

All the writers are prominent and well-known authors. Those masters wrote texts that are much shorter than what they are used to, sparing not a single word. The illustrators spread their wings of imagination to paint pictures that deepen the story world. The result of mutual respect and acceptance of expression between the author and the illustrator was fabulous and beautiful in every

sense. One of the authors confided that the story was a condensed representation of a theme she had been pursuing in full-length novels, and that it was possible only because this was a picture book. We are very proud of such a production. Now, we want to give full voice to the sales copy of this series: "Sleep shivering, children!"

## About Us



IWASAKI Publishing was initially established in 1934 by Tetsuta Iwasaki as a means to publish books and writings related to the social sciences. However, by the end of World War II, upon seeing his country destroyed by war, he made the decision to focus on the youth of Japan. Seeing an opportunity to help restore the country, he turned the company's focus to children's books. During our early years, just after World War II, very few families could afford to buy books for their children. So we decided that it would be wiser and safer to target our business at school libraries: we used thicker paper for those books so that they would withstand the use of many children, hoping that they could enjoy as many books as possible. Today, IWASAKI Publishing stands as one of the leading and most reputable children's book publishers in Japan.



IWASAKI Publishing has been publishing approximately 160 new titles each year in a multitude of youth genres including: toddler, picture books, fantasy / adventure, young adult, and science books for the retail market, as well as special bound books for the school library market. All publications maintain an emphasis on peace, humanity, and democratic ideas.



Some of our bestsellers are "Mochi Mochi Tree", "Blooming Mountain", "Only One Apple", "Homework", "Little Witch Co. – the Dress Remaking Shop" series and "The Lulu and Rara" series. Our million selling "Fair, Then Partly Piggy", or "Fair Piggy" for short, even appeared in a dictionary of current topics.



In recent years, the percentage of foreign titles translated into Japanese has increased to 40% of the company's total output. Below are some of the most notable and popular foreign titles, published by IWASAKI Publishing: "Deltora Quest" Series by Emily Rodda (Scholastic) / "The Dragon Slayer's Academy" Series by Kate McMullan, "The Theodore Boone" by John Grisham (Penguin) / "George's Secret Key to Universe" by Lucy & Stephen Hawking (Random House) / "Love You Forever" by Robert Munsch (Bob Munsch Ent) / "Library Lion" by Michelle Knudsen (Walker Books) / "The Penelope" Series by A&G Hallensleben, "The Little Prince": Pop-up (Gallimard)



Our speciality is children's books, but we have also published "The Daily Rules to Raise Your Child" Series and "Testing Your Fatherhood" to help and support parental life. Moreover, our publications of up to 1,500 books include a series of children's reference books, complete collections of individual writers, and art books.



Our books will help everyone, from babies to adults, to keep their dreams and hopes have, and to feel warm inside – that is our biggest wish.

## Special Feature Picture Books of Horror

An exciting new series of picture books is being published during this winter and spring: Picture Books of Horror! Speaking of horror books, you cannot ignore *Kwaidan* by Lafcadio Hearn (1850-1904, Greek-born Irish author who became a naturalized Japanese, assuming the name Koizumi Yakumo). He was strongly attracted to ghost stories and legends, which he regarded as reflections of the deep psyche of the nation, and *Kwaidan* is a collection of such stories. However, the ongoing series consists entirely of modern creation. Well-known and foremost authors and

illustrators of the day made serious effort in the creation of these books, which are already gaining reputation in various media, including the Twitter. Why do we want to show horror stories, which are scary and often cruel, to children in the form of picture books? Why at this time, less than a year from the deadly earthquake and tsunami that hit Japan, and when many things remain ambiguous, do we want to publish this series? What do we want to share with the readers through this series? We had two editors talk on their ideas behind this series.

## Editors Speak Out



Sasaki Mikiko

Horiuchi Hidetoshi

**Editors Horiuchi Hidetoshi and Sasaki Mikiko of Iwasaki Publishing talk about the Horror Book Series.**

The first motive was to create a scary picture book. We have few frightening picture books these days. Yes, there are old tales and goblin stories, but new creations are scarce. Then we had a chance to get to know Higashi Masao, who runs a magazine of horror tales. That was when our ideas came into life. We had Higashi list up recommendable authors, to whom Iwasaki Publishing made offers. As a result, all of them willingly consented to write.

We suppose they were all “interested in picture books.” Each author picked up an illustrator of his/her choice from a list we provided.

First horror stories that come to mind for an average Japanese would be legendary tales like *Yotsuya Kaidan* (“Ghost Story of Yotsuya,” revenge story of a woman’s ghost), *Mimi-nashi Hoichi* (“Hoichi the Earless,” story of a blind minstrel, who was almost murdered by vengeful ghosts of a fallen clan), or scary school legends. What we realized during the production of this series is the variation of horror stories. For example, no ghosts or anything frightening appears in *Warui Hon*, and yet it is spine-chilling with a unique horror among the five books. Being a story that strongly influences and shakes an emotion that is usually deeply covered at the bottom of the heart, we were convinced that this certainly is another horror story.

Our generation (born in the 1960s and 70s) have heard or read, one way or the other, those horror stories that are classified as “old tales,” but what about children today? Perhaps they associate “ghosts” with friendly characters rather than the classical ghosts of folklore more familiar to us. And also the times have changed. When we were growing up, there were still plenty of old-style houses where the floor made strange noise, the toilet at a far corner of the house had a cesspool, and there was a damp smell in the air. In other words, there was a distinct shadow in everyday life, and a fear that something unknown was lurking in that shadow. Those memories and old tales were

mingled into one experience called horror stories.

There is general opinion that children should not be scared, that they should only be shown the sunny side. Especially these days as population of children is decreasing, a child is surrounded and cherished by many adults. Children must be protected, no doubt, but they also have to learn that there is such thing as “absurdity” in life that one cannot get rid of. It is possible that horror stories played a part in the process of learning this, once upon a time. Fear of the unseen, free-floating fear, and an ability to imagine what can happen may prepare the child against absurdity. We want the child to be strong enough to stand up when something fearful happens.

Japan experienced a major earthquake and tsunami last March, and many children had to go through bone-chilling experience. We wondered if it was appropriate to publish a series like this at such a time, and indeed there were voices of caution from our colleagues. However, we refused to give up. Scars of the disaster still abound; we have a long and winding road to reconstruction; the reality is as harsh as can be. Our wish is that, through horror stories, children will develop resistance against fear of the unexpected, and build a strong heart. We believe that the horror stories in this series are not specific to Japan, but rather something that appeals to human emotion regardless of culture. We strongly hope that children of the entire world will read this series and feel the fear.

*To be continued.*

## “Picture Books of Horror” Series Foster Imagination and Nurture Strong Heart with Scary Stories

Higashi Masao, Project Supervisor/Literary Critic

Children love ghosts. Mysterious stories, weird stories, and frightening stories never stop fascinating them. By getting acquainted with scary stories at an early age, children will foster rich imagination, nurture strong heart which will help them remain calm when they face an unexpected situation, and learn the basics of human life, such as the preciousness of life or terribleness of hurting others. We want children to experience horror stories of genuine quality through picture books, which are the first books people encounter in life...this wish was behind the birth of “Picture Books of Horror” Series.



### Warui Hon (The Evil Book)

ISBN978-4-265-07951-3 29cm×22cm

Written by Miyabe Miyuki

Illustrated by Yoshida Hisanori

Somewhere is the Evil Book that can teach you the most evil things. You don't want it? But you'll wish you had it. Certainly, you'll be craving for it.



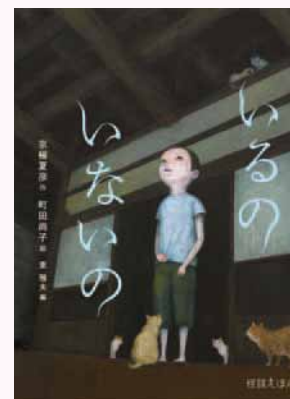
### Maimai to Nainai (Maimai and Nainai)

ISBN978-4-265-07952-0 29cm×22cm

Written by Minagawa Hiroko

Illustrated by Uno Akira

Maimai found his tiny tiny brother Nainai. Maimai put Nainai in his broken right eye, and slowly opened his right eye. Lo and behold, there was an incredible world around him.



### Iruno Inaino (Are You There, or Are You Not?)

ISBN978-4-265-07953-7 29cm×22cm

Written by Kyogoku Natsuhiko

Illustrated by Machida Naoko

I'm a little boy who was sent to Grandma's house to live there for a while. It's a very old house, and it's very dark up high. I feel like there's someone lurking in the dark. I'm so concerned that I can't stop thinking about it.



### Yurei-no Machi (Town of Ghosts)

ISBN978-4-265-07954-4 29cm×22cm

Written by Tsunekawa Kotaro

Illustrated by Ohata Ikuno

A friend came at midnight and asked me to go out and play. We sneaked out of the house, walked through a grove, and found a Town of Ghosts on the other side of a hill. We took a peep, and the ghosts are running after us. Help! Don't leave me alone!



### Chotsugai Ki-Ki (Creak Creak Goes a Hinge)

ISBN978-4-265-07955-1 29cm×22cm

Written by Kamon Nanami

Illustrated by Karube Takehiro

When I opened the door, it made a creaky noise. Looking closer, I found a ghost caught in the hinge, screeching from pain! I listened carefully, and there's a creak here and another creak there and....Oh! What should I do?