



# FABULASTIC

## THE WORLD'S FIRST POP-UP AND PERSONALISED CHILDREN'S BOOK

If parents and teachers can agree on one thing, it is that **developing children's minds and imagination is of the utmost importance.** For that reason, given that it is both fun and educational, reading is a hit amongst children and adults alike, as discovering stories together boosts creativity and memory skills, as well as reasoning, problem-solving and empathy.

With that in mind, and fondly remembering their favourite books from their own childhoods, Joao, Elsa and Marta have created Fabulastic, a new publishing company founded with **the aim of inspiring children to read, providing grownups with a chance to spend quality time with their favourite little person.** To entertain the whole family, Fabulastic has fused two of the most popular children's literary formats and created a brand new category: the world's first personalised pop-up book.

## PERSONALISED AND 3D

**SCREEN-FREE FUN!** Through customisation and three dimensions, Fabulastic has created a new format and a **fun and educational 3D alternative to screens.** Personalising the story allows children to identify and empathise with the book's characters. As the star of this adventure, they will experience every discovery and achievement for themselves, which **will in turn boost their confidence and self-esteem.** The three-dimensional format adds depth and perspective and, like screens, allows little ones to interact with the story, discover the book's hidden details and delight in shapes and colours. **A fun experience that will improve their psychomotor skills and spatial intelligence.**

This interaction between the child and book provides grownups with **a chance to spend quality time** with their little one, as the presence of an adult will help children to really get to grips with their 'paper world'. The adult's job is very important – they will need to demonstrate their storytelling superpowers through fun and interactive narration to encourage the child to engage with each and every element of the book, as well as answer any curious questions that crop up along the way.



## SUSANNA ISERN, ESTHER GILI AND THE BEST PAPER ENGINEER YOOJIN KIM, JOINED THEIR POWERS FOR FABULASTIC

**MADE WITH MAGIC!** Fabulastic's first paper world has to live up to the expectations of the most inquisitive little minds, which is what prompted Joao, Elsa and Marta to enlist the help of three talented industry professionals:

- **SUSANNA ISERN** is the author of this story. With several bestsellers to her name, Susanna entertains and teaches little ones through her spellbinding children's books.
- **ESTHER GILI** is the illustrator of this adventure. Known for her standout watercolours, her illustrations encourage children to discover stories.
- **YOOJIN KIM** is a paper engineer and an expert in turning sheets of paper into 'paper worlds'. Her ability to bring characters to life is truly astounding.

The first Fabulastic adventure is **available now at [www.fabulastic.com](http://www.fabulastic.com)**, entitled 'The adventure of ... (your little one)'. An incredibly special book that promises to delight readers of all ages.

Personalising the story takes just a couple of minutes: add your child's name and choose their hair and skin colour. Fabulastic will do the rest! **Then the team gets to work (literally, because each book is handmade!)** and begins carefully folding each sheet of paper, personalising your adventure down to the last detail so that you and your little one can enjoy making lifelong memories together.

Hardback  
Dimensions: 28x28x5cm.  
RRP: £59.95



FABULASTIC<sup>★</sup>

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