

Character Catalogue

Spring

2018

Arena's Bestselling Characters



Arena  
**DISCOVERY**



## THE PUBLISHING COMPANY AND ITS HISTORY

Arena Verlag is one of the major publishing companies for children's and young adult fiction in Germany. Founded in 1949, its place of business has been Würzburg ever since. Since 1979, Arena Verlag has been a part of the Westermann Publishing Group situated in Braunschweig, Germany.

Ever since the company's establishment, the name Arena has been standing for knowledge and entertainment, for sophisticated, informative, and simultaneously thrilling children's and young adult fiction. With about 2,000 available titles as hardcovers, paperbacks, board books, EVA books, brochures, audio books, mp3s and eBooks, Arena Verlag nowadays keeps a diverse range for infants, children, and young adults on hand. There's something to discover for everyone!

PLEASE VISIT  
US IN  
**BOLOGNA**

## WELCOME! WELCOME! WELCOME!

This catalogue includes Arena's most important and most selling characters – in Germany and worldwide. They might make a great addition to your own list, so please take your time and stop for a chat. The Strawberry Fairy, Tilda Appleseed, Lilli and Lotta can't wait to meet you!

With this edition we would like to introduce our smash hit fantasy series OWL MAGIC to you. It earns its spot in this catalogue with 350,000 sold copies in Germany since July 2015! Please meet Flora and her magic owl Goldwing on page 12.

We hope you enjoy browsing this catalogue and look forward to hearing from you.

*Tanja Birkenstock*    *Felicia Keyserling*    *Bianca Kuchenbrod*

Tanja Birkenstock  
Head of Rights

Felicia von Keyserlingk  
Rights Manager

Bianca Kuchenbrod  
Rights Assistant

## TABLE OF CONTENTS

3	The Strawberry Fairy
4	Merchandise Novelties Spring 2018
5	Novelties and Backlist
6	Tilda Appleseed
7	Merchandise
8	TV Series
9	Novelties and Backlist
10	Lilli the Witch
11	Novelties and Backlist
12	Owl Magic
13	Novelties and Backlist
14	My Life as Lotta
15	Novelties and Backlist
16	Contact Details



# The Strawberry Fairy

Everyone loves the Strawberry Fairy! The little fairy is caring, affectionate, and always there whenever her friends are in need for help. The books are as lovely as dreams and tell magical stories about the adventures of the Strawberry Fairy and all of her friends from the Wildberry Woods with the most enchanting pictures. These stories are extraordinarily designed and made for reading aloud.

## RIGHTS OF THE SERIES:

sold to BG, CZ, DK, EE, ES (LA), FI, GR, HU, LT, LV, NO, PRC, RO, RU, SI, UA, ZA, German audio book rights



**Strawberry Fairy**  
Curious, cordial, and always there for her friends in need.



**Bruni Brambleberry**  
The Strawberry Fairy's good friend, who loves her stuffed animal, Brumsi, very much.



**Bella Bluebell**  
Shoos through the meadows and forests and sings her lullaby, so that everyone can fall asleep.



**Bibo Butterfly**  
Strawberry Fairy's good friend who accompanies her on her adventures.



**Paula Dandelion**  
Blows seeds in the air, so that the wind can carry them and that new flowers grow everywhere.



**Dina Forget-Me-Not**  
Collects rain to water the flowers when it is not raining.

1,000,000  
COPIES SOLD  
OF THE  
SERIES



## ABOUT THE AUTHOR AND ILLUSTRATOR

**Stefanie Dahle** was born 1981 in Schwerin and spent countless hours looking at picture books and painting the walls of her room since she was a child. At the Hamburg University of Applied Sciences, she studied illustration – and today she creates her own imaginative and beautiful picture book worlds that let the reader spend many hours day-dreaming.

PLEASE VISIT STEFANIE DAHLE'S LOVELY HOMEPAGE:

[WWW.STEFANIEDAHLE.DE](http://WWW.STEFANIEDAHLE.DE)



# MERCHANDISE NOVELTIES SPRING 2018

 Please ask for our  
Merchandise factsheet





# STRAWBERRY FAIRY NOVELTIES

## SPARKLING STICKER FUN IN THE STRAWBERRY GARDEN

There is always something going on in the strawberry garden! The little strawberry fairy tidies her cottage. She bakes delicious muffins and tries on pretty clothes. The numerous charming scenarios can be freely designed with the 100+ glittery stickers.



Age: 4+  
24 pages • 21.1 x 27.9 cm  
Softcover  
**€ 5.99**  
January 2018  
With over 100 sparkling stickers and glittery finish on the cover  
978-3-401-71219-2

Age: 6 months+  
8 pages • 15.5 x 15.5 cm  
Cloth book  
**€ 11.00**  
January 2018  
With applications, rustling page and big flap, in a gift box with acetate, sticker as closure  
978-3-401-71040-2



## THE STRAWBERRY FAIRY. MY FAVOURITE CUDDLE BOOK

Finally even babies can enjoy the Strawberry Fairy – in the form of a super-soft baby book that can be touched and that comes with a funny flap Baby can play with. What a delightful first book fun!

## BACKLIST SAMPLES



Sunnyside Up  
(Picture Book, Vol. 1)  
978-3-401-09999-6



Magical Stories from Strawberry Fields  
(Story Book, Vol. 1)  
978-3-401-70394-7



Well Done, Little Strawberry Fairy  
(Board Book, Vol. 1)  
978-3-401-09605-6



Lovely, Little Strawberry Fairy!  
(First Reading, Vol. 1)  
978-3-401-09984-2

# Tilda Applesseed

## and her Friends

Tilda Applesseed stands for cordiality and zest for life. All the little adventures with her and her friends are characterized by a special emotionality and a subtle humour. All characters are described in a loving, realistic way so that they enter the hearts of young and old alike. Tilda meets every challenge full of enthusiasm and with great self-esteem. She is always there for her friends and encourages them to discover the bright sides of life. The stories about Tilda Applesseed fulfill the dream of a peaceful, lovely life full of little happy moments you can share with your loved ones.

### RIGHTS OF THE SERIES:

sold to BG, DK, EE, ES, FI, HU, IT, LT, LV, PRC, RO, RU, TR, UA, German audio book rights



**Tilda**, the small mouse who is as white as the flowers of the elder bush, lives in a small apartment in the parish's church. Whenever someone is in need of help, she is there – with advice, a nice cup of tea, and delicious cookies.



**Robin** generally doesn't like small locations because he can't fly around. However, when Tilda invites him over for dinner, he just can't refuse.

Not only is **Rupert Hedgehog's** appearance prickly, but so is his personality. Hedgehogs love their peace and quietness, but Rupert loves Tilda even more.



**Billy and Benny** – the silly squirrels. Usually, the two are very well-behaved and just want to play. But they can't keep out of mischief! Fortunately, their mother **Edna** keeps watch over them.



**Molly**, the Mail-Mouse, is very similar to Tilda – but she worries all the time about this and that. Maybe that's why her hair is so grey?!?



800,000  
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OF THE  
SERIES

### ABOUT THE AUTHOR AND ILLUSTRATOR

**Andreas H. Schmachtl** was born in 1971; he studied fine arts, German literature and English literature. Since 2007, he has applied all his love for detail and his characters to narrating and illustrating enchanting and adventurous stories about mice, rabbits, hedgehogs and other small creatures whose welfare and protection mean a lot to him. His books have been published exclusively by Arena Publishing.

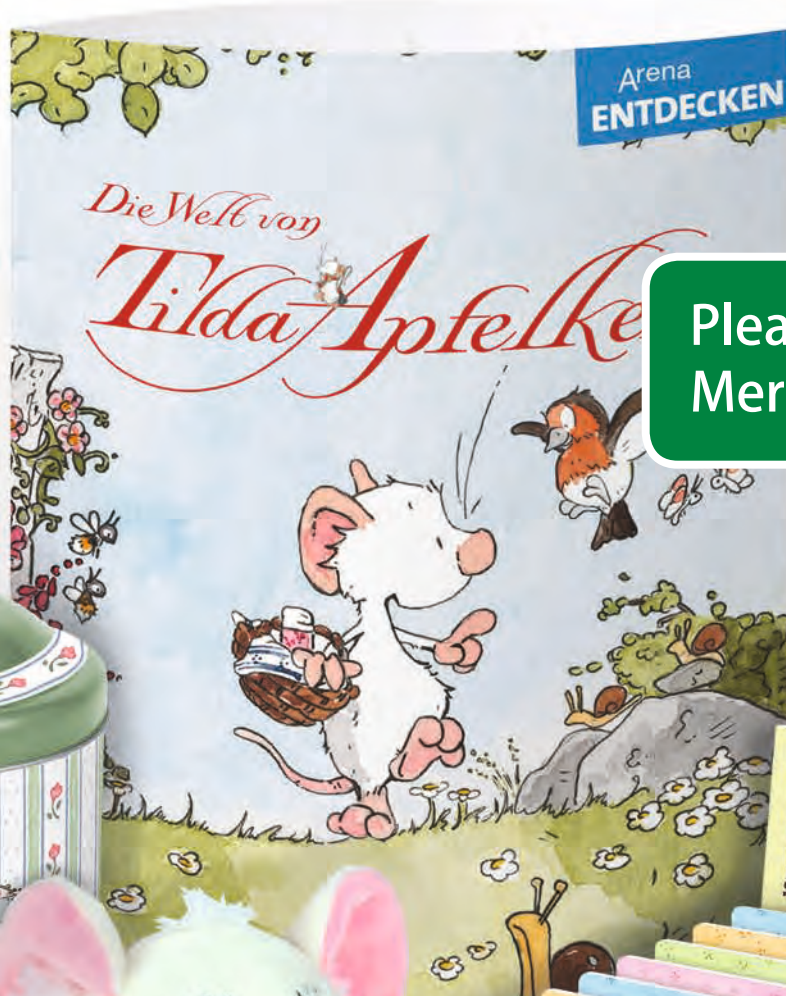
#### Rights of the books of Andreas H. Schmachtl:

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# MERCHANDISE AUTUMN 2017



Please ask for our Merchandise factsheet





# TILDA APPLESEED TV SERIES

© 2016 WunderWerk



## THE SUCCESSFUL TILDA APPLESEED SERIES BY ANDREAS H. SCHMACHTL STARTED AS AN ANIMATED TV SERIES

Between Friday, 18<sup>th</sup> November 2016 and Wednesday, 30<sup>th</sup> November, the children's channel KiKA broadcasted the first 13 episodes of the children's book bestselling series TILDA APPLESEED daily at 6:40 pm, prime time. The series comprises 26 episodes, lasting seven minutes each. The second batch was shown between 28<sup>th</sup> March and 9<sup>th</sup> April 2017, also at 6:40 pm. The series has been produced by the German producer WunderWerk in co-production with MDR/SWR. The deal was negotiated by Isabel Schickinger from the Lianne Kolf Agency on behalf of Arena Publishing.

## SPECTACULAR FIRST BROADCAST OF TILDA APPLESEED

An average number of 725,000 viewers aged 3 years and older made Tilda's debut on screen a brilliant success. At peak time, the small mouse reached up to 1 million viewers. Among the 3- to 13-year-old children, the new series made a spectacular start with a market share of 45% and 450,000 viewers.

## TILDA APPLESEED TV-SERIES NOMINATED FOR GRIMME-TV-AWARD

The TILDA APPLESEED TV series was **nominated for the GRIMME AWARD 2017** in the category "Children & Young Adults" on 18<sup>th</sup> January. The GRIMME AWARD is the most-respected award for TV programmes in Germany. We are very honoured!

## BEST-SELLING BOOK SERIES AS BASIS FOR THE TV SERIES

The series is based on the original books by Andreas H. Schmachtl, published by Arena Verlag. The small elderflower coloured church mouse is known by old and young fans all over Germany. From velvety cloth books and picture books to story books, she has been a part in the life of children for almost ten years. Tilda's books have been translated into 11 languages so far and we sold 780,000 copies of the series in Germany.

*If you have any questions about the worldwide distribution of the TV series, then please contact Claudia Schmitt from BetaFilm at [Claudia.Schmitt@betafilm.com](mailto:Claudia.Schmitt@betafilm.com).*



# TILDA APPLESEED NOVELTIES

## TILDA APPLESEED. A SURPRISE VISIT TO THE MOUSE HOUSE

Bind-up: It is so picturesque on Rose Alley – specially in spring. That is why the little elder-blossom white church mouse decides to capture the miracle of spring in a picture: a sheep in front of a green field. But what has Tilda not counted on? That someone rings her doorbell and suddenly all these surprise guests stand on her doormat!



Age: 3+  
40 pages • 21.5 x 28.0 cm  
Hardcover  
**€ 15.00**  
January 2018  
With reinforced pages and more than 50 flaps. Laminated non-glossy, UV finish, cloth back, glued-on flaps  
978-3-401-71033-4

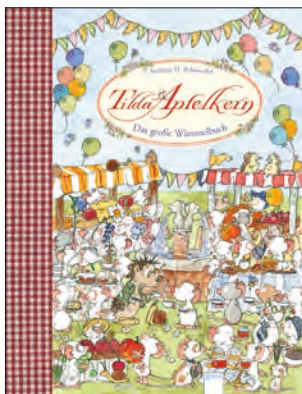
Age: 3+  
14 pages • 23.0 x 45.0 cm  
Calendar  
**€ 9.99**  
January 2018  
Wire-o-binding, sealed in Foil, with sticker sheet  
978-3-401-71216-1



## TILDA APPLESEED. 2019 FAMILY PLANNER

Stay ahead of all dates and appointments with Tilda Appleseed! The generously spaced columns of the monthly sheets with lovely designs provide lots of room for the whole family's planning and organizing. More than 500 stickers for doctor's appointments, birthdays and vacations will help you do just that.

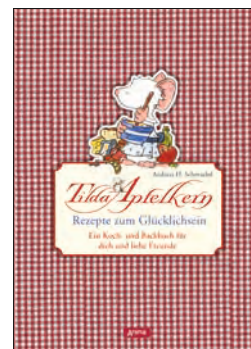
## BACKLIST SAMPLES



Tilda Appleseed.  
The Great Busy-Picture Book  
978-3-401-70451-7



Tilda Appleseed. Lovely Stories from Rose Alley (Story Book, Vol. 1)  
978-3-401-09391-8



Tilda Appleseed. Recipes For Happiness - A Cooking and Baking Recipe Book For You and Your Dear Friends  
978-3-401-70937-6



Tilda Appleseed.  
How Nice to Have You!  
978-3-401-70395-4v

# Lilli the Witch

This series offers LILLI THE WITCH's adventures for kids aged 7+ with coloured illustrations throughout each book. All titles have been relaunched and there is one new adventure being published each year. The series has been translated into 40 languages and over 22 million copies have been sold worldwide.

## RIGHTS OF THE SERIES SOLD TO:

BG, BR, DK, EE, ES (Cast., Cat., Basque, Galician), IT, JP, LT, NL, NO, PL, PRC, SI, TH, TR, ZA and German audio book rights



### HECTOR

Surulunda's assistant who is now also ... hm ... helping Lilli to find her footing. He is a little bit chaotic and loves to eat!



### LEON

Lilli's little brother and her partner in many adventures.



### LILLI THE WITCH

Lilli is a regular girl until she finds the Magic Spell Book next to her bed. But, pssst! No one is supposed to know about this! Lilli is a secret witch – a perfect recipe for trouble and adventures!

22 MILLION  
COPIES SOLD  
WORLDWIDE

MOVIE  
RIGHTS  
SOLD



### SURULUNDA

The witch who used to own the Magic Spell Book and who chose Lilli as her successor.



## ABOUT THE AUTHOR

**KNISTER** is one of the most famous and successful German children's book authors. His books have been translated into 40 languages and over 22 million copies of LILLI THE WITCH have been sold worldwide. This bestselling series was also the basis for a cartoon series and two movies which premiered in Germany in 2009 and 2011 (LILLI THE WITCH, THE DRAGON AND THE MAGIC BOOK and LILLI THE WITCH. THE JOURNEY TO MANDOLAN).



## ABOUT THE ILLUSTRATOR

**Birgit Rieger** grew up in an area of Germany where witches scrimmage around in droves. It is no wonder that she liked LILLI at once when they met for the first time in 1992. Birgit Rieger's LILLI illustrations have enchanted children all over the world. Birgit lives in Berlin with her husband.



# LILLI THE WITCH NOVELTY



Age: 7+  
 64 pages • 16.0 x 21.0 cm  
 Hardcover  
 € 7.99  
 March 2018  
 Including Lilli the Witch  
 Puppet on a string  
 978-3-401-71180-5

## LILLI THE WITCH. THE MAGICAL SCHOOL PARTY

Lilli's and Leon's school plans a big celebration. Both children are very excited because Leon is the magician and Lilli his assistant. When Leon fails to conjure a stuffed rabbit out of his hat, Lilli assists him with a real spell, creating great chaos and confusion ... Ouch!

## BACKLIST SAMPLES



Lilli the Witch Flips the School  
 Upside Down (Vol. 1)  
 978-3-401-06937-1



Lilli the Witch Saves Christmas  
 (3<sup>rd</sup> Movie edition)  
 978-3-401-70946-8



Happy Birthday, Lilli the Witch!  
 (Vol. 2)  
 978-3-401-70046-5



Lilli the Witch and the Vampire  
 with the Loose Tooth (Vol. 3)  
 978-3-401-70042-1

# Owl Magic

As soon as Flora has spoken the magic words, Goldwing turns into a beautiful magic owl. Together they have to help people and animals in need. Each volume contains a magic and exciting story. The tender illustrations invite the reader to dream and look at them over and over again. Please visit the **MICROSITE** [www.eulenzauber-lesen.de/eulenlied/](http://www.eulenzauber-lesen.de/eulenlied/) to listen to the OWL MAGIC song.

RIGHTS OF THE SERIES SOLD TO: CZ



350,000  
COPIES SOLD  
OF THE  
SERIES

## GOLDWING

Goldwing is a long-eared owl that follows Flora around until the girl realizes the special connection between the two of them. Goldwing is a magic owl of the owl kingdom Athenaria. All magic owls, who have large golden wings, need a human companion in order to engage their magical power.

## FLORA

Flora just moved with her parents and her little brother to a small village called Fir Creek. There she is the new girl in school with all its ups and downs. It's hard to make friends at first, but then, she befriends Miri who loves horse riding as much as Flora does. Apart from that Flora loves the country side, the nearby forest and its hidden castles. Her life changes in a magical way when she meets the little owl Goldwing. Only together, they can help animals and humans in need.



## ABOUT THE AUTHOR

**Ina Brandt** studied German literature and went on to work as an editor for several years before she became a freelancing author. Since then she has published numerous children's books. By creating Owl Magic, she fulfilled herself an old dream that a small tawny owl in her garden inspired in many nights. The author lives near Stuttgart with her husband and her two daughters.



## ABOUT THE ILLUSTRATOR

**Irene Mohr** was born in Hamburg and studied graphic design at the Hamburg College of Design. Since then she has worked as an illustrator and graphic designer for various children's book publishers. She established a drawing school in her art studio and gave courses for children and adults for many years. When she isn't illustrating any books, she likes to be outdoors – not accompanied by an owl but rather by paint brushes and an easel.





# OWL MAGIC NOVELTIES

## OWL MAGIC. A NEW FRIEND FOR GOLDWING (VOL. 8)

Pupil exchange in Fir Creek! Together with the visitors from the next town, Flora's school class goes on excursions to the bees' yard, the shepherd with the Easter lambs and the vulture show at Castle Featherstone. But one night Emil, the boy who is staying with Flora's family, furtively sneaks out of the house. A bit uneasy, Flora follows him into the forest. When they arrive there, she can hardly believe what she's seeing: Emil is talking to a screech-owl with golden wings that shimmer brightly in the dark of the night. Has Flora finally found another owl friend?



Age: 8+  
136 pages • 15.3 x 20.5 cm  
Hardcover  
**€ 8.99**  
January 2018  
With gold foil on the cover  
978-3-401-60381-0

Age: 8+  
64 pages • 21.5 x 28.0 cm  
Pad  
**€ 8.99**  
January 2018  
With colouring pad binding  
and gold foil  
978-3-401-60402-2



## OWL MAGIC. MY MAGIC COLOURING BOOK

Large colouring book with plenty of "Owl Magic"! Whole-page pictures as well as filigree mandalas invite young readers to dream and colour them in. Each page makes the world of Flora and her magic owl, Goldwing, come to life a bit more. The fine lines and wonderfully detailed motifs taken from the series are perfect for all friends of owls Age 8+. As soon as the artwork is finished, the page can be taken out of the book and hung up on the wall.

## BACKLIST SAMPLES



Owl Magic.  
A Golden Secret (Vol. 1)  
978-3-401-60102-1



Owl Magic. The Rescue of  
Silver Paws (Vol. 2)  
978-3-401-60103-8



Owl Magic. Mysterious  
Gemstone (Vol. 7)  
978-3-401-60299-8



Owl Magic.  
Sparkling Christmas Wishes  
978-3-401-60343-8

# My Life as Lotta

"Grandma Ingrid gives me a diary I can confide all my secrets in? Why – does she think I don't have any close friends?" Lotta

With self-esteem, wit and lots of imagination, Lotta Petermann masters one adventure after another – narrated with a great sense of tongue-in-cheek humour by Alice Pantermüller and uniquely illustrated by Daniela Kohl. A one-of-a-kind diary series for reading, laughing and discovering that little and big readers will love!

## RIGHTS OF THE SERIES:

sold to: BE/NL, BG, CZ, DK, EE, ES, FI, GR, HU, IL, IR, IT, LT, LV, NO, PL, PRC, PT, TR, UA, VN, ZA and German audio book rights.

**CLICK HERE: MICROSITE**

member of our gang

my birdbrain-brothers

my best friend

French

Jakob and Simon Petermann

twins even

Heesters/ turtle

Rémi Dubois

little sister of

Chanell Wawrceck

me

Lotta Petermann

Berenike von Bödecker

goes to my class  
→ is very sniffy

**1.7 MIO. COPIES SOLD**

**ON THE SPIEGEL BESTSELLER LIST FOR CHILDREN'S BOOKS**

**MOVIE RIGHTS OPTIONED**



## ABOUT THE AUTHOR

Alice Pantermüller had always wanted to become a "bookwriter" or a teacher. After obtaining a degree in teaching and becoming a bookdealer, she won a writing contest sponsored by Arena in 2010 and started her career as an author. She lives in the Lüneburg Heath Region with her family. Her children's books BENDIX BRODERSEN and her successful series MY LIFE AS LOTTA made her famous.

[www.alice-pantermueller.de](http://www.alice-pantermueller.de)



## ILLUSTRATOR

Daniela Kohl, born in Munich in 1972, earned the money for her school lunch with little drawings she sold to members of her family. In 1994 she attended the Freie Kunstwerkstatt run by Prof. Hans Seeger and studied communication design at the Munich Technical College. Since 2001 she has been working as a freelance illustrator and graphics designer. She lives with her husband, dog and turtle in Munich, overlooking the roofs of the city.

© Christof Stieger



# LOTTA NOVELTIES

## MY LIFE AS LOTTA. WHEN THE FROGS CROAK TWICE (VOL. 13)

Yuk! First Cheyenne manages to qualify as Number Two of her class for the reading competition at school, then Mum strains her tendons, and Lotta has to move to Grandma's and Grandpa's house with her stupid brothers! When Mohrle, her grandparents' black tomcat, keeps moving from the left to the right and a stranger starts to tail Lotta and Cheyenne, one thing is certain: Something is very much conspired here.



Age: 9+  
160 pages • 13.5 x 20.5 cm  
Hardcover  
€ 9.99  
January 2018  
Illustrations in black-and-white,  
thin cover and round edges  
978-3-401-60332-2

Age: 8+  
96 pages • 13.0 x 17.0 cm  
Hardcover  
€ 8.99  
January 2018  
Illustrations in colour, thin  
cover and round edges  
978-3-401-60419-0



## MY-YOUR LIFE AS LOTTA. 2018/9 SCHOOL CALENDAR. FOR LESSONS, BREAKS AND HOME

Hurray!!! School starts today! I'll finally see Cheyenne and Paul again. Are you as excited about the new school year as I am? And are there lots of events at your school, too? So as not to get all confused, you can write down everything that will go on in your life next year. I'm already curious about all the things that will happen to you. Have all the fun in the world!  
Your Lotta

## BACKLIST SAMPLES



My Life as Lotta. A House Full of Rabbits (Vol. 1)  
978-3-401-06739-1



My Life as Lotta. How Lamb Is That? (Vol. 2)  
978-3-401-06771-1



My Your Lotta Doodle Book. For your art work, comics and big pictures  
978-3-401-60309-4



My Your Life as Lotta. Strictly Confidential Diary  
978-3-401-60227-1

## THE FOLLOWING AGENCIES REPRESENT OUR LISTS:

### Albania/Bulgaria/Croatia/ Macedonia/Serbia/Slovenia:

Anthea Agency  
Katalina Sabeva  
62 G.M. Dimitrov Blvd./ Suite 20  
BG - Sofia 1172  
Tel/Fax: + 359-2-986 35 81  
E-Mail: katalina@antheairights.com  
[www.antheairights.com](http://www.antheairights.com)

### China/Taiwan/Hongkong:

Hercules Business & Culture GmbH  
Hongjun Cai  
Am Röderweg 6  
D – 61138 Niederdorfelden  
Tel: +49-61 01-40 79 21  
Fax: +49-61 01-40 79 22  
E-Mail: cai@hercules-book.de  
[www.hercules-media.com](http://www.hercules-media.com)

### Czech & Slovak Republic:

Dr. Ivana Beil  
Literary Agent  
Schollstraße 1  
D – 69469 Weinheim  
Tel: +49-62 01-1 46 11  
E-Mail: dribeil@aol.com

### France:

Eliane Benisti Agency  
Eliane Benisti  
80, rue des Saints-Pères  
F – 75007 Paris  
Tel: +33-1-42 22 85 33  
Fax: +33-1-45 44 18 17  
E-Mail: benisti@elianebenisti.com  
[www.agenceelianebenisti.com](http://www.agenceelianebenisti.com)

### Greece:

Iris Literary Agency  
Catherine Fragou  
18, Komotinis str.  
GR – 136 76 Thrakomakedones/Athens  
Tel: +30-210-24 32 473  
Fax: +30-210-24 35 042  
Mobile: +30-69-77 27 67 43  
E-Mail: irislit@otenet.gr  
[www.irisliteraryagency.gr](http://www.irisliteraryagency.gr)

### Hungary:

Balla-Sztojkov Literary Agency  
Catherine Balla  
Papnövelde u. 10. 1/3a  
H – 1053 Budapest  
Tel: +36-1-456-03-11  
E-Mail: c.balla@ballalit.hu

### Israel:

The Book Publishers Association of Israel  
Tami Harel  
29 Carlebach Street  
IL-67132 Tel Aviv  
Tel: +972-3-5614121  
Fax: +972-3-5611996  
E-Mail: rights@tbpai.co.il  
[www.tbpai.co.il](http://www.tbpai.co.il)

### Italy:

Giuliana Bernardi  
Literary Agent  
Via Duca d'Aosta, 13/3  
I – 30171 Venezia Mestre  
Tel: +39 041 50 56 512  
Fax: +39 041 96 22 47  
E-Mail: GBernardi.LitAg@alice.it

### Japan:

Meike Marx  
Literary Agent  
2-6-5 Otoe-cho  
Fukagawa  
Hokkaido 074-1273  
Japan  
T +81-164-25-1466  
F +81-164-26-3833  
E-Mail: meike.marx@gol.com

### Korea:

MOMO Agency  
Ms. Geenie Han  
309-51 Seongsan-ro,  
Seodaemun-gu,  
Seoul / 03706  
South Korea  
Tel: +82-2-337-86 06  
Fax: +82-2-337-87 02  
Mobile: +82-11-90 81-98 65  
E-Mail: geeniehan@mmagency.co.kr

### The Netherlands/Belgium:

Internationaal Literatuur Bureau  
Linda Kohn  
Keizersgracht 188-hs  
NL – 1016 DW Amsterdam  
Tel: +31-20-33 06 658  
E-Mail: lkohn@planet.nl  
[www.lindakohn.nl](http://www.lindakohn.nl)

### Poland:

GRAAL Agencja Literacka  
Tomasz Berezinski  
Pruszkowska 29/252  
PL – 02-119 Warszawa  
Tel: +48-609626245  
Fax: +48-22-895 20 01  
E-Mail: tomasz.berezinski@graal.com.pl  
[www.graal.com.pl/pl](http://www.graal.com.pl/pl)

### Romania:

Simona Kessler  
International Copyright Agency Ltd.  
Str. Banul Antonache 37  
RO – 011663 Bucharest 1  
Tel: +40-21-31 64 806  
Fax: +40-21-31 64 794  
E-Mail: simona@kessler-agency.ro

### Spanish/Portuguese Language Areas:

Ute Körner Literary Agent  
Íñigo Cebollada  
C/ Aragón, 224-pral-2  
E – 08011 Barcelona  
Tel: +34 93 323 89 70  
E-Mail: i.cebollada@uklitag.com  
[www.uklitag.com](http://www.uklitag.com)

### Thailand:

Agency TEXT  
Charubhastra Meyhöfer-Talayasut  
15, Buddhabucha 33/2 Road  
Bangmod, Thungkhru  
Bangkok 10140, Thailand  
Tel/Fax: +66 2 42 63 37 9  
E-Mail: charubhastra.talayasut@gmail.com

### Turkey:

AnatoliaLit Agency  
Dilek Akdemir  
Caferaga Mahallesi, Gunesli Bahce Sok.  
No: 48 Or.Ko. Apt., B Blok D: 4  
34710 Kadikoy, Istanbul  
TURKEY  
Tel: +90 216 700 1088  
Fax: +90 216 700 1089  
E-Mail: dilek@anatolialit.com  
[www.anatolialit.com/](http://www.anatolialit.com/)

### For co-editions, please contact:

Tanja Birkenstock, Head of Rights  
Tel: +49-931-796 44 56  
Fax: +49-931-796 44 13  
E-Mail: tanja.birkenstock@arena-verlag.de

### For Denmark, Finland, Iceland, Norway, Sweden and all other territories, please contact:

Felicia von Keyserlingk,  
Foreign Rights Manager  
Tel: +49-931-796 44 74  
Fax: +49-931-796 44 13  
E-Mail: felicia.vonkeyserlingk@arena-verlag.de

### For all English speaking territories, Estonia, Georgia, India, Indonesia, Latvia, Lithuania, Russia, South Africa, Ukraine and Vietnam please contact:

Bianca Kuchenbrod, Rights Assistant  
Tel: +49-931-796 44 62  
Fax: +49-931-796 44 13  
E-Mail: bianca.kuchenbrod@arena-verlag.de

Arena Verlag GmbH  
Foreign Rights  
Rottendorferstraße 86  
D – 97074 Würzburg  
Germany  
[www.arena-verlag.de](http://www.arena-verlag.de)

**Editor:** Tanja Birkenstock & Leonie Dittmann  
**Layout:** Jenny Köhler

#### Please notice:

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