



Pino the Beloved Teddy Bear!

The beloved popular teddy bear Pino is a happy and fun familiarity for the smallest children who can identify with the character! Pino and his friends make for wonderful joyful reading through all of the exciting stories and antics. The first Pino book came out in 2002 and since then, there have been many more. Now there are a total of 24 books! More and more young readers are discovering Pino's wonderful world and want to get to know Pino and his friends.

Pino is doing well and has become so popular among the smallest children due to the fact that children can identify with Pino, feeling secure and involved in what Pino does. Pino also has a warm smile that charms both children and adults, and he spreads both joy and understanding of the world in a playful way. Pino has captured the interest of small children as demonstrated by the many films and books that have been released and the positive response they have received from both children, parents, and the many educators who use Pino in their work.

Pino is published in book form, can be seen on TV, in the cinema and on YouTube, and is also available on DVD. In addition, teddy bear Pino can also be found in reality as cuddly toys!

In addition to the joy that the child receives from discovering Pino's world and joining Pino and his friends in exciting playful antics, the child also practices:

- The ability to play and learn
- Independence and confidence in their own abilities
- Vocabulary and concepts
- Communication skills
- To see and interpret images
- To understand simple events

Libraries

The books about Pino are very popular at all of the country's libraries and year after year are on the list of the most borrowed books in all categories.

Animated films/translations to other language versions

Pino season 1 can be seen on SVT/UR and the Children's Channel. It contains 20 short animated films. They have been translated to 17 different languages and are available at urplay.se. They have also been released on DVD, on YouTube and shown at Cinemas via Folkets Bio.

Pino season 2 can be seen on SVT/UR and the Children's Channel. It contains 20 short animated films. Translations into several language versions, and many more on the way, can be seen at urplay.se.

Release abroad

Pino is suitable for all children throughout the world and the books have currently been translated and published in Norway by Exlibriz publishers, Frankrike av Hatier publishers, in Japan as a PHP e-book, in England and U.S.A. by Plurus Books, and will soon be released in South Korea by Samsung Publishing.



Authors/Illustrator

The authors are Eva Pils and Agneta Norelid and the illustrator is Kenneth Andersson.

Eva and Agneta have worked with children for many years and have worked on many activities, including at preschools, hospitals and in various educational activities. They have a keen interest in small children's communication and image interpretation capabilities. In the various activities, they have also worked much with children's play and on the topic of how a child can, in an easy and fun way, learn to understand their environment and strengthen their identity. With this experience behind them, they wanted to make a playful and educational series of books and films that provide fun and stimulating reading and films.

Pino is created together with illustrator Kenneth Andersson, and the series is continually expanded with new and exciting stories!

Pino is a cartoon illustrated with ink and brush, maybe it is because he is such a soft and cute little teddy bear. In addition to Pino, Kenneth has drawn many children's books characters such as Stötnisse, Ufo and Yoyo. He has illustrated nearly 70 children's books and won several prestigious awards both in Sweden and internationally. Images – Best of British Illustration (Critics Award), American Illustration, The Society of Illustration, Svensk Bokkonst (best bookdesign) etc.

Pino and his friends offer children a safe, warm and friendly world, and all parents can therefore feel completely safe when they introduce Pino into their child's world!

Pino Publishers

Pino.se

