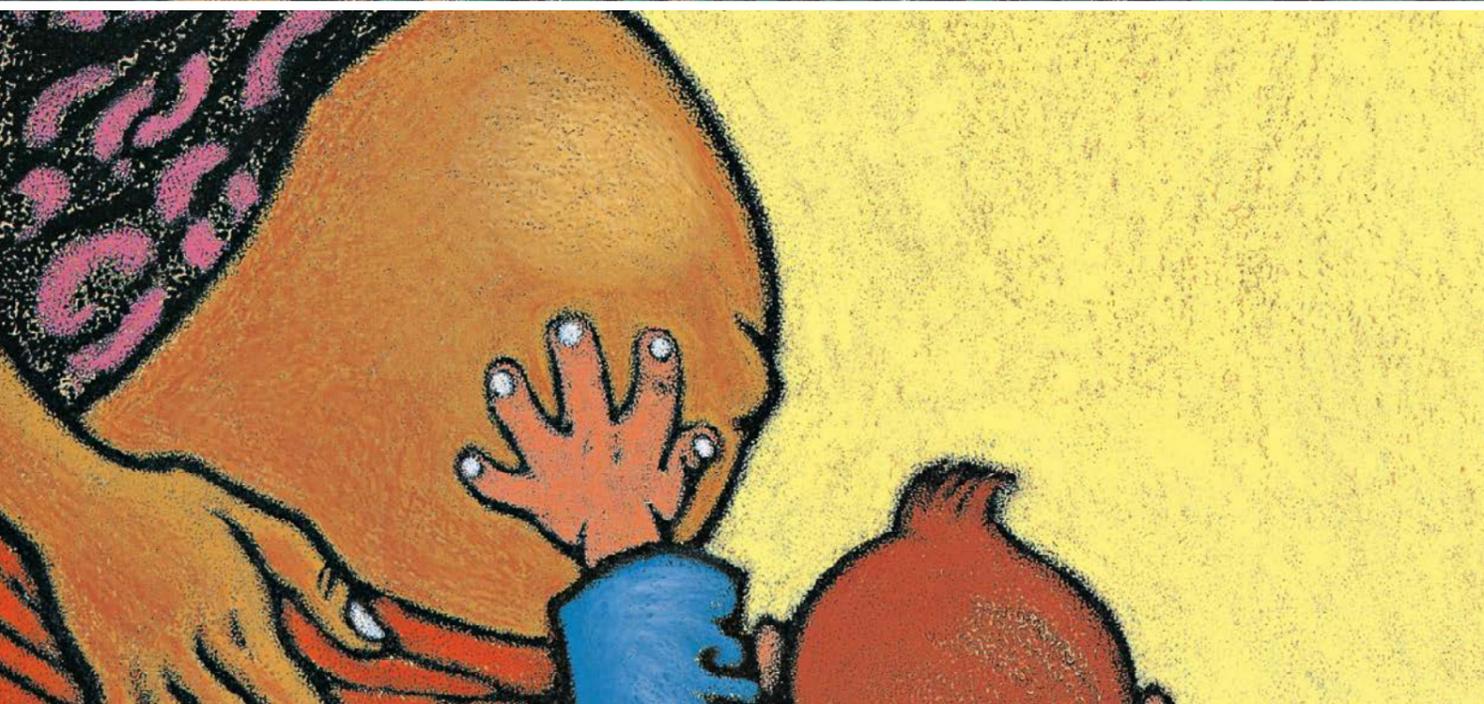
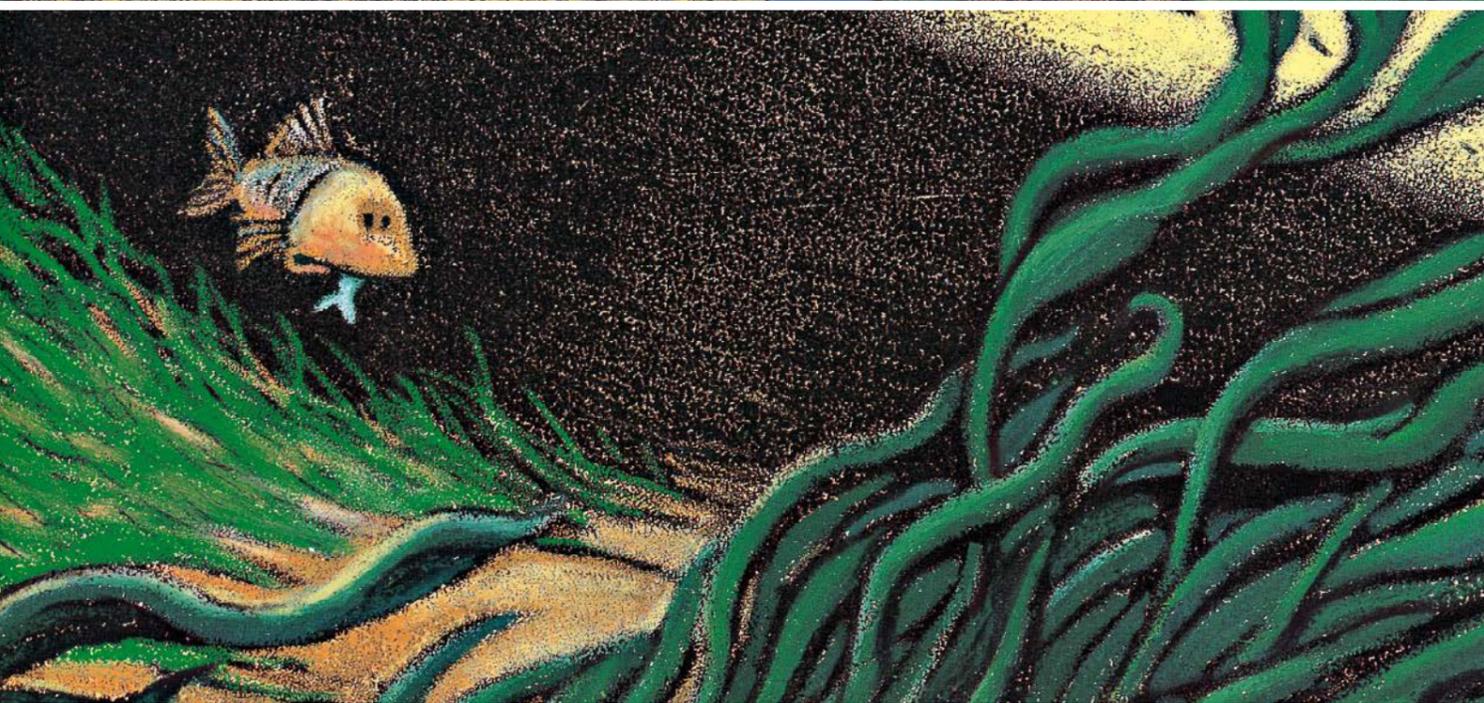


album, 17 x 20 cm, 40p.,
5+, 9.90€
Sold in Italian, Spanish and China



album, 17 x 20 cm, 40p.,
5+, 9.90€
Sold in Italian, Spanish and China



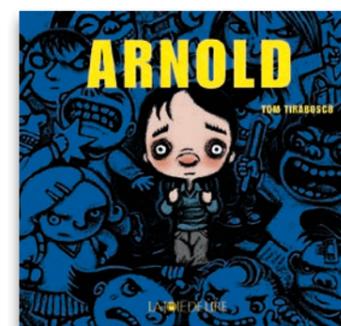


AILLEURS, AU MÊME INSTANT...
SOMEWHERE ELSE, AT THE SAME TIME...
 by Tom Tirabosco
 Album, 21 x 27 cm, 40p., 4+, 12.90 €
 Sold to USA and Korea

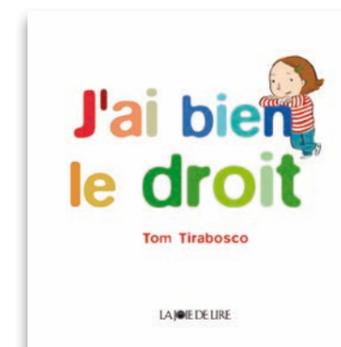
Somewhere in the world, a child opens a book.
 Somewhere else, at the same time...
 a pear falls to the ground...
 a fish eats another fish
 a tummy moves.
 A constant reminder that life continues on its way in spite of our "absence" in reading.

Born in 1966, Tom Tirabosco attended the Académie des Beaux-Arts in Venice, and the École Supérieure des Arts Visuels in Geneva. Illustrator and cartoonist, he has won several competitions, and has opened a higher school of comics and illustration in Geneva with the renowned comic artist Zep. *Somewhere else, at the same time...* is his first published album.

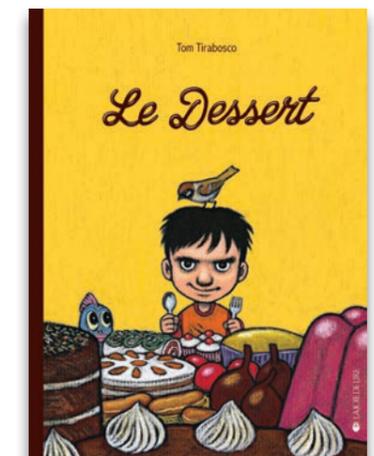
By the same illustrator:



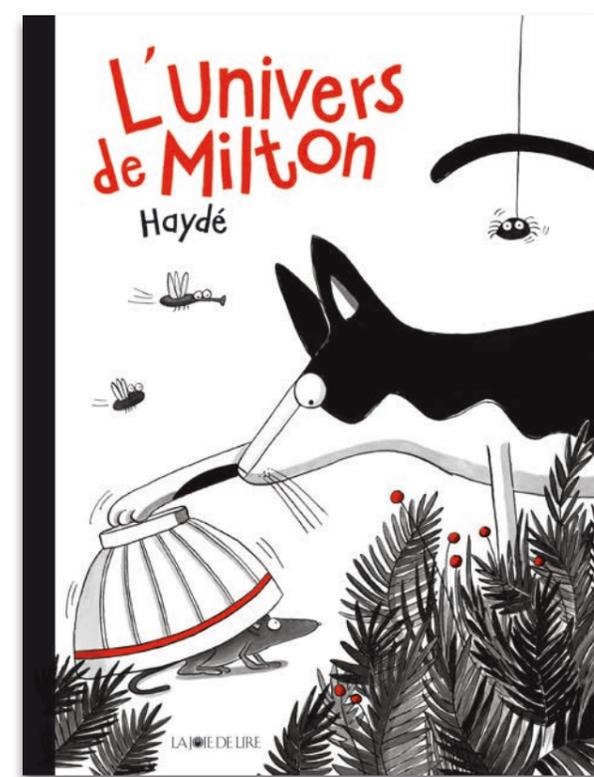
Album, 5+, 22 x 20 cm,
 36p., 15.10 €



Album, 5+, 20 x 20 cm, 48p.,
 8.90 €



Comic, 6+, 21 x 28 cm,
 40p., 11.90 €



L'UNIVERS DE MILTON
MILTON'S UNIVERSE
 by Haydé

Boardbook, 2+, 26 x 34 cm, 16p., 16.90 €

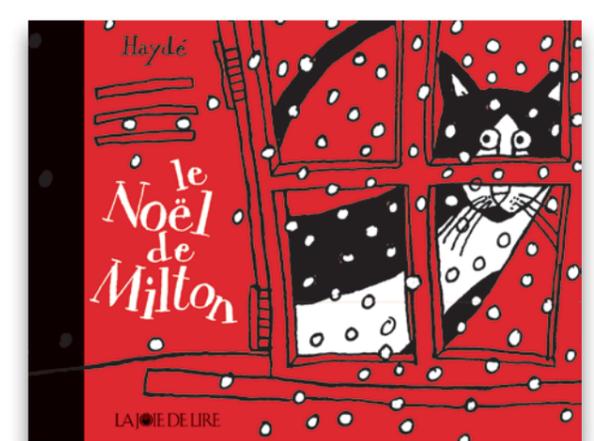
Milton is back...finally! Explore some of Milton's favourite places – his mistress Haydé's studio, the laundry room, the vet's waiting room, the garden, the rooftops, and the riverbank.

Each double page spread is teeming with detail, and readers will delight in searching for Milton and his friends – there's Hector the tabby cat, baby Milton, a dragonfly, a little spider dangling from her web, and the cheeky mouse hiding under a bowl.

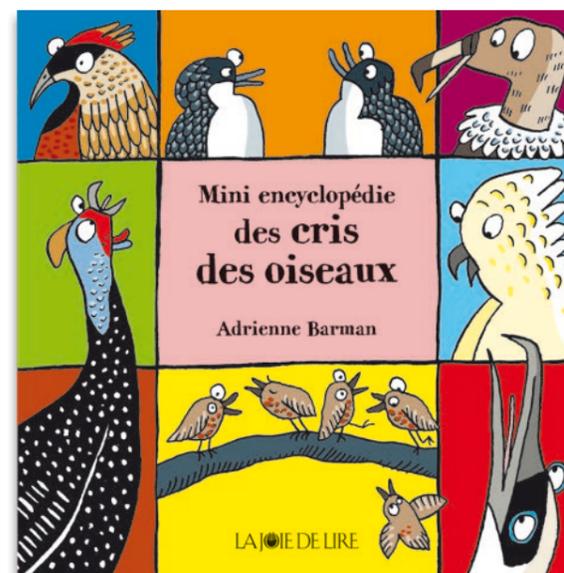
This black and white album is delicate, amusing, and wonderfully subtle – evident in both the artistic technique and the charmingly evocative scenery.

Haydé was born in Cologne in 1956 and studied Graphic Art at the Lausanne School of Visual Arts. She worked as an illustrator at the review L'Hebdo for ten years. Since 1997, she is the illustrator of the "Milton" collection. The first illustrated book of this collection won the Prize of "The most beautiful Swiss books". Working from her studio in Lausanne, she designs posters for the "Petit Théâtre" and regularly collaborates on city council initiatives related to children and public health.

By the same author:



Milton's christmas
 Album, 3+, 18 x 14 cm, 32p., 10.80 €
 Sold to USA, Germany, Spain,
 simplified Chinese



MINI ENCYCLOPÉDIE DES CRIS DES OISEAUX
MINI ENCYCLOPAEDIA OF BIRD CALLS

by Adrienne Barman

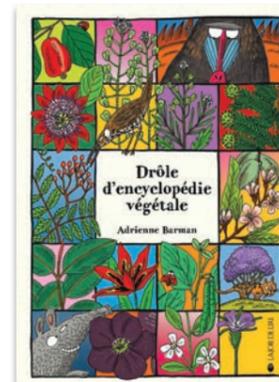
Album, boardbook, 16 x 16 cm, 16p., 2+, 9.90 €

Did you know that magpies chatter, peacocks scream, and swans trumpet?

Following the same format as the “Mini Encyclopaedia of Animal Sounds”, this little album explores the wonderful and noisy world of birds. Barman’s distinctive style brings these curious words to life, enriching the vocabulary of children big and small.

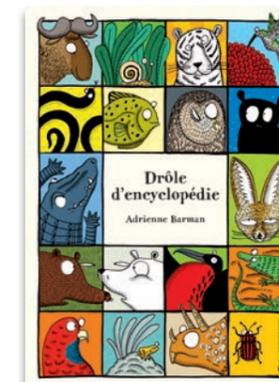
Adrienne Barman is a highly acclaimed Swiss illustrator who has published many books with La Joie de Lire. Born in 1979, she spent her childhood in Lugano with her briard dog and canaries. After studying Decorative Arts, she left for Geneva where she illustrates for the newspaper Le Courrier. The bestselling Drôle d’encyclopédie has been translated into 14 languages.

By the same illustrator:



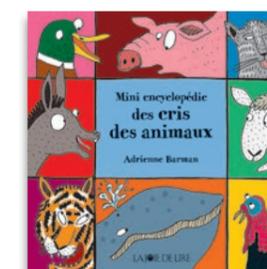
album, 18.5 x 25.5 cm, 216p., all ages, 24.90€

Sold in Italian, German, Spanish, English (worldwide), Korean, Chinese, Vietnamese, Polish, Dutch, and Swedish



album, 18.5 x 25.5 cm, 216p., all ages, 24.90€

Sold in Polish, Italian, Spanish, German, Dutch, Chinese, English (worldwide), Russian, Portugese (Brazil), Taiwanese, Korean, Ukrainian, Czech, Romanian, Vietnamese and Swedish



boardbook, 2+, 16 x 16 cm, 16p., 9.90 €

Sold in Spanish, Italian and Chinese



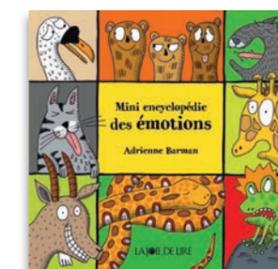
boardbook, 2+, 16 x 16 cm, 16p., 9.90 €

Sold in Chinese and German



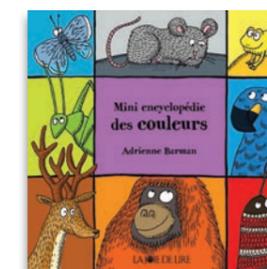
boardbook, 2+, 16 x 16 cm, 16p., 9.90 €

Sold in Chinese and Spanish



boardbook, 2+, 16 x 16 cm, 16p., 9.90 €

Sold in German, Italian, Chinese and Spanish

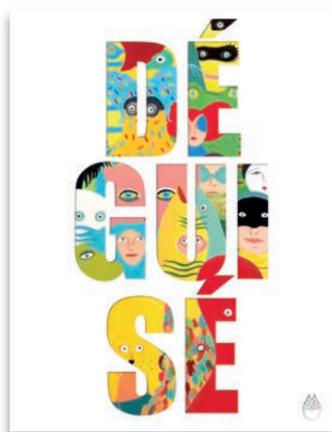


boardbook, 2+, 16 x 16 cm, 16p., 9.90 €

Sold in Chinese



By the same illustrator:



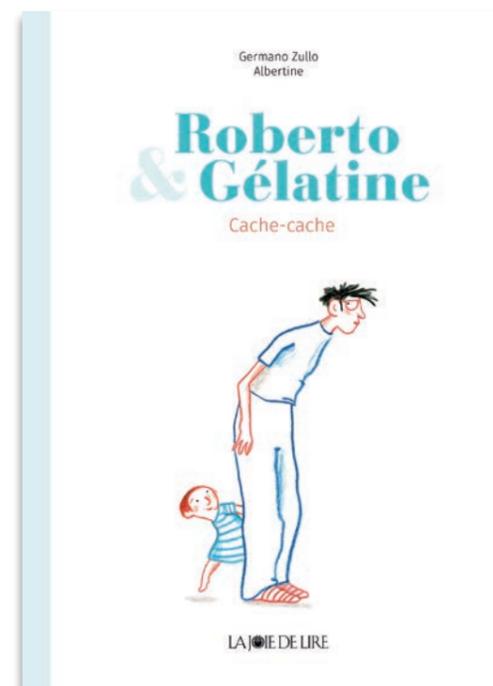
Disguised
Coloring book, 36 x 26 cm, 86p.,
all ages, 29.90 €
Sold in Italian and Spanish



They're coming!
Album, 4+, 20 x 27 cm, 40p., 13.90 €
Sold in German, Spanish
(worldwide), and Chinese



My sweet little one
Album, 15 x 21 cm, 80p., all ages, 14.90 €
Sold in Spanish (worldwide), Chinese,
Korean, Turkish, Italian, English
(worldwide), Portuguese (Brazil), Polish
and Estonian



**ROBERTO ET GÉLATINE,
CACHE-CACHE**
**ROBERTO AND GÉLATINE,
HIDE AND SEEK**
by Germano Zullo & Albertine

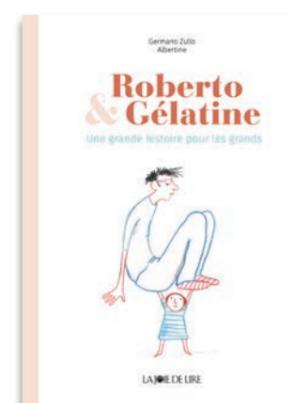
Album, hardback cover, 15 x 21 cm, 88p., all ages,
14.90 €

Gélatine wants to play hide and seek. Her big brother Roberto is quite content reading his book, and would rather not be disturbed, but little Gélatine can be extremely persuasive! Roberto is soon caught up in her game, and searches for her everywhere – behind the door, in the toy box, and even the laundry basket.

In this second book of the Roberto and Gélatine series, Germano and Albertine beautifully capture the playfulness and tenderness of childhood. A light-hearted and charming story, celebrating mischief and imagination.

Germano Zullo was born in Geneva in 1968, and became a Swiss national in 1985. In 1990, he passed his degree at the Superior Commercial School of Malagnou. Since 1996, he and his wife Albertine have published many children books at La Joie de Lire.

Albertine is an exceptional artist whose work has been exhibited in Switzerland and around the world. She teaches silkscreen printing at the Superior School of Visual Arts of Geneva, and has collaborated with many daily newspapers in French-speaking Switzerland. She was the first Swiss artist to receive a Golden Apple in 1999.



**Roberto and Gélatine -
A big story for big people**
Album, 15 x 21 cm, 88p., 14.90 €
Sold in Chinese, German and
Spanish worldwide (Argentina)





VOYAGE EN TOBOGGAN THE MAGIC SLIDE

by Victor Hussenot

Album, 15 x 11 cm, 46p., 2 +, 13.90 €

What are you going to be when you grow up?

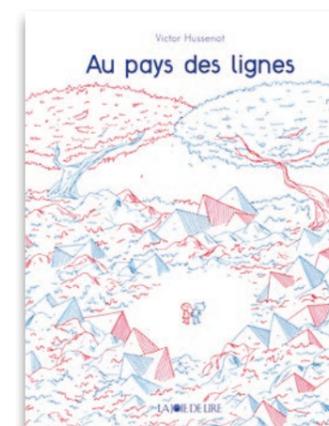
A little boy speeds down a magic slide, and as he passes from page to page, he imagines all sorts of exciting jobs he might like to do when he's grown up – deep sea diver, race car driver, astronaut, skateboarder...

Victor Hussenot has swapped the ballpoint pen drawing style that proved so successful in "Land of lines" and "the Lovers", for a graphic tablette and bold colour palette.

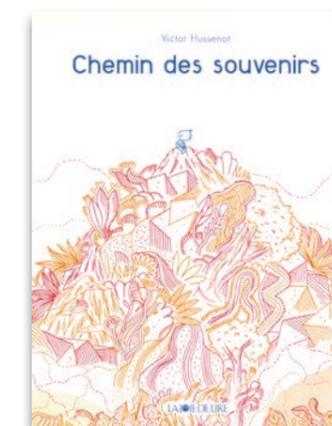
A fun and energetic album with a vertical layout, it reads in the same way you go down a slide: from top to bottom at top speed!

Victor Hussenot was born in 1985. After obtaining his DNSEP (National Postgraduate degree in Plastic Arts) at the Fine Arts School of Nancy, he returned to Paris. In his final year as a student, he met the publishers Warum at a young talent contest in Angoulême, and published his first comic book for adults, "La Casa", in 2001. In this book, the panels, which are synonyms of an apartment rooms, are at the centre of the plot – you can make the characters go into or outside of them.

By the same author:



Land of lines
Comic, 6+, 19 x 25 cm, 40p., 10 €
Sold in English (worldwide) and Chinese



The path of memories
Comic, 6+, 19 x 25 cm, 40p., 10 €
Sold in Chinese



Lovers
Comic, hardback cover, 19 x 25 cm, 76p., all ages, 14.90 €



TOUTE UNE VIE A ÉCRIRE
A LIFETIME TO WRITE
 by Sylvie Neeman & Albertine

Album, hardback cover, 15 x 21 cm, 96p., 10+, 14.90 €

S. Corinna Bille arrives in a small town by Lake Geneva with the intention of staying there three weeks to write. She remembers her wonderful childhood with her five siblings, in the family household – a huge house affectionately called Le Paradou. As a child, she loved nature and dolls, theatre and words, and she recalls the moment she decided to become a writer.

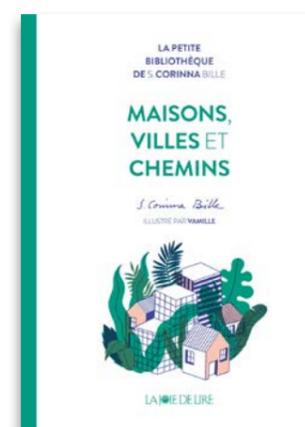
In this intimate and touching first-person narrative by Sylvie Neeman, the reader is welcomed into Corinna Bille's innermost thoughts. Neeman

beautifully captures Corinna's independent spirit and the sense of childlike wonder that she carried with her throughout her life.

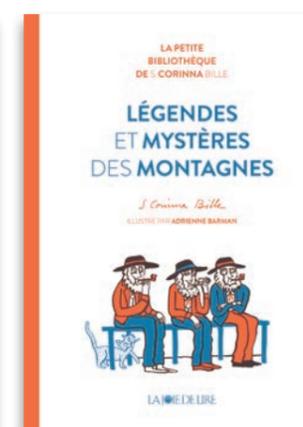
Sylvie Neeman was born in Lausanne in 1963. After a BA in Literature and the birth of her two daughters, she specialized in children's literature. She regularly contributes to the journal "Parole de l'Institut suisse Jeunesse et Médias", which she has edited for 14 years, and writes columns for the newspaper Le Temps. She has published a novel for adults, several short stories, and four albums for children



In the same collection:



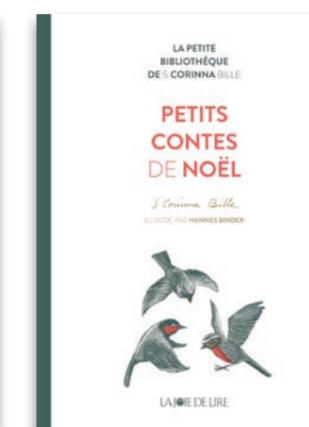
Album, hardback cover, 8+, 15 x 21 cm, 80p., 14.90 €



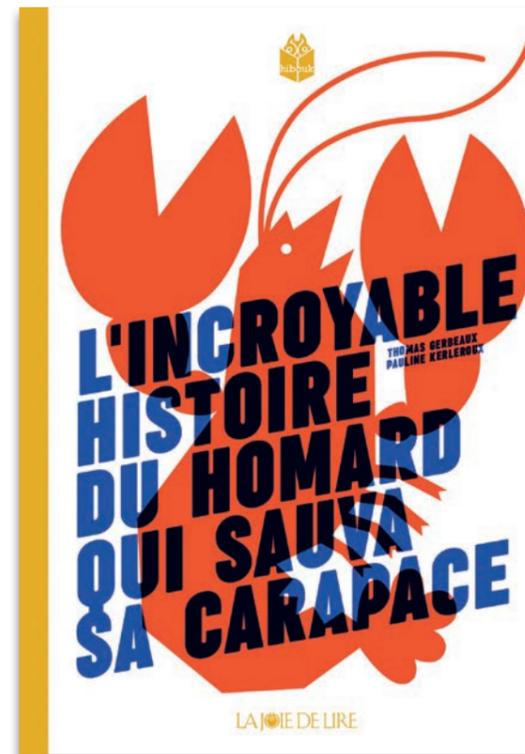
Album, hardback cover, 8+, 15 x 21 cm, 80p., 14.90 €



Album, hardback cover, 8+, 15 x 21 cm, 80p., 14.90 €



Album, hardback cover, 8+, 15 x 21 cm, 80p., 14.90 €



**L'INCROYABLE HISTOIRE DU
HOMARD QUI SAUVA SA CARAPACE**
**THE UNBELIEVABLE TALE OF THE
LOBSTER THAT SAVED ITS SHELL**

by Thomas Gerbeaux &
Pauline Kerleroux

Illustrated novel, soft cover, 13 x 18.5 cm,
148p., 9+, 9.90 €

Following “The incredible story of the sheep that saved a school”, we return to the Île des Moutons in Brittany, western France – an island so tiny that Jane’s school only has 29 children (plus one sheep), and her dad is both the local vet and the mayor (the *veterimayor*).

Summer has arrived, and at the harbour restaurant a lobster peeks through the glass of his fish tank. He understands that he is condemned to

a certain death, but when he finds himself in the cooking pot, against all odds he manages to escape. Half-cooked but determined to find his way back to the ocean, he encounters Jane, and finds himself an unexpected ally.

Thomas Gerbeaux was born in Paris to a Breton family. He has published many articles and works in advertising. After years spent in Paris, Brazil, and now London, Gerbeaux draws inspiration for his writing from the beaches of his childhood.

Pauline Kerleroux was born in Brittany, and studied graphic design in Penninghen Paris. She worked as a graphic designer in Prague and is currently working in London as an art director. Thomas and Pauline are childhood friends.

In the same collection:



The incredible story of the sheep that saved a school
Illustrated novel, soft cover, 13 x 18.5 cm, 96p., 9+, 9.90 €
Sold in Korean





SINUS & DISTO SINUS & DISTO

By Nicolas Frey
& Pauline Kerleroux
Music by Elvett
& Simon Aeschimann

Illustrated album with CD,
hard cover, 14 x 17 cm, 64p.,
4+, 17.90 €

Sinus is a young rabbit who dreams of being a singer and becoming the star of the forest. Disto is an old wolf, a washed up music producer in search of his lost fame.

Together, they make their way through a forest full of strange sounds, trying to become celebrities. Discover the world of electronic music through original compositions and sounds, and meet the animals of the forest as you have never seen (or heard) them before!

Since 2015, Céline and Alain Frey's group ELVETT have been working on a project that brings together their love of electronic music with the warmth of acoustic instruments, gracefully combining analog and organic rhythm synthesizers.

Nicolas Frey was born in 1970 in Geneva. He studied computer engineering before being admitted to the cinema section of the Geneva School of Visual Art, where he worked as an assistant, and occasional teacher. For over 15 years, he has been a screenwriter for television and film. For Sinus & Disto, he lent his pen and put into words the story imagined by Elvett.

Simon Aeschimann was born in 1973. Very early, he began studying music and theater and won numerous prizes. Musician, composer, actor, performer, he collaborates regularly with renowned orchestras, authors and directors. For Sinus & Disto, he participated in the development of the music and the show.



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Contributions for children's and youth literature

The Swiss Arts Council Pro Helvetia promotes the translation of high-quality Swiss children's and youth literature by providing generous funding support for publishers in Switzerland and abroad.

At the request of publisher's, Pro Helvetia may assume the costs of having Swiss literature for children or adolescents translated. From now on, publishers can also apply for a contribution towards the acquisition costs of book licences.

Support from Pro Helvetia

- Pro Helvetia assumes 100% of the translation costs. These are arranged in line with customary local rates.
- In addition, Pro Helvetia assumes 50% of the advance payment; CHF 2,000 per licence. Pro Helvetia does not pay any other royalties.

Conditions

This form of promotion is conducted exclusively for high-quality books aimed at children and adolescents and written by Swiss authors. As a rule, the participation of a Swiss illustrator alone does not suffice for support.

Bestseller titles are generally not considered for promotion.

There is no automatic entitlement to support.

Applications

Applications must be submitted online via www.myprohelvetia.ch by a licensed publisher at the latest eight weeks before the beginning of publishing. The application should include the typescript of the translation as well as the signed licence and translation contracts. Pro Helvetia reserves the right to have the translation assessed by an expert.

Payment modalities

Pro Helvetia remits the pledged amount to the licensed publisher after it has received sample copies. The publisher is obliged to provide Pro Helvetia with evidence that the translator has been duly paid. If so requested by the licensed publisher, Pro Helvetia remits its share of the licensing costs directly to the grantor of the licence.

Applications must be submitted online via www.myprohelvetia.ch. The general eligibility criteria for promotion are applicable in accordance with the 2014 guidelines for applicants.

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