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# CATALOGUE

## 2024 Spring





*International children's book publisher Step & Step International Publishing (part of the Beijing Allied Fortune Times Culture Group, founded in January 2008) is dedicated to creating quality content to entertain, educate, and stimulate young minds. Positioned at the high end of the domestic market, Step & Step's expert team handles rights sales and co-produces excellent local and international works for children. Our list features numerous prize-winning authors and illustrators, along with titles that have won both domestic and international book awards.*

A handwritten signature in black ink, appearing to read "Fan Liang".

*Fan Liang  
Chairman*

A handwritten signature in black ink, appearing to read "Cinzia Seccamani".

*Cinzia Seccamani  
Head of Rights - International Sales Director*



# CONTENTS



High-quality books for children aged 0-5 from an exciting young international publisher that combines Chinese content with a Western soul... Opening doors and connecting young readers to the world!



*Fun to play with, fun to read, and matching*

4	CLOTH
8	B&W VISUAL
10	ACTIVITY
16	POP-UPS
26	SOUND BOOKS



*children's growth, step by step!*



NEW 2024! NEW 2024! NEW 2024! NEW 2024! NEW 2024! NEW 2024! NEW 2024! NEW 2024! NEW 2024! NEW 2024! NEW 2024! NEW 2024! NEW 2024! NEW 2024! NEW 2024! NEW 2024! NEW 2024! NEW 2024! NEW 2024! NEW 2024!



**Texts & Illustrations:** Suichu Culture (China)  
**Format:** 12 x 21.5 cm  
**Pages:** 6  
**Binding:** Cloth books  
**Printing:** 4/4 colour  
**Target Age:** 0-3

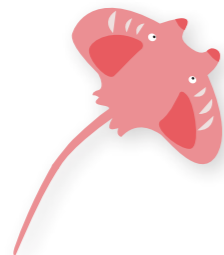


**Titles Available**

- Land Animals
- Sea Animals

**Planned Titles**

- Birds
- Dinosaurs
- Insects
- Farm Animals



Crafted from baby-friendly fabrics and filled with soft cotton, this series boasts features such as crinkle paper and squeakers, making it a cherished cloth book among infants and toddlers who love to pinch and grab. The Nordic-styled illustrations are rich and vibrant, yet not overly flashy, thanks to the use of eco-friendly dyes that maintain their brightness even after washing. Each animal design is charming and artistically rendered with vivid, eye-catching colours, in order to stimulate babies' abstract thinking, cultivate aesthetic awareness, and enhance their grasping ability.



**KEY SELLING POINTS**

- Fun sounds and bright colours create engaging entertainment.
- Rich content with carefully selected cognitive themes offer a diverse range of scenarios.
- A larger size and more pages than similar books, encourage extended enjoyment and learning opportunities.
- Safety ensured via chew-safe fabric that won't harm babies during exploration.



NEW 2024! NEW 2024! NEW 2024! NEW 2024! NEW 2024! NEW 2024! NEW 2024! NEW 2024! NEW 2024! NEW 2024! NEW 2024! NEW 2024!



**Texts & Illustrations:** Suichu Culture (China)  
**Format:** 12 x 12 cm  
**Pages:** 6  
**Binding:** Cloth books  
**Printing:** 4/4 colour  
**Target Age:** 0-3



**Titles Available**

- Vegetables
- Fruits
- Clothes
- Transportation
- Land Animals
- Sea Animals



Original illustrations feature innovative colour combinations, with each title containing 5 spreads that offer rich content. The 12 cm pages cater to babies' visual needs while considering their hand-grasping abilities. Made with high-density fabrics that meet strict European testing standards to ensure color fastness, no pilling, and no shedding. The fine stitching minimizes loose threads, while the plush filling remains fluffy as cotton puff, as well as resilient to tearing and chewing. Utilizing high-definition eco-friendly printing and dyeing processes, the books will withstand repeated washing without losing their vibrant colors.



**KEY SELLING POINTS**

- Carefully selected cognitive themes for richer scenarios.
- Adorable illustrations with unconventional color combinations.
- Meticulously crafted via over a dozen production steps, ensuring high quality from the exterior to the interior.







**Author:** S&S Alliance  
**Illustrations:** Raffaella Castagna (Italy)  
**Format:** 12×15cm  
**Pages:** 6  
**Binding:** Board books with die-cut pendants  
**Printing:** 4/4 colour  
**Target Age:** 0-3



#### Titles Vvailable

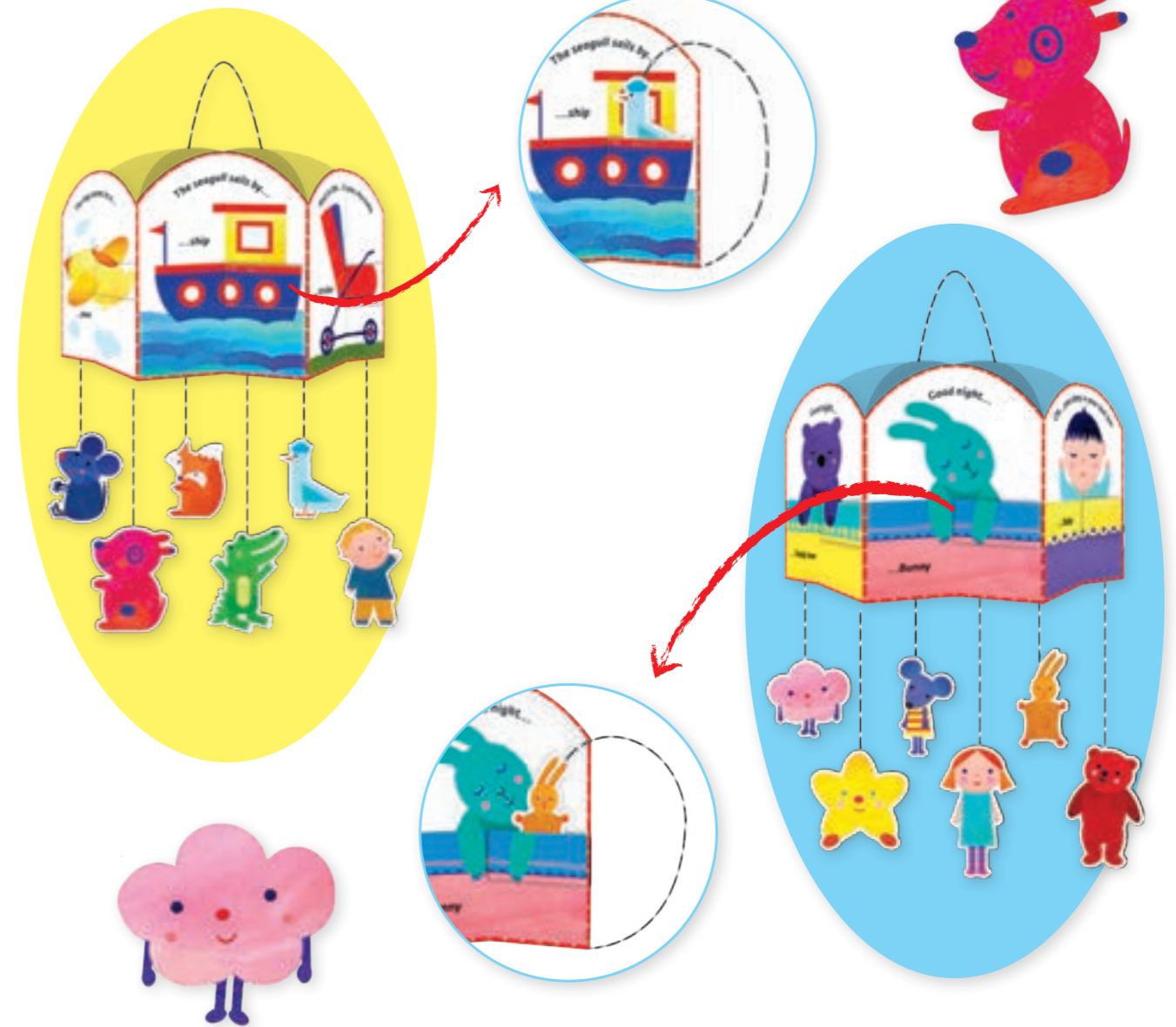
- Good Night
- Good Journey



Two colourful titles join the fancy novelty Lantern Books series! When closed, each title is a book; when open, it's a lantern! As with the other books in this wonderful series, each spread features a pocket that can hold a removable pendant, vividly showing the relationships between objects and the pendant.

In these two new books, though, the new titles are filled with fresh, bright colours, displaying the relations between the animals and their sleeping companions (Good Night) or vehicles (Good Journey).

Not just for parent-child reading, but also for hanging above a crib or stroller to stimulate baby's vision and cognition.



As a child, Raffaella Castagna loved reading, drawing and playing. She graduated from the Academy of Fine Arts in Brera in Milan, and her creative drawings, games and ideas on how to make objects with low-quality or seemingly useless materials have appeared in numerous books and magazines. Castagna holds reading workshops on transforming words and colours into games with and for children. She is the author of over 20 titles with major Italian publishers.







**Concept & Texts:** Anna Gkoutzouri (Greece)  
**Illustrations:** Anna Gkoutzouri (Greece)  
**Format:** 18.5 x 26 cm  
**Pages:** 14  
**Binding:** Concertina book with shaped pages and flaps  
**Printing:** 4/4 colour  
**Target Age:** 3 +

**Titles Available**

- At the Poles

**Planned Titles**

- In the Rainforest

"Embark on an icy adventure via our enchanting concertina shaped book At the Poles. Designed for curious minds, this six-page wonder unfolds to reveal the captivating worlds of the North and South Poles. Each side features interactive flaps, unveiling the secrets of polar habitats and introducing the resilient animals that call these frozen realms home. From the Inuits' cozy igloos in the Arctic to the playful penguins of Antarctica, this concertina shaped book is a delightful blend of education and discovery, making it the perfect resource for both home and classroom settings.

What sets this book apart is its ingenious combination of uniquely shaped pages and whimsical illustrations, sparking young readers' curiosity and making At the Poles an immersive journey. Dive into the magic beneath every flap and let the captivating stories of polar life unfold, igniting young explorers' imaginations and fueling their thirst for discovery!"



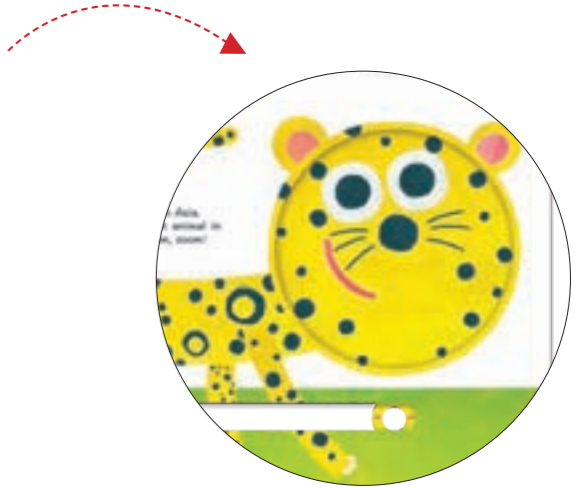
Born in 1980 in Thessaloniki, Greece, Anna Gkoutzouri writes and illustrates children's books. She is passionate about creating pop-up and activity books that encourage interaction and loves using paper engineering to tell a story and raise complex issues for young readers in engaging, ingeniously simple ways.



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**Texts and Illustrations:** Silvia Bonanni (Italy)  
**Format:** 28.5 x 21 cm  
**Pages:** 6 spreads with die-cut holes and slides  
**Binding:** Loose pages collected in a bag  
**Printing:** 4/4 colours  
**Target Age:** 1+



**Titles Available**

- Endangered Puppies



A truly original and special book that allows young readers to play with transformations while learning about many of the funny animals at risk on our planet. With the slides in, children can see the faces of the animals; with the slides out, children can put their faces into the hole in each page, gradually becoming a different animal and... presto! Children can play with friends, parents and grandparents. Or they can even play on their own in front of a mirror, by taking a photo to freeze the moment and then drawing a new animal by tracing the round hole on a piece of paper and cutting it out! Endangered Puppies offers 12 puppies-in-danger for transforming.

Little readers will growl like a ferocious tiger or chomp on bamboo like a greedy panda, or snore like a sleeping polar bear!



Silvia Bonanni was born in Milan, where she currently lives and works. After graduating from the Brera Academy of Fine Arts, she studied photography at the Bauer Institute in Milan and began to experiment with different methods of visual expression, participating in the Sarmede International School of Illustration summer courses, among others. She collaborates with Italian and foreign publishers and has a successful, curated line of accessories and toys for children.







**Author:** S&S Alliance  
**Illustrations:** Olga Sall (Spain)  
**Format:** 15cm/ 14cm /13cm /12cm/ 11cm /10cm /9cm /8cm/ 7cm/ 6cm  
**Binding:** 10 nested cubes packaged in a box  
**Printing:** 4/4 colour  
**Target Age:** 1+

**Titles Available**

- Little Red Riding Hood

**Planned Titles:**

- Three Little Pigs
- The Ugly Duckling



A fresh way to explore classic fairy tales, Cube Stories uses 10 cubes to tell each story. Each cube has 5 sides (with 1 side empty) showing the story texts, scene, numbers, colors and shapes relative to the story, which makes it fun for young readers to read and learn!

The most interesting is, the 10 cubes includes a variety of games—for example, stacking the cubs and rotating the matching picture, sorting them by size/number/shapes or the main storyline—all of which improve young readers' manipulative ability, coordination and logical thinking as they play through the story.

At last, children can nest all the 10 cubes one inside the other, which is also an interesting way to help them develop a good habit of storage!

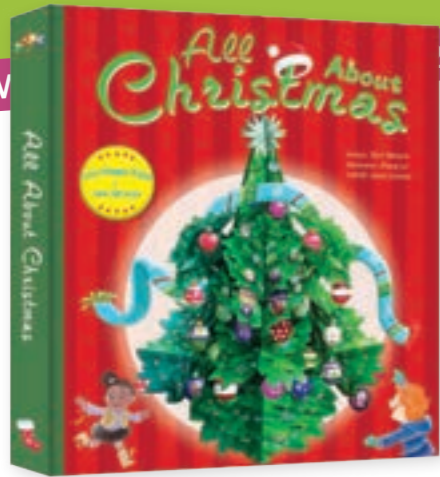


Olga Sall is an experienced children's book illustrator from Spain who illustrates books, puzzles, and games. She brings each picture to life with humor and specializes in using bright colours and textures to enliven children's stories via engaging illustrations..





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**Author:** S&SAlliance  
**Illustrations:** Zhang Lei (China)  
**Paper Engineering:** Dario Cestaro (Italy)  
**Format:** 24.5 x 28 cm  
**Pages:** 5 spreads with flaps + 4 spreads 3D tree + 2 sheets of die-cut tree ornaments  
**Binding:** Hardcover  
**Printing:** 4/4 colour  
**Target Age:** 4+



**Planned Titles**

- All About Christmas



How did Christmas start? Who invented Santa Claus?  
 What are the names of Santa's reindeer?  
 Who are these fancy gifts for?

...  
 This fun pop-up book is all about Christmas! With dozens of lovely, shaped flaps, it will help readers discover fun facts about Christmas and the answers to these interesting questions. Children will learn about the ancient origins of and meaning behind Christmas, a holiday that is celebrated around the world. Even more amazing, the pocket in the last spread hides a gift for all readers, who can easily turn the book into a 3D Christmas tree and decorate it up with cut-out ornaments. Enjoy your daily reading with the Christmas tree displayed on your desk in all its splendour!

Born in Venice in 1971, Dario Cestaro attended art school (Liceo Artistico) and the Academy of Fine Arts (Accademia delle Belle Arti di Venezia), where he has taught Paper Technology since 2016. Since 2000, he has presented different projects at the Bologna Children's Book Fair; since creating his first 3D book in 2002, he has published roughly 70 pop-up books and toys.



Senior illustrator Zhang Lei graduated from the Printmaking Department of the Hubei Academy of Fine Arts, where she majored in illustration. Her exquisite stroke work and lovely character design have been featured in collaborations with numerous Chinese children's book publishers.







**Texts & Illustrations:** Yo Yo Tong (China)

**Format:** 34 × 25 cm

**Pages:** 6

**Binding:** Hardcover

**Printing:** 4/4 colour

**Target Age:** 5+



#### Titles Available

- Dinosaurs Pop-up Encyclopedia



With charming hand-drawn illustrations, the Dinosaurs Pop-up Encyclopedia delves into the enticing world of dinosaur fossils. Using over 100 innovative interactive mechanisms, this delightful encyclopedia provides nearly 300 pieces of data points, and answers numerous questions about dinosaurs. Young readers will be fascinated by questions such as:

- How do paleontologists search for and excavate dinosaur fossils in the field?
- What interesting dinosaur fossils have scientists discovered?
- How can dinosaur fossils be transported intact to the laboratory?
- How do paleontologists clean and restore dinosaur fossils?

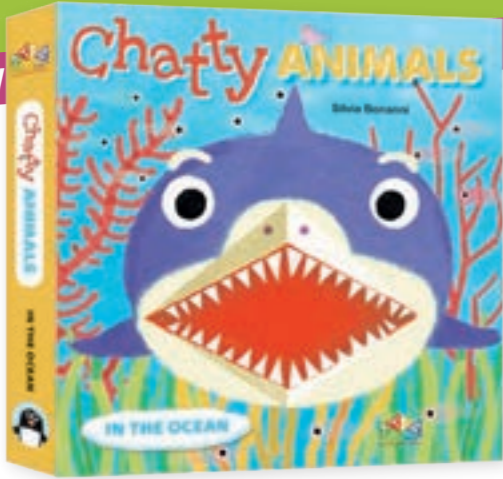
It's a captivating read that's bound to enthrall any young dinosaur enthusiast!



#### KEY SELLING POINTS

- Includes over 100 interactive mechanisms and 300 interesting facts.
- Immerses readers in a 180-degree 3D pop-up experience, allowing children to join in on dinosaur exploration with an expedition team.
- Ingenious mechanisms, including flips, rotations, and pulls, enhance coordination skills and elevate reading interest.





**Concepts, Texts & Illustrations:** Silvia Bonanni (Italy)  
**Format:** 15 x 15 cm  
**Pages:** 7 spreads with mechanisms  
**Binding:** Board books  
**Printing:** 4/4 colours  
**Target Age:** 1+



**Titles Available**

- In the Ocean

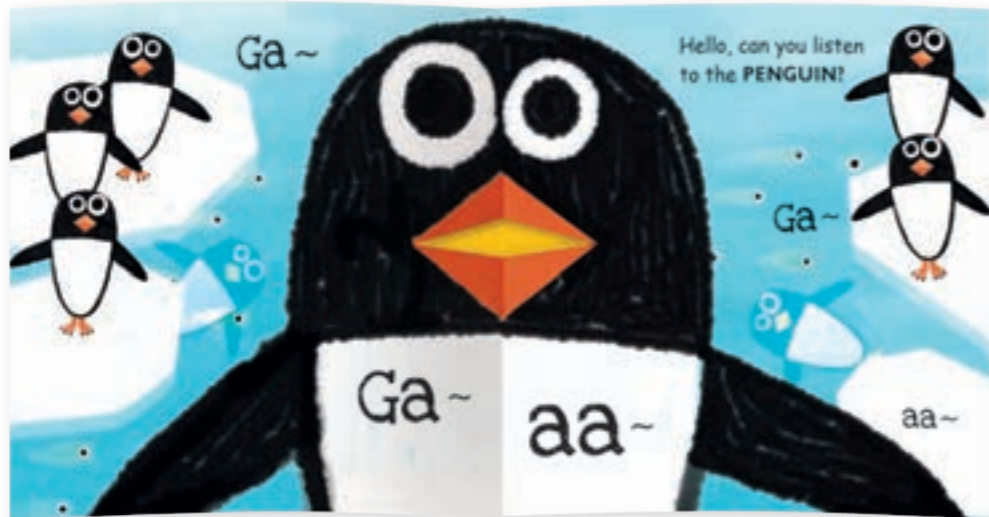
**Planned Titles:**

- In the Forest



A brand new, extra-funny series of animal-themed interactive books! Animals from the Ocean or the Forest appear with their mouths open and then, after turning the page, their mouths shut. Children can imitate animals' sounds and learn what the animals do, what they like and where they live with sweet illustrations that help bring the book to life. There's a surprise on the last spread of each book: see all the animals living in their natural environment!

- Open animal mouths by opening and closing every double page
- Simple text and fun illustrations



Silvia Bonanni was born in Milan, where she currently lives and works. After graduating from the Brera Academy of Fine Arts, she studied photography at the Bauer Institute in Milan and began to experiment with different methods of visual expression, participating in the Sarmede International School of Illustration summer courses, among others. She collaborates with Italian and foreign publishers and has a successful, curated line of accessories and toys for children.











**Texts & Illustrations:** Yo Yo Tong (China)  
**Format:** 33 × 25 cm  
**Pages:** 8  
**Binding:** Hardcover  
**Printing:** 4/4 colour  
**Target Age:** 5+



• A Brief History of Human Civilization

An immersive, interactive pop-up book that brings the captivating story of human civilization to life for young readers! With over 80 interactive mechanisms, A Brief History of Human Civilization vividly illustrates how primitive people hunted, how houses were built, and how cities formed. The book also explains why the ancient city of Pompeii disappeared and how the Grand Canal and Silk Road developed, as well as discussing timeless masterpieces created by luminaries such as Shakespeare and da Vinci.

Packed with vibrant illustrations and profound knowledge, A Brief History of Human Civilization makes learning a joyous adventure, in which children can dive into history, science, art and much more!



**KEY SELLING POINTS**

- Includes over 200 pieces of data points, approximately 80 interactive mechanisms, and crafted through more than 300 processes.
- Establishes a comprehensive framework for children that ranges from primitive societies to the Industrial Revolution and from the 21st century to the near future.
- Caters to children's interests, helping them understand the development of human civilization through the lens of various fields of knowledge.



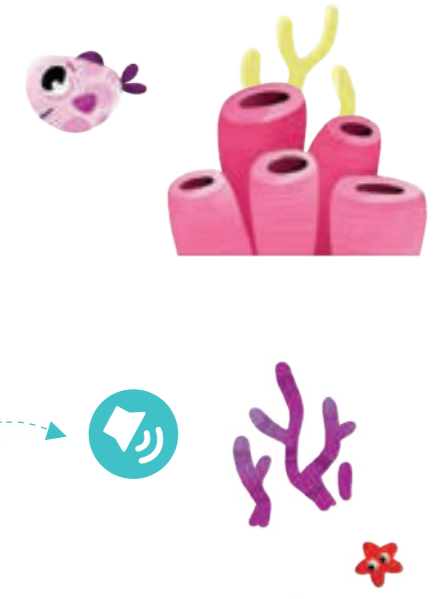
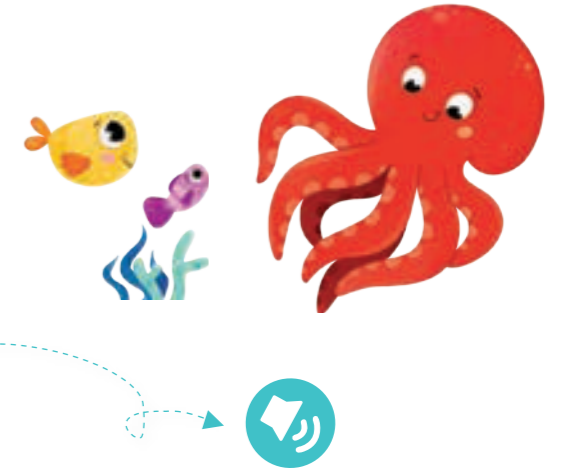


**Author:** S&S Alliance  
**Illustrations:** Tatiana Berdyugina (Russia)  
**Format:** 13.5 × 21.5 cm  
**Pages:** 6  
**Binding:** Board books with 6 sound modules  
**Printing:** 4/4 colour  
**Target Age:** 0-3

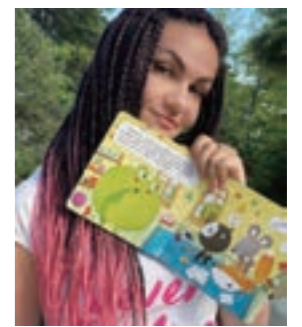


- Planned Titles:**
- Busy Animals: Ocean
  - Busy Animals: Farm
  - Busy Animals: Park
  - Busy Animals: Lake

A brand new set of books joins the very popular Busy... series! In Busy Animals, readers will dive into the mysterious world of the sea, visit a bustling park, view a silent lake, and enjoy a busy farm as they listen to the wonderful sounds of animals.  
 Die-cut shapes allow children to recognize the scene the animal is in. Lightweight sound buttons help children identify animal sounds and learn about animal habits from their images. Plus the rounded corners are safer for little hands!  
 This fun new series will stimulate children's scientific knowledge and promote their imaginations and understanding of the world.

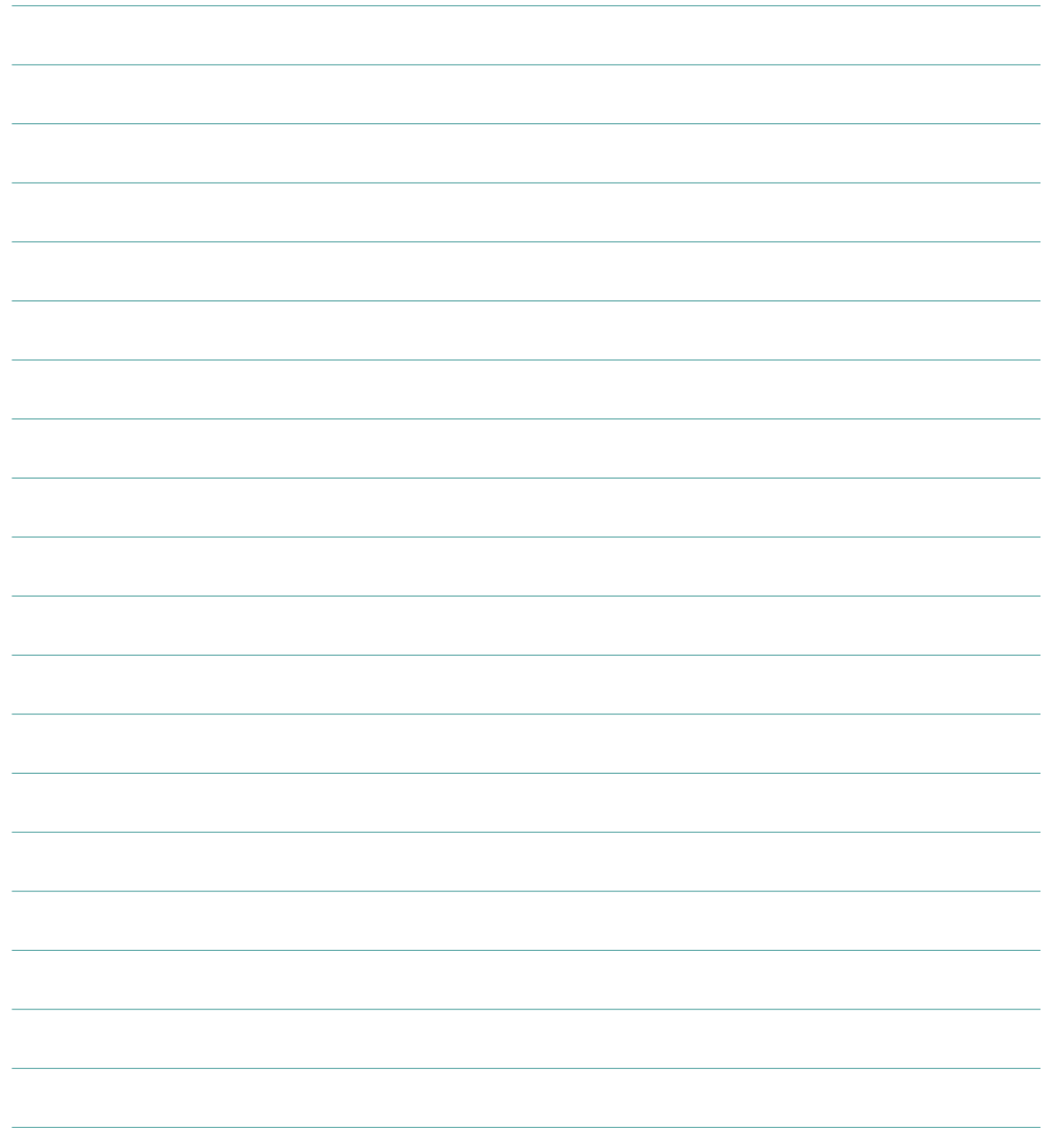
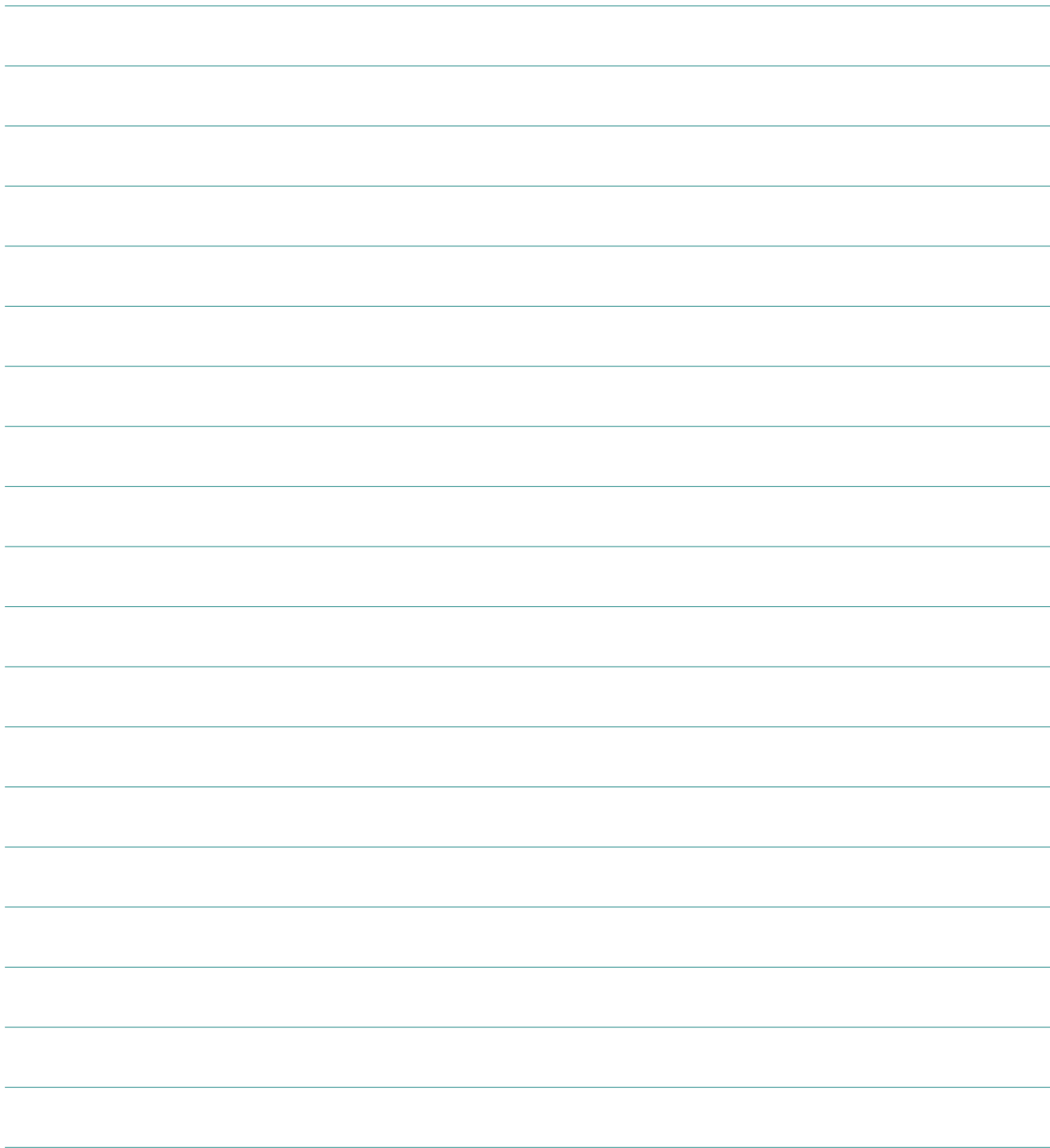


Russian artist Tatiana Berdyugina, lives in St. Petersburg and graduated from the St. Petersburg University of Cinema and Television with a degree in Animation and Computer Graphics. Since 2015, she has illustrated children's books for numerous publishers and companies around the world.











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