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 S&S International Publishing

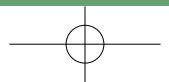
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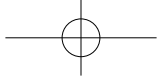
 S&S International Publishing



CATALOGUE

2026 Spring

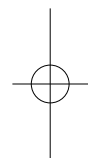
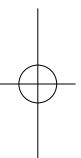
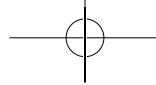




International children's book publisher Step & Step International Publishing (part of the Beijing Allied Fortune Times Culture Group, founded in January 2008) is dedicated to creating quality content to entertain, educate, and stimulate young minds. Positioned at the high end of the domestic market, 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.

Fan Liang
Chairman

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

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PICTURE BOOKS



children's growth, step by step!

NEW



Author: S&S Alliance
Illustrations: Laura Giorgi (Italy)
Format: 18×21 cm
Binding: Grey board books with sliders,
 pop-ups & spinning wheels
Printing: 4/4 colours
Pages: 10 (including the cover)
Target Age: 3+



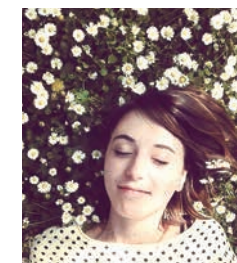
Titles Available

- Little Red Riding Hood
- The Three Little Pigs
- Snow White
- The Musicians of Bremen

What happens when innovative mechanisms meet classic stories? Pop-ups, sliders, spinning wheels, flaps, and more magically breathe new life into timeless fairy tales. Children will love these highly engaging and interactive books!



Born in Turin, Italy, Laura Giorgi started drawing as a young child. She has explored a wide variety of techniques along her artistic journey, experimenting with physical media as well as digital design. Laura has worked with both Italian and international publishers since 2000.



ACTIVITY



- PINOCCHIO

NEW 2026! NEW 2026! NEW 2026! NEW 2026! NEW 2026! NEW 2026! NEW 2026! NEW 2026!

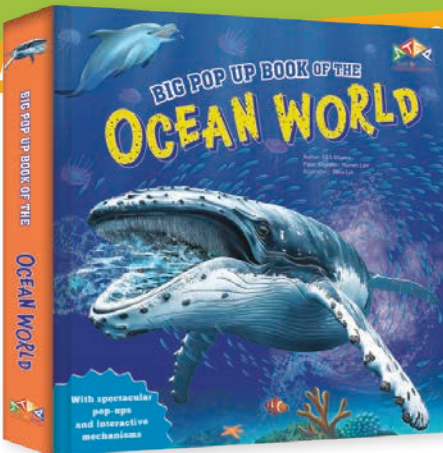


A special book honoring the 200th birthday of Carlo Collodi, who created the wonderful character of Pinocchio, whose story has delighted children and adults worldwide ever since he arose from Carlo's pen about 150 years ago. This fabulous pop-up book brings nine classic scenes from the story of Pinocchio to life via pop-ups and various mechanisms. Stunning 3D scenes and highly interactive elements such as pull tabs and flaps inject new vitality into

"Well, look at me! My foolish parent
 for studying has made me lame," said
 the fox.
 "And look at me! My foolish parent
 for studying has made me blind!" said
 the cat.
 "We know a way to double your
 coin, you know!" said the fox.
 "How do you do it?" Pinocchio was
 intrigued.
 "Come with us and you'll see," winked
 the rat.

He remained waiting for someone to come and save him.
 A long time passed, and no one came. Then Pinocchio gave
 up in despair, and so, without strength or courage, he seemed
 truly dead.



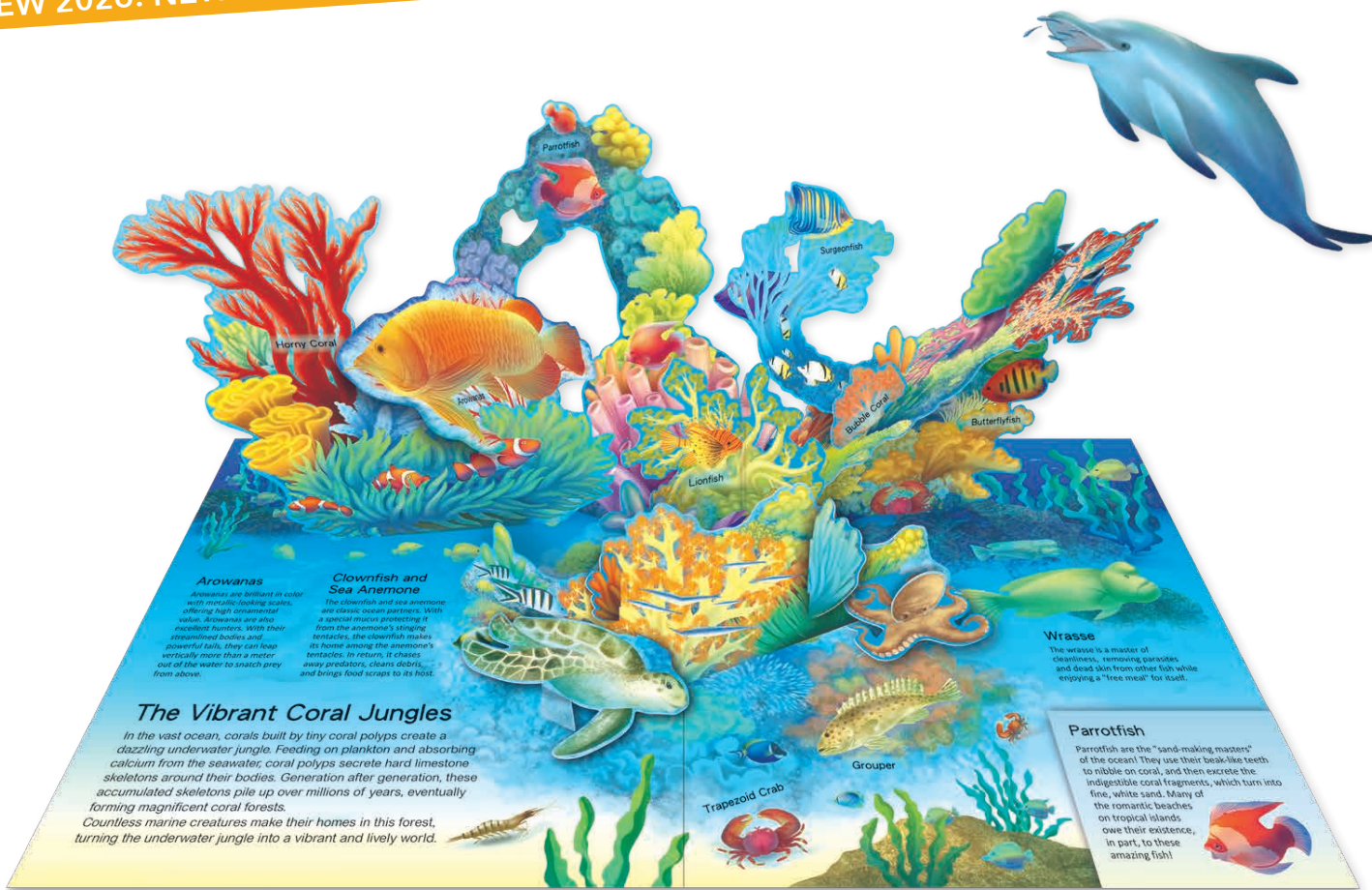
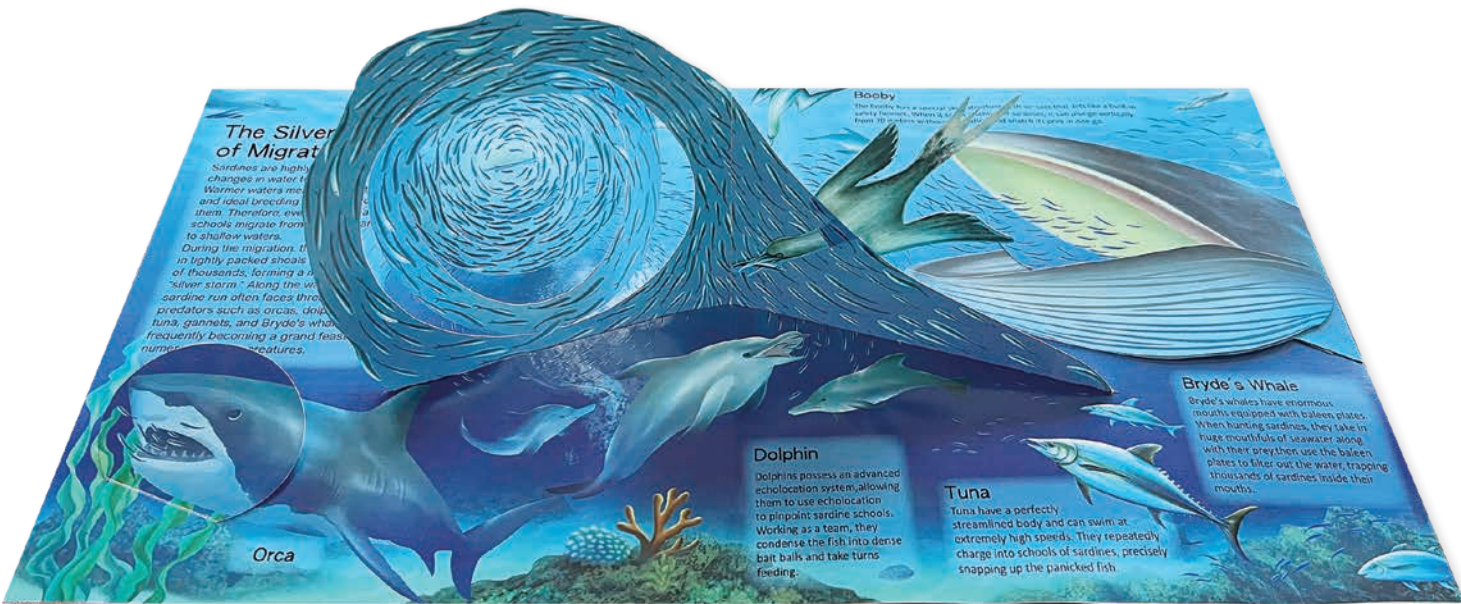


Author: S&S Alliance
Illustrator: Deva Luk (China)
Paper Engineer: Numen Lam (China)
Format: 26 x 26cm
Binding: Hardcover board book with pop-ups
and movable elements
Printing: 4/4 colors
Pages: 18
Target Age: 5+



This stunning pop-up book vividly brings the incredible wonders of the ocean to life: sardine migration runs, vibrant coral jungles, deep-sea luminous fish, the frozen world of the polar seas, and much, much more!

A masterful combination of delicate, realistic illustrations, 3D pop-ups, and highly interactive elements, OCEAN WORLD vividly shows children different awe-inspiring marine ecosystems. Young readers will feast their eyes on the spectacular visuals while actively exploring the mysteries of the ocean with their own hands. Through this engaging journey, children will discover more than 100 marine creatures, increase their knowledge about the ocean exponentially, and increase their sense of responsibility for protecting the ocean.

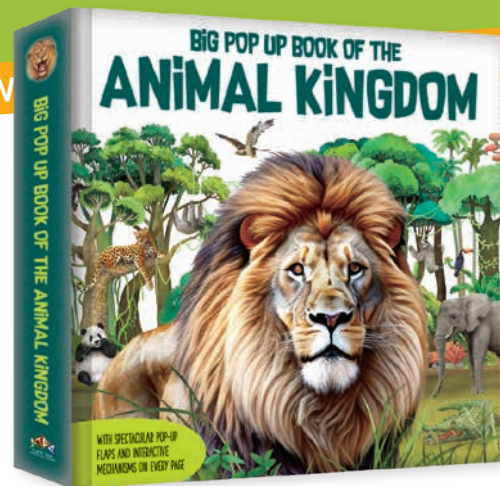


Freelance illustrator Deva Luk majored in animation and has collaborated with a number of major publishing companies, brands, and magazines. Winner of the China Illustration Biennial Award (CIB), she paints in a unique style that expresses her characters' colorful inner world.



Numen Lam is an outstanding paper engineer who has devoted himself to paper engineering in children's books for more than 10 years and has published numerous 3D books. In 2019, he won Excellence Award at the Global Fashion Industrial Design Competition.





Author: Zhang Hao Yi (China)

Format: 26×26 cm

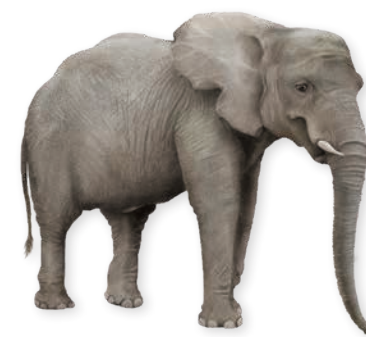
Binding: Hardcover

Printing: 4/4 colour

Pages: 20

Target Age: 5+

Sold: Bulgaria, Japan, Mongolia, Russia



TITLE AVAILABLE:

- Big Pop Up Book of the Animal Kingdom



Another stunning addition to the 3D Pop-up family,
following in the footsteps of Big Dinosaur!

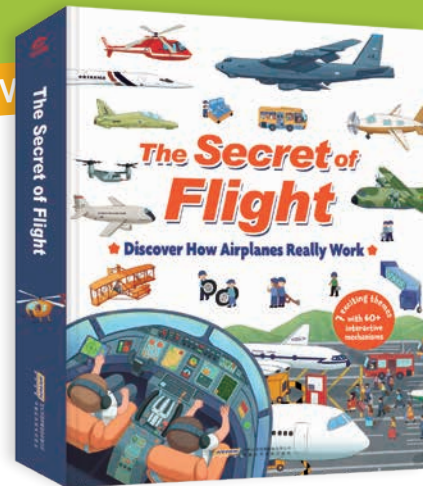
An immersive pop-up adventure into the Animal Kingdom, this new Big Book is filled with Dynamic 3D scenes that bring ecosystems to life. From tropical rain forests and grasslands to scorching deserts, polar ice, and mysterious underground worlds, young readers see where cheetahs sprint, penguins waddle, and butterflies flutter, making animals “touchable and tangible” and enhancing children’s interactive reading experience.

Designed for ages 5-8, this premium hardcover will delight, educate, and inspire curiosity—perfect for collecting or gifting.

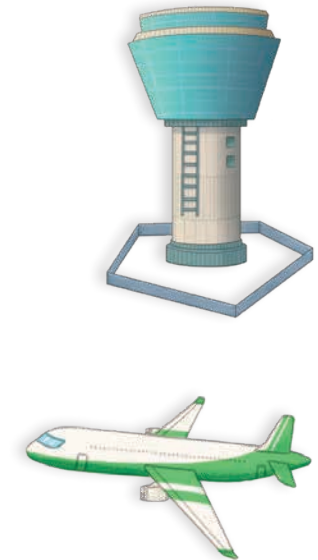


KEY SELLING POINTS

- Explore 10 Diverse Habitats: from rain forests and grasslands to deserts, polar ice, and mysterious underground worlds.
- 80+ Interactive Features: hands-on flaps, pull-tabs, and pop-ups combine play with learning, helping children intuitively understand animal behaviors and ecosystems.



Author: Yo Yo Tong (China)
Format: 25×34 cm
Binding: Hardcover
Printing: 4/4 colour
Pages: 9
Target Age: 5+



TITLE AVAILABLE:

- The Secret of Flight



This large interactive pop-up book focusing on planes, airports, and the history of aviation is perfect for budding airplane enthusiasts! The Secret of Aircraft Operation covers seven themes, ranging from how airplanes are made to what a cockpit looks like and the history of aircraft. Children will thrill as they learn all about aviation, including the internal structures in planes, basic principles of flying, and different types of aircraft, as well as simulating airport operations and exploring aviation past and future.

The Secret of Flight explains complex aviation knowledge at a level that matches children's cognitive abilities. The volume reveals the secrets of how airplanes operates, thus stimulating children's curiosity and desire to learn.

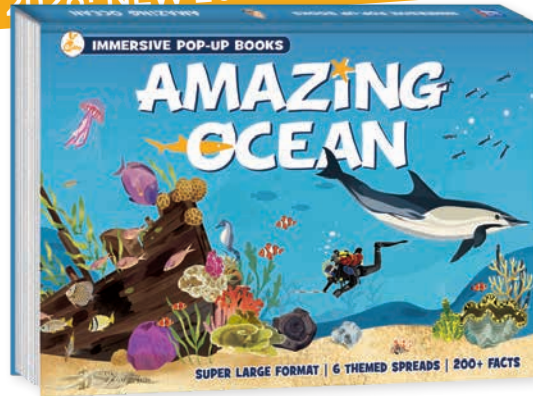


KEY SELLING POINTS

- 7 exciting themes with 60+ interactive mechanisms
- Small details make complex knowledge simple, uses short sentences, and strengthens memory
- Precisely designed mechanisms with smooth edges ensure that little hands stay safe

20 IMMERSIVE POP-UP BOOKS

NEW 2026! NEW 2026! NEW 2026! NEW 2026! NEW 2026! NEW 2026! NEW 2026! NEW 2026! NEW 2026!



Author: Fang Yuan (China)
Format: 35×23 cm
Binding: Hardcover
Printing: 4/4 colour
Pages: 6
Target Age: 5+



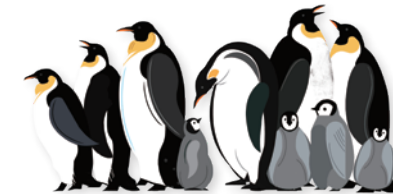
TITLE AVAILABLE:

- Amazing Ocean
- Amazing Wildlife

Spectacular pop-up books that children can explore... right on the floor! Designed in an oversized hardcover format with every spread opening to nearly one meter wide.

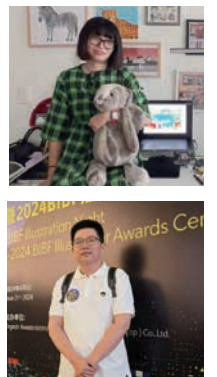
Each volume features 200+ facts from authoritative sources, realistically presenting animals and marine life in their natural forms and habitats. Six well-organized panoramic themes per title deliver knowledge in a visually engaging way.

The high-quality case-bound construction gives each book a substantial, premium feel—ideal for both collecting and gifting.



Currently based in Los Angeles, Chinese illustrator Li Jing holds Master's degrees in Illustration from the Savannah College of Art and Design and the Maryland Institute College of Art. Her work has been recognized with prestigious awards from organizations that include the Society of Illustrators (New York), the Red Dot Award, and American Illustration.

Award-winning illustrator Wang Xiaoxu has won numerous awards, including the Gold Award at the 2018 Beijing International Design Week, the Jury Award at the 6th Hiii International Illustration Competition. His work was featured in the 2021 CCBF Golden Pinwheel International Young Illustrators Competition.





Concept: Chiara Balzarotti (Italy)

Texts: Guido Quarzo (Italy)

Illustrations: María Marel (Spain)

Format: 21 x 19 cm

Binding: Board book with pop-ups and 2 masks

Printing: 4/4 colour

Pages: 12

Target Age: 2+



Titles Available

- Fear of the Dark

Planned Titles

- Worries about Loss



Children are both afraid of monsters and fascinated by them. Monsters can have deep meaning for children's emotions, on the one hand, connecting with fear, worry, anger, and sadness; on the other, bravery, reassurance, peace, and happiness. This new series adroitly explores feelings for children via stories that feature good vs bad monsters. Young readers can project their negative feelings onto the bad monsters and find comfort in the good monster, who is named Calmcalmquillo.

What's more, children will not only enjoy reading the simple rhyming text, lively illustrations, interactive pop-ups, but they will also have hours of fun playing with the beautifully designed masks in the back matter:



Guido Quarzo is an acclaimed writer of novels, short stories, and poetry for children. Since 1989, he has published a wide range of works. He was awarded the Andersen Prize in both 1995 and 2013, and was also a finalist for the prestigious Strega Prize in 2016.



Chiara Balzarotti loves illustrating children's books, but even more than that, she loves creating things that come to life, like pop-ups, games and activity books. She has been widely published in Italy and around the world.

Spanish artist María Marel illustrates books for beginning readers from her studio in Seville. Inspired by children, animals, and everyday moments, her drawings are filled with warmth, positive energy, tenderness, and emotion.



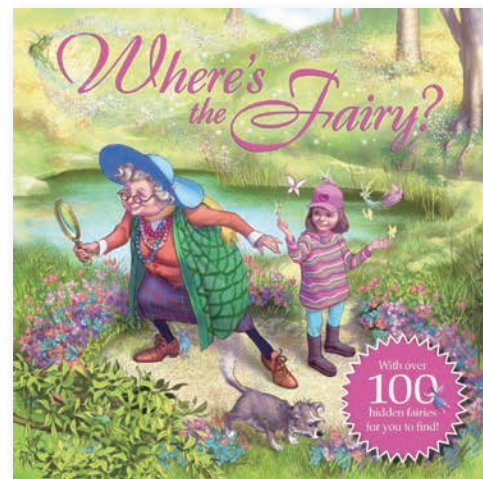


Author: Nick Harris & Jason Hook (UK)
Format: 26 x 26 cm
Binding: Hardcover
Printing: 4/4 colour
Pages: 13
Target Age: 5+

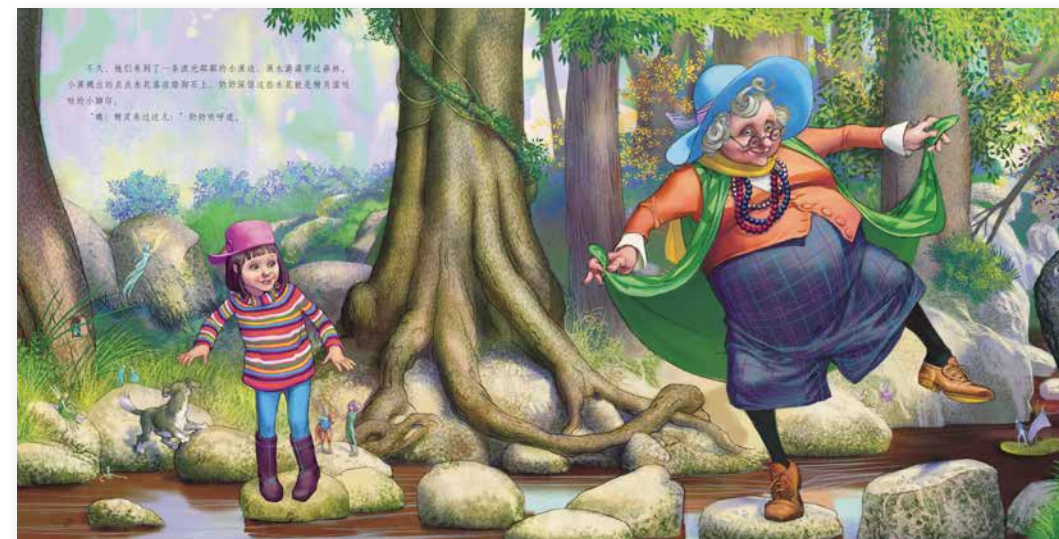


Titles Available

- Where is the Dragon?
- Where is the Fairy?

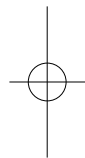
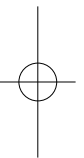
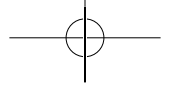


Two imaginative adventures to spark curiosity and discovery! In the first, Grandpa takes little George and their dog Meg on a hunt to find dinosaurs. In the second, Molly joins Grandma in search of magical fairies deep within a mysterious forest. Twelve life-like illustrations bring each title to life via an interactive seek-and-find format that will encourage repeated engagement. Young readers will discover over 100 hidden dinosaurs or fairies in each volume, respectively. Printed with a premium gloss finish that creates raised tactile effects, each volume combines visual exploration with hands-on sensory interaction to deliver an immersive reading experience, enhances shelf appeal, and captivate young audiences.

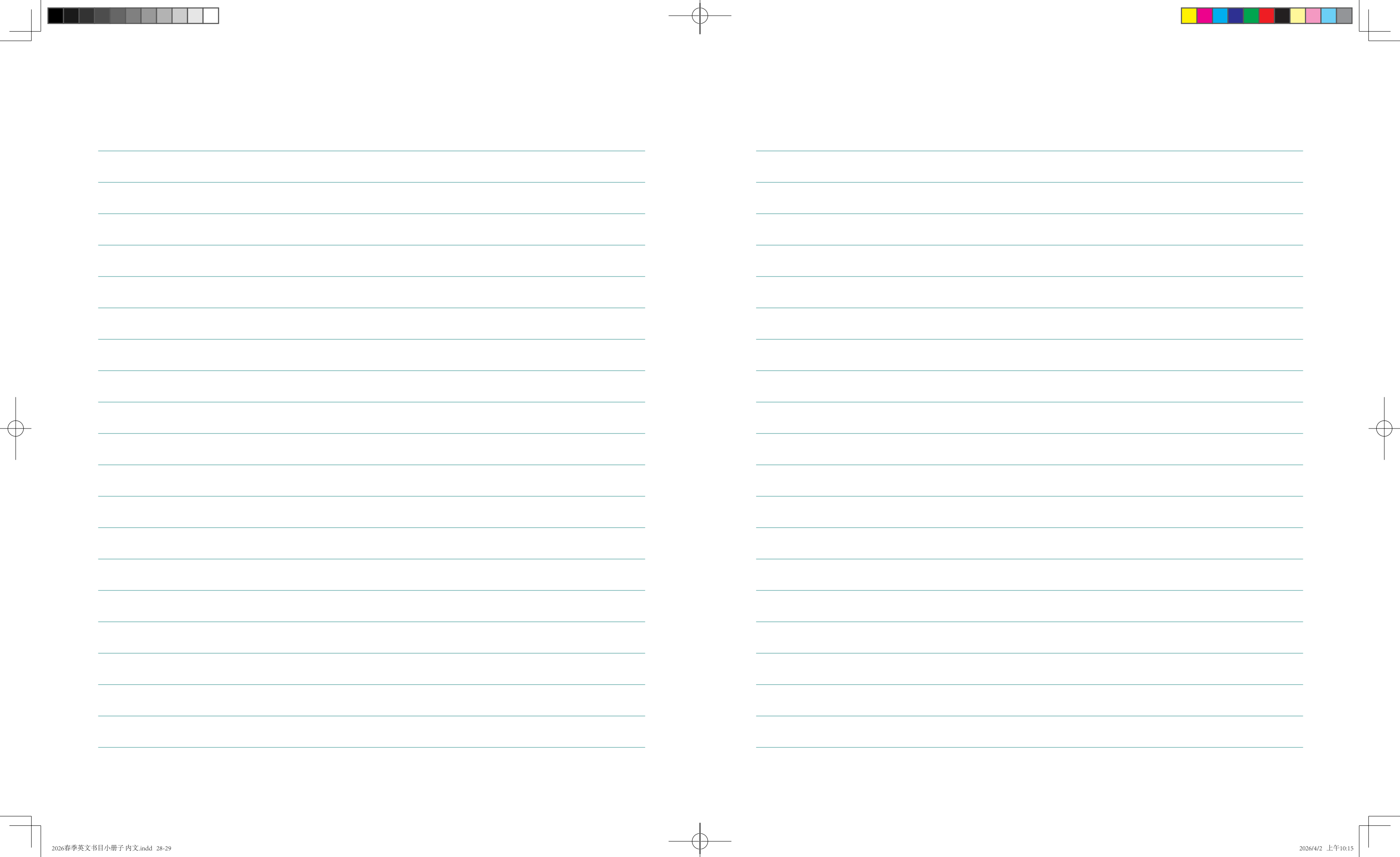


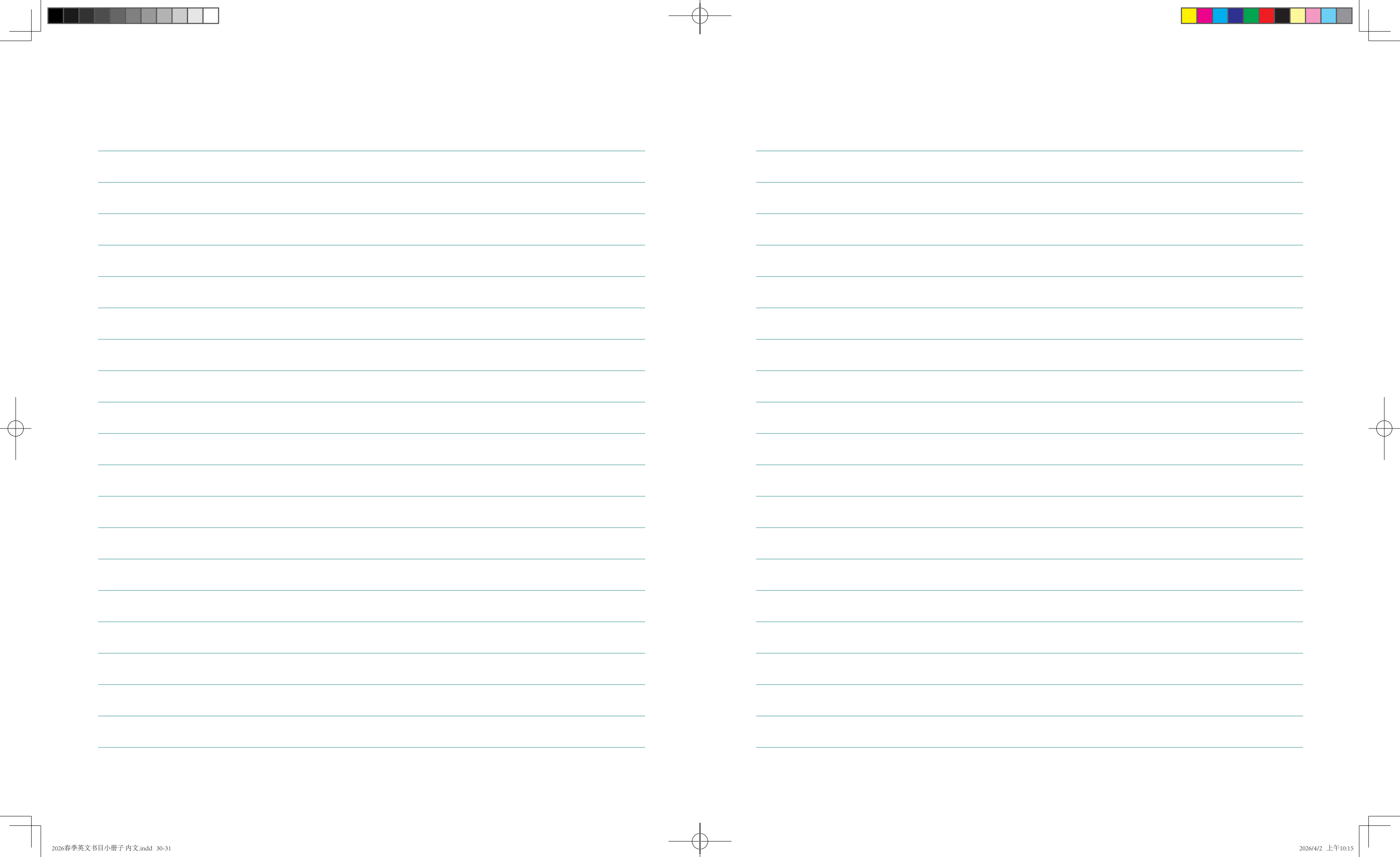
KEY SELLING POINTS

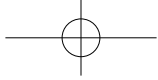
- 12 fantasy/mystery style illustrations per title
- 100+ interactive images in a seek-and-find format with high replay value
- Premium gloss finish creates raised tactile effects
- Combines visual discovery with hands-on sensory engagement



This image shows a single sheet of white paper with horizontal blue lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.







Handwriting practice area with 20 horizontal blue lines.

