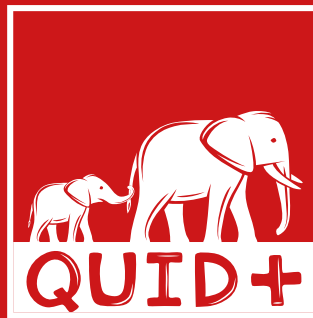


# PRODUCTS CATALOGUE



*Paths for growing together*



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**QUID+** is a gift of love dedicated to children who are eager to discover the world and to parents who want to accompany them on this adventure.

Our goal is to raise awareness among parents and educators about children's extraordinary learning abilities, while providing the tools needed to help them unlock their potential. Through play and fun, children thrive and spontaneously acquire that 'something extra' that sets our approach apart.

## OUR METHOD

Our method was created to address the natural concerns to the daily challenges faced by children.

Every QUID+ product is the result of a collaborative effort. Our team of experts ensures the scientific rigor of all content, while making sure it remains accessible, fun, and engaging for children from all over the world.



### QUALITY TIME TOGETHER

Activities, games and stories are designed to facilitate adult-child interaction and create paths of shared growth.



### PARENT EDUCATION

The content for parents and caregivers, present in all products, is intended to create greater awareness in raising your child.



### EARLY LEARNING

Between the ages of 0 and 9, children have enormous learning potential which is often overlooked and should be fully tapped into.



### SCIENCE-BACKED METHODS

Our products do not rely on just one school of thought, but draw the best from multiple pedagogical and scientific approaches.

## THAT QUID PLUS

QUID+ offers children and parents practical tools that are easy to use in everyday life and which they can use to grow together.

Each product contains a part dedicated to children to learn while having fun and a part dedicated to adults, which offers a clear explanation of the methods used and lots of useful advice.

### THE CHILDREN PART



### THE ADULT PART



### THE FOUNDER



**Barbara Franco**, is the founder and driving force behind QUID+. In 2013, after becoming a mom, she began delving into the most widely recognized educational theories to understand how to support her son as he grew up. This need gave rise to the idea of creating QUID+: a true bridge between scientific research and the daily lives of families.

# SKILLS AREAS

QUID+'s team of experts has identified 7 core skills areas for educational action, which provide the framework for all the products of our collection.

I AND  
OTHERS



## EMOTIONS AND SOCIAL BEHAVIOUR

- emotional intelligence ■ feelings ■ awareness of self and others ■ social and behavioural rules ■ citizenship education

I EXPERIENCE



## PHYSICAL-MOTOR SKILLS

- hand-eye coordination ■ sensory ■ perception, fine motor skills ■ writing

I CREATE



## CREATIVE EXPRESSION

- drawing ■ art ■ music ■ theatre

I DISCOVER



## LEARNING ABOUT THE WORLD

- nature and the environment ■ science ■ the human body ■ geography

I ORIENT  
MYSELF



## SPACE AND TIME ORIENTATION

- sequences of events ■ cause-effect relationships ■ time and space

I SPEAK



## LANGUAGE

- verbal communication ■ reading ■ vocabulary ■ storytelling ■ speech sounds ■ foreign languages

I COUNT



## LOGICAL-MATHEMATICAL SKILLS

- quantities ■ comparing quantities ■ numbers and calculation ■ problem solving ■ computational thinking

# THE SUCCESS IN ITALY...



Published by Gribaudo - Feltrinelli Group 2<sup>nd</sup> publisher in Italy in the preschool market

# ...AND AROUND THE WORLD

**2025**

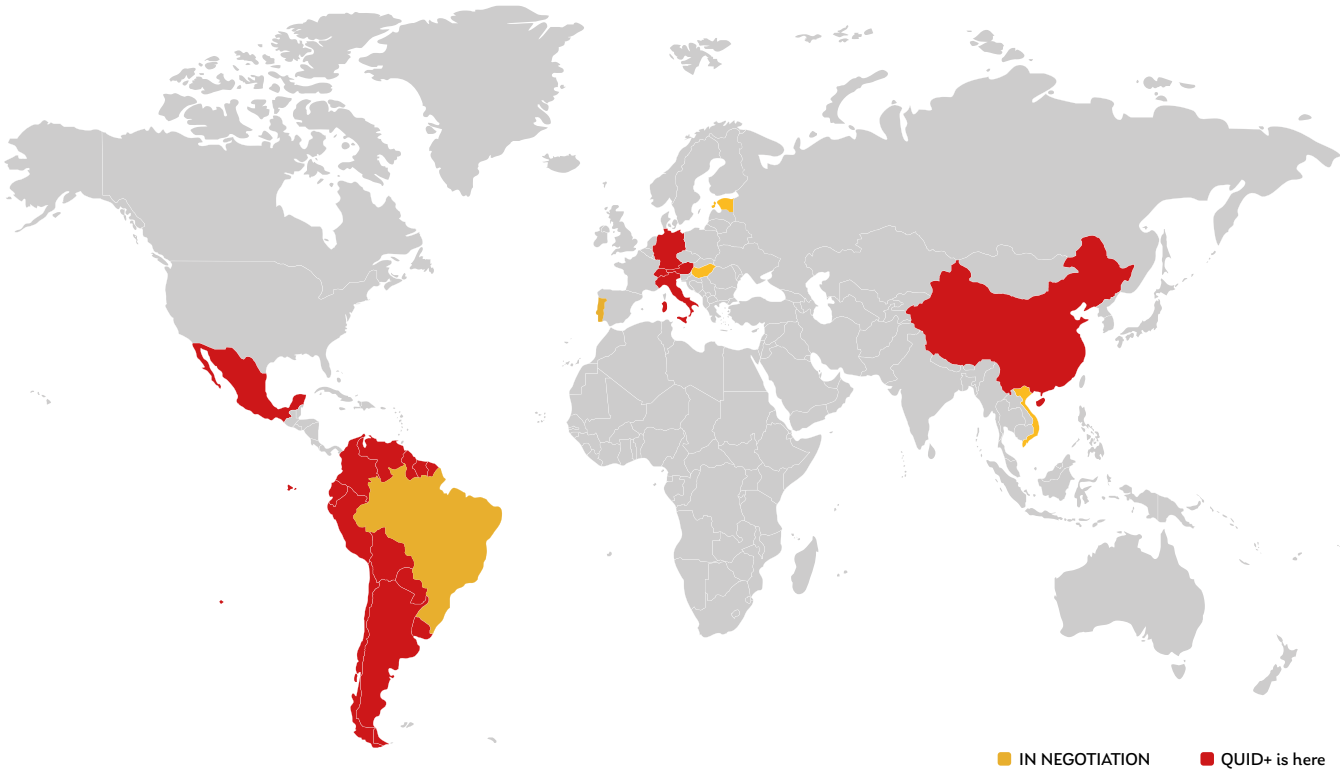
Chosen by Klett, one of the most important players in the German market

**2025**

Launch in the Spanish-speaking South American market by Lexus, one of the most important publishers in the area

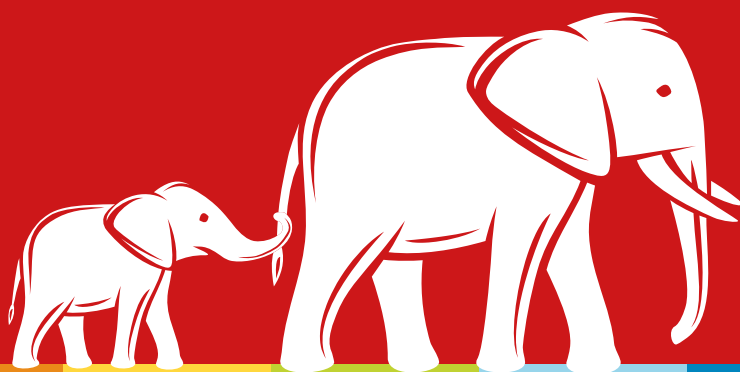
**2026**

Launched in the Chinese market with Guangxi Normal University



# SHORT STORY COLLECTIONS

Captivating stories for children  
that stimulate imagination and  
empathy, paired with rich guides  
for adults to scientifically explore  
the themes addressed.



# The language of emotions

## 48 stories to nurture emotional intelligence

Barbara Franco with expert advice from *Nicola Tomba*



SIZE 25x25 cm  
FORMAT hardcover book  
PAGES 224  
PRICE € 18,90



2+

Everything we do stems from an emotion! This is why it is very important to tend the inner world from an early age, teaching children the meaning of emotions and how to recognise them in their daily life. One question arises: how do we teach emotions? *The Language of Emotions* is a collection of 48 stories from everyday life, each focusing on shades of the six universal emotions: anger, fear, happiness, disgust, surprise and sadness. By teaching our child to recognise and name his emotions, we will help him to 'read reality' more fully and to react in a more balanced and effective way! We also teach him to respond appropriately to the emotions expressed by his communication partner. Being aware of emotions helps the child to develop a healthy mental, relational and behavioural balance.



Together with his wife, Dr Emanuela Foletto, *Nicola Tomba* engaged in the study of Neuro-Linguistic Programming (NLP), through which he learnt and practiced techniques for improving memory and learning abilities. When their daughter Elisa was born, they both turned to the world of child education and in particular to a range of US and Asian educational methods, still unknown in Italy. Dr Tomba therefore decided to pursue a degree in Cognitive Psychology at Trento University (Northern Italy). 'Giocando imparo a conoscere' (Learning about the world through play) which, together with 'Giocando imparo ad amare' (Learning about feelings through play) are the courses they have been offering since 2009 to help parents develop their children's potential to the fullest.

# But why?

## Children's big questions

Barbara Franco with expert advice from *Chiara Bosia*



SIZE 24x24 cm  
FORMAT hardcover book  
PAGES 144  
PRICE € 16,90



3+

Children are natural 'learning machines', but we adults do not always have a ready answer to their questions on the most diverse topics: "Why are we born?", "Why do people have different skin colours?", "Why is grandpa in heaven?". With this book you can learn, in a simple, creative way and without evading your child's inquisitive questions, how to help them satisfy their natural curiosity and you will discover the most effective strategies, such as analogies and metaphors, to give them appropriate answers. The 27 stories in the book address typical questions asked by young children and describe everyday life situations with which our children can easily identify. The accompanying guidebook for adults provides a clear explanation of how to effectively answer your child's many whys in order to help them grow and discover the world around them.



*Chiara Bosia* holds a degree in Mental Sciences from the Faculty of Psychology at the University of Turin. She later attended the four-year Specialisation School in Psychotherapy, specialising in Cognitive Behavioural Psychotherapy and worked with Dr Enrico Rolla on several publications. In 2016 she gained a MSc in Specific Learning Disorders (SAD) and in 2020 a MSc in Cognitive Behavioural Treatment of Neurodevelopmental Disorders. Since 2013, she has been providing support, psychological counselling and cognitive-behavioural psychotherapy to children and adults in her private practice in Turin.

# Many Fears, without Fear

13 stories to become brave children

Barbara Franco with expert advice from Chiara Bosia



SIZE 25x25 cm  
FORMAT hardcover book  
PAGES 92  
PRICE € 16,90



2+

Feeling fear is natural: it is a visceral emotion related to our survival instinct. However, it can overwhelm us and cause us to freeze. We are all afraid of something, which we run away from and do not want to face.

*Many Fears, without Fear* is a journey to help our child understand that it is natural to feel fear: we all have our own fears which should never be dismissed, but rather acknowledged and understood, in order for us to be able to face and overcome them.

Peter and Elisa, the main characters of *The Language of Emotions* return along with many other friends to tell us what frightens them and to give us the tools we need to deal with these difficult emotions.

# The Big Book of Anger

14 stories for knowing, accepting, and learning how to deal with it

Barbara Franco with expert advice from Chiara Bosia



SIZE 25x25 cm  
FORMAT hardcover book  
PAGES 92  
PRICE € 17,90



2+

Children's anger often surprises, embarrasses, alarms, and worries us! When faced with our kid's anger, we parents often have to manage and contain not only their reactions but also our own! The Big Book of Anger will help us and our child experience this emotion naturally, learning to recognise it, accept it and manage it with awareness. Peter and Elisa, already the main characters of the best seller *The Language of Emotions* and of *Many Fears, without Fear*, are back in 14 richly illustrated stories about the ways in which anger can manifest itself and its most frequent triggers. The stories are taken from everyday life to help your little one's understanding and empathy! The book is completed by a section for adults, which explains in plain language what anger is and the many ways in which it can be expressed. We will discover our key role as emotional coaches and the many activities we can do together to help the child to accept their anger and tame it.

# The Super Power of Mindfulness

Nurturing calm and awareness to deal with anger, anxiety and hyperactivity

Barbara Franco with expert advice from **Stefania Rotondo**



SIZE 25x25 cm  
FORMAT hardcover book  
PAGES 96  
PRICE € 14,90



3+

Young children often deal with emotions and situations impulsively. By helping your child cultivate calmness and mindfulness, you will provide them with key tools to learn how to handle the difficult situations they will encounter throughout their lives.

With this book you can take your little one on a mindfulness journey built in stages, with various tools (4 wonderful mindfulness stories, videos and audio tracks) based on scientific protocols designed for preschoolers.

Games and activities will enable your child to discover that no emotion should be hidden or repressed, but, rather, all should be accepted and understood.



**Dr Stefania Rotondo** is a Psychologist and Cognitive-Behavioural Psychotherapist, head of the Emiliano Psychotherapeutic and Mindfulness Centre. President of the association MIN.EV.I. Mindfulness Evolutiva Italia and a board member of ISIMIND, the Italian Institute for Mindfulness. She has been conducting seminars and clinical and training workshops on the application of Mindfulness in different fields for several years, particularly in the area of child development (in educational, social and clinical settings) and for adults (borderline personality disorder, work-related stress, depression, addictions). Teaching coordinator of the MSc in Mindfulness in clinical and developmental settings. Author of several Mindfulness projects for children and teens, including the 'Group MBCT programme for adolescents with emotional dysregulation' and 'CONSCIOUSLY ACTIVE: group training for ADHD children and parents'.

# My 9 intelligences

Building self-esteem, problem-solving and life skills

Barbara Franco with expert advice from **Funtasia Italia**



SIZE 25x25 cm  
FORMAT hardcover book  
PAGES 96  
PRICE € 14,90



3+

Do you know that all of us, including our children, are equipped with multiple intelligences? And that what matters most is not how intelligent we are but how we are intelligent?

Thanks to the book *My 9 Intelligences*, inspired by Howard Gardner's theory of multiple intelligences, we will discover that we all have the same opportunities. Therefore, it is important to understand our potential and innate talents and, at the same time, to build our life skills, those needed to lead a happy life. The children's part consists of 10 illustrated stories: the main character is a little monkey named Claretta who embarks on a journey to discover the 9 intelligences, each represented by a character from the story. At each meeting, Claretta will receive a symbolic gift to train her life skills! Completing the book is the part devoted to adults, which takes us through the fascinating theory of multiple intelligences and lays the groundwork for understanding life skills. Through hands-on activities, to be done together with children, developed with the advice of Funtasia Italia, we will be able to gain the awareness necessary to help our children develop their own life skills.

## The kindness clock

Any time is the right time for kindness

Barbara Franco with expert advice from *Nicola Tomba*



SIZE 24x24 cm  
FORMAT hardcover book  
PAGES 144  
PRICE € 16,90



3-7

How many opportunities do we have, on a daily basis, to be kind? A good morning, a thank you to someone who has helped us, a cuddle to our favourite pet, taking care of our home... Being kind is good for the heart because it gives us pleasure and satisfaction, and kindness is contagious!

With this book, you can accompany your child on a journey to the discovery of the many opportunities to be kind. Furthermore, you will find out that teaching kindness to a child today means raising tomorrow's adult with empathy and love for others as Maria Montessori taught us with her Peace Education.

The 24 stories in the book tell episodes from everyday life with which children can easily identify and where kindness plays an important role. Each story marks, like a clock, a moment of the day: from waking up in the morning to getting ready for bed in the evening.

The guidebook for parents provides a clear explanation of what the positive effects of kindness are, and how it is born and develops. Above all, it shows that kindness can be learned by imitation from everyday experiences and examples: as the great writer Mark Twain said, every moment of the day can be the right one for an act of kindness and gratitude.

## The big book of calm

Eleven short stories to cultivate patience and manage anger, anxiety and hyperactivity

Barbara Franco with expert advice from: *Alessia Giana, Sabrina Verzelletti, Laura Carai* and *Sara Bertorello*



SIZE 24x24 cm  
FORMAT hardcover book  
PAGES 144  
PRICE € 16,90



3-7

Sometimes children, especially preschoolers, can be restless, have a short attention span and find it challenging to manage their emotions. The causes of this impulsiveness can be many, from the sensory overload they are exposed to daily, to the fact that they are used to their needs being met immediately.

*The Big Book of Calm* will help children develop self-awareness and find strategies to regulate difficult feelings by practising the art of slowing down and being patient. A helpful tool on this journey is Mindfulness, which can be described as awareness of one's thoughts and feelings.

This book is a collection of short stories from daily life that the child can easily identify with to discover the beauty of calm.

# My alphabet of emotions

Twenty-six short stories to help children become aware of their inner world

Barbara Franco with expert advice from of Nicola Tomba  
cognitive psychologist and parental coach



SIZE 24x24 cm  
FORMAT hardcover book  
PAGES 192  
PRICE € 18,90



3-7

Shame, envy, compassion, tenderness, joy – how many emotions do children feel? And to what extent are their feelings influenced by the culture and environment in which they live? Emotional literacy, i.e. giving the correct name to our feelings, is the first step towards knowing ourselves better and understanding others. Empathy is indeed a skill that needs to be practised from an early age in order to establish and maintain good social relationships.

The 26 stories in *My Alphabet of Emotions* featuring Peter, Elisa and many other characters from the bestseller 'The Language of Emotions', help children to fully understand the meaning of social emotions, using episodes from everyday life with which they can easily identify.

The book also includes a guide for adults that clearly explains the various types of emotional states that characterise our lives: universal emotions, secondary emotions, social emotions, and feelings, and how all these components can shape our personality.

This book, written with the expert advice of cognitive psychologist and parental coach Nicola Tomba, will help children to become more aware of their inner world and that of others and develop better relationships with others.

# The Big Book of Anxiety

How to deal with anxiety and raise more self-confident children

Barbara Franco with expert advice from Chiara Bosia



SIZE 24x24 cm  
FORMAT hardcover book  
PAGES 192  
PRICE € 18,90



5-9

While anxiety is often thought to mostly concern adults, in recent years its prevalence among children has been on the increase. Parenting an anxious child is not an easy task. Since its symptoms may be hard to spot, anxiety might be underestimated or "masked" by strong emotional reactions, such as anger and fear, making it difficult to identify the underlying issue. If not properly addressed, anxiety can be a source of distress for the child and affect their relationships.

*The Big Book of Anxiety* helps to clearly identify the early signs that may indicate the onset of anxiety in a child. Peter and Elisa are back with their friends in 13 illustrated stories that explore various anxiety-inducing situations children can identify with, and offer simple strategies for managing anxious feelings in everyday life. The second part of the book is dedicated to adults; it provides a useful description of anxiety, the types commonly affecting children (separation anxiety, relational anxiety, performance anxiety...) and the most effective methods and strategies, according to Cognitive Behavioural Therapy, to help children manage this difficult emotion.

# SOS Bullismo

How to teach respect through listening and empathy

Barbara Franco with expert advice from *Sabrina Verzeletti* and *Gemma Massetti*, child psychologists

SIZE 24x24 cm  
FORMAT hardcover book  
PAGES 192  
PRICE € 18,90



5-9



How can we tell the difference between a normal quarrel between children and an episode of bullying? What are the warning signs that this situation is emerging? *SOS Bullismo* addresses a delicate issue that affects children both at school and in everyday play activities, such as team sports, which can easily become the stage for bullying episodes.

The book contains 11 illustrated stories featuring children as protagonists: everyday-life situations in which little ones can easily recognize themselves, both as victims and as witnesses. The stories present different forms of bullying, from physical and verbal bullying to cyberbullying.

The section dedicated to adults, created with the guidance of an expert psychologist, offers an in-depth explanation of bullying: how to recognize it and which effective strategies to adopt to deal with it, harnessing the power of listening and words to help children speak up without fear.

# Forever in my heart

Helping your child deal with grief

Barbara Franco with expert advice from *Martina Mazzoleni*, child psychologist

SIZE 24x24 cm  
FORMAT hardcover book  
PAGES 144  
PRICE € 16,90



3-7



*Forever in My Heart* has been conceived to help educators and parents best address the subject of death and manage sensitively a child's emotional responses to the death of a loved one.

Processing the loss of a family member, classmate, or beloved pet is a very delicate step for a child. Adults often find it difficult to give the right answers to reassure children and help them deal with the many conflicting emotions that arise during the different stages of grief.

The four illustrated stories tell, in a simple and poetic way, the cycle of mourning and all the different emotions it entails, helping children to understand what it means to feel the loss and how to cherish the memory of the departed. In this way, children can move towards the serene acceptance of loss, which is fundamental for learning to love those who are gone.

# All the colours of autism

Stories and tools to understand  
and include the people around us

*Barbara Franco* with expert advice from *Elisa Canavese*,  
psychologist and cognitive psychotherapist



SIZE 24x24 cm  
FORMAT hardcover book  
PAGES 96  
PRICE € 16,90



5-9

“Why doesn’t he speak or look me in the eye?”

“What does it mean to be autistic?”

Answering these and many other questions, which often catch parents and teachers unprepared, is essential. This book provides the basic knowledge needed to explore autism from a new perspective. Because despite the challenges that people on the autism spectrum may face, being autistic does not necessarily mean having a disability: it means having a brain that works differently. A book that helps break down prejudices and make the world a more inclusive place!

The book features three stories whose protagonists—Luca, Giulio and Stella—are autistic children with very different characteristics. Through everyday situations experienced from their point of view, young readers are encouraged to empathise with them, understand their individual ways of experiencing the world and the challenges they face, and approach autism with curiosity and empathy.

The second part of the book includes an extensive section for adults, providing essential scientific knowledge to understand autism, its characteristics and the many different ways in which it can manifest. It also explores key topics such as the distinction between neurodivergence and disability, the importance of creating environments that accommodate the different ways our brains work, the value of autistic identity, and the importance of supporting families who experience this reality every day—all with the aim of building a more inclusive society.

# How much I love you

The Big Book of Emotional Education

*Barbara Franco* with expert advice from *Laura Schiavo*,  
psychologist and cognitive-constructivist psychotherapist



SIZE 24x24 cm  
FORMAT hardcover book  
PAGES 176  
PRICE € 18,90



4-7

*How Much I Love You* was created to help children understand the many different kinds of emotional relationships in their lives. The book provides effective tools—including psychological repair—to help them learn how to manage conflict and restore emotional connection after a relationship has been disrupted.

Building healthy relationships within the family, at school and with friends, while fostering trust, respect and listening skills, is essential in helping children prevent and resolve conflicts, rivalry and jealousy. The book features 10 illustrated stories starring Pietro, Elisa and many other children as they navigate everyday situations involving relationships and emotions. From a small family argument to finding the right way to express affection, from long-distance relationships to jealousy between friends, the stories help children resolve conflicts using the strategies explained in the section for adults.

A book for learning how to “navigate” relationships together and build healthy bonds—the foundation of a happy life.

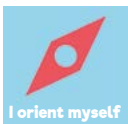
# My book of seasons

Explaining time and the cycles of nature to children

**Barbara Franco** with expert advice from **Milena Bellonotto** – horticultural therapist



SIZE 24x24 cm  
FORMAT hardcover book  
PAGES 144  
PRICE € 16,90



2-6

The passage of time is an intuitive concept for adults, but not for little ones! Before, after, tomorrow, next week, in a month... these are very complex expressions for children; they are abstract and impossible to experience directly. Nature, however, can help us: through its changing colours, scents and emotions it enables children to tangibly experience the passage of time. With *My Book of the Seasons*, children can immerse themselves in four stories, one for each season, and observe the passage of time and all the wonderful changes that take place in nature during its four main phases: the awakening of plants in spring, the fruit-laden feast of summer, the falling leaves in autumn, and the silence and hibernation of animals in winter. Each story is followed by 4 practical activities, 16 in all, developed with the advice of Milena Bellonotto, an experienced horticultural therapist. Using flowers, fruit, leaves, pine cones and other seasonal elements, children will make a real connection with the natural world and its rhythms. The book also contains a guide for adults, with a clear explanation of the cycle of nature, its rhythms and our connection with it. We will discover the benefits of outdoor learning: from Fröbel's kindergartens to Steiner's Waldorf schools to outdoor education.



**Milena Bellonotto** Specialised in communication, books for children and young adults, and educational and therapeutic horticulture, Milena Bellonotto is a professional in transformative processes through engagement with nature and storytelling. Since 2014, after becoming a mother, she has been experimenting with outdoor education, attending courses on learning disorders and special educational needs, seminars on libertarian education, and the Garden Therapy course at the Villa Ghigi Foundation in Bologna. She works with local authorities and organisations to present books on gardening and literature and holds public courses and meetings to disseminate knowledge of horticultural therapy as a way to develop one's creative potential and improve well-being in response to physical, mental, and social distress.

# Hear how I talk

How to help your baby say their first words

**Barbara Franco** with expert advice from **Anna Biavati**



SIZE 25x25 cm  
FORMAT hardcover book  
PAGES 96  
PRICE € 16,90



1+

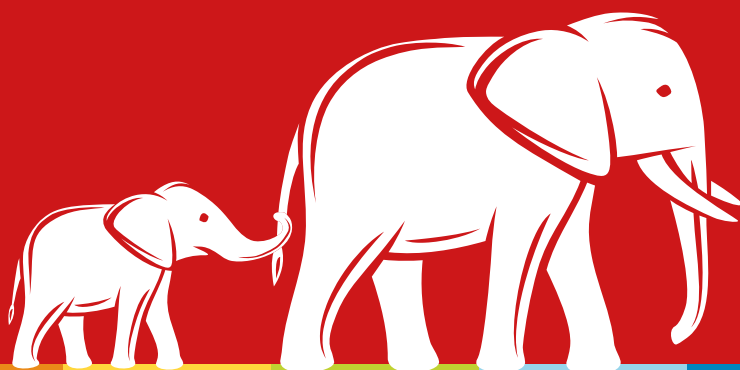
"Why hasn't my child started to speak yet?"  
"My little one has difficulty pronouncing words!"  
Each child is unique in their path of language acquisition. Through *Hear how I talk* we will be able to understand the different stages of development of language competence and the indispensable skills that a child must acquire before learning to speak. Two beautifully illustrated stories and a series of games and activities will help us stimulate our children and train them to recognise speech sounds and then reproduce them, facilitating the learning process and the correct use of sounds.



**Anna Biavati** is a child speech therapist. She graduated in Education Science with a Master's degree in Learning Disorders in Cagliari, Italy, and after working in pre-schools and communities as an educator, pursued a second degree in Speech Therapy at Queen Margaret University in Edinburgh, Scotland, where she currently lives. She worked for more than 15 years at the Additional Support for Learning Service (ASL) in Edinburgh and has been freelancing since 2013. Specialising in selective mutism, she works with children with specific language disorders and with multilingual children. She has been supporting teachers, professionals and parents for years through courses and seminars. Her mission is to help adults stimulate and enhance the language development of young children through simple activities of daily living.

# FIRST STEPS

Small guides designed for big  
and little ones: effortlessly achieve  
the first fundamental skills  
for children's growth and future.





**Barbara Franco**

with expert advice from **Alessia Giana**  
and **Sabrina Verzeletti**

**SIZE** 19x19 cm

**FORMAT** foam-padded board book

**PAGES** 96

**PRICE** € 10,90

**2+**

## I'm the Big Brother!



Becoming a big brother and welcoming a little brother or sister is one of the most delicate challenges a child may face in their early years and beyond! This journey often raises questions for parents as well: what emotions come into play? How can we help the two children build a loving bond? Three fun illustrated stories help little ones approach this change naturally. The tales are thoughtfully designed to explore all the feelings that may arise from sharing the happy news (which should be done with some advance notice), to the baby's arrival home. You'll discover that, with a little extra care and attention, becoming a big brother can be a wonderful adventure.

The second part helps parents understand that the birth of a new baby is a very important moment for the whole family.

## I'm the Big Sister!



Becoming a big sister is an important change in a little girl's life: an experience full of discoveries and new emotions. This journey begins while the baby bump is growing and continues after birth, involving not only the young protagonist but also her parents, who often wonder how best to support her. Three illustrated stories are designed to guide her step by step through this new adventure. She can recognize the many emotions that may appear along the way and discover that every feeling is natural and positive. With loving attention and simple gestures being a big sister becomes a special gift and an opportunity to grow together.

The guide for adults offers practical ideas and reflections to help families approach this stage with awareness.



**Alessia Giana** degree in Clinical Psychology from the University of Bergamo. She later attended a four-year specialisation school in Systemic Relational Psychotherapy with Prof. Valeria Ugazio. In 2016, she attended a Level II Master's Degree Course in Clinical Neuropsychology at the University Cattolica del Sacro Cuore in Milan. Since 2017, she has been carrying out privately, within the Servizio Bergamasco Neuropsicologia, which she co-founded, First Certification in SLDs (Specific Learning Disorders), treatment and educational activities addressing cognitive, learning, attention and behavioural deficits. She also carries out her main activity as a psychotherapist for individuals, couples and families, with a focus on the well-being of the developmental age. She is a trainer in courses for Tutors and Cognitive Enhancement through Play using the 'Cognitive Functions through Play' method.

**Sabrina Verzeletti** holds a degree in Neuroscience and Neuropsychological Rehabilitation from the Faculty of Psychology of the University of Padua. She later obtained a Master's degree in Clinical Neuropsychology from the University Cattolica del Sacro Cuore and one on Specific Learning Disorders (SLDs). In 2017, she co-founded the Servizio Bergamasco Neuropsicologia, a clinical centre where she leads the team for the first certification in SLDs and deals with assessment, diagnosis and cognitive enhancement in developmental age.

With a long-standing passion for board games, she collaborates with various companies in the analysis of educational games and is a teacher in professional training courses, including the course on the 'Cognitive Functions through Play' method.



Barbara Franco

with expert advice from *Simone Rugolotto*

SIZE 25x25 cm  
FORMAT foam-padded board book  
PAGES 96  
PRICE € 12,90

0+

## Little boy says goodbye to nappies

Switch to the potty easily and naturally



9 788858 038017



Everyday, children face new challenges and obstacles. Learning to use the potty and saying goodbye to diapers is one of them! It is a very important milestone in a child's life and, in some cases, it can bring moments of discomfort or frustration for both the child and the whole family. Approaching this step in the right way is essential to help little ones build confidence in themselves and their abilities, while also strengthening their relationship with their parents. This book is designed to address the topic naturally through two entertaining illustrated stories that guide children and help them tackle this challenge through play. The second part of the volume is a guidebook for adults, created to support parents along their children's growth journey and help them handle the first small yet significant challenges they will encounter. Starting potty learning as early as the first year of life can be easy and natural.

## Little girl says goodbye to nappies

Switch to the potty easily and naturally



9 788858 038024



Growing up means gaining new independence day by day. For a little girl, leaving diapers behind and learning to use the potty is one of those milestones that mark a real leap forward: a meaningful moment that may be experienced with excitement but also with some hesitation. With the right guidance, however, this experience can become a valuable opportunity to strengthen her self-confidence and nurture a warm, trusting relationship with her parents. The book offers a light and engaging narrative path through two illustrated stories designed to speak the language of little girls. The tales provide positive examples, normalize difficulties, and encourage children to face change calmly and at their own pace.

To complete the volume, a section for adults provides practical advice and helpful reflections for approaching this phase with awareness. It offers concrete strategies, based on pediatric studies, showing how introducing a child to the potty can be a gradual and natural process from the early years, when guided with respect, listening, and consistency.



**Simone Rugolotto**, Director of the Paediatrics Department at Rovigo Hospital. With a degree in medicine and surgery, he completed his residency in Paediatrics, Neonatology and Medical Genetics at the University of Verona. He is a member of the Italian Society of Paediatrics (SIP) and the Italian Society of Neonatology (SIN). Since 2017, he has been president of SIP (Italian Society of Paediatrics) Veneto. He was a Fellow in Neonatology at UAB, Alabama (USA). He has been a speaker at numerous international and national conferences and has authored several publications. He has been a guest speaker on the topic of child health on several national TV channels (SKY, RADIODUE, RETEUNO, RAI TRE-GEO&GEO).



Barbara Franco

with expert advice from *Rondine De Luca* -  
*Le fate della Nanna*

SIZE 25x25 cm  
FORMAT foam-padded board book  
PAGES 96  
PRICE € 12,90

1-4

## Little boy says goodbye to pacifier

How to stop using it in a simple and natural way



Giving up the pacifier is one of those small big challenges that come with growing up; however, for many children this step can be hard to face. Letting go of this object – small but very dear to the child – can in fact be experienced as a first form of loss, especially when it has long been used to fall asleep or to calm down.

Thanks to *Little boy says goodbye to pacifier*, little ones can face this challenge in a natural way, by identifying with the protagonists of the three illustrated stories that make up the children's section of the book. The guidebook for adults, created with input from a team of experts in different areas of child development – including a speech therapist and a sleep coach – offers parents practical tools and advice to manage this period so that giving up the pacifier happens gradually and with the right timing.

With the help of this book, a phase full of unknowns can be transformed into a calm and positive experience for the whole family.

## Little girl says goodbye to pacifier

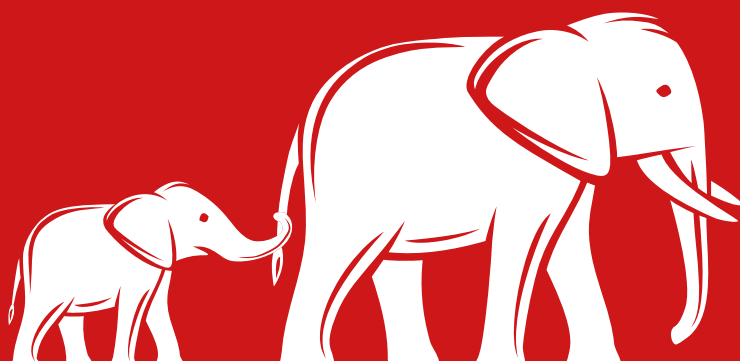
How to stop using it in a simple and natural way



Why is my little girl finding it so hard to say goodbye to her pacifier? What can I do to make this transition as easy as possible? These are questions that parents often ask themselves as their daughter grows up. For many girls, letting go of this object can be a major challenge, with consequences that affect the whole family. With the three illustrated stories contained in *Little girl says goodbye to pacifier*, this delicate phase can be faced more calmly, helping little girls identify with the protagonists and accompanying them step by step through this change, which is crucial in their developmental journey. The volume is completed by a guidebook for adults, created with the contribution of professionals specialized in child development, including a speech therapist and a sleep coach. Inside, parents will find practical advice and useful strategies to support their daughter in gradually giving up the pacifier, in a way that respects her pace and needs. Thanks to this book, a potentially difficult moment can turn into an opportunity for calm, positive growth for the whole family.

# BOARD BOOKS

Charming illustrated adventures  
to introduce children to books from  
the earliest age, stimulating senses,  
language, and curiosity.



## The journey of poop

Barbara Franco



**SIZE** 18×18 cm

**FORMAT** double-page board book  
with rounded corners

**PAGES** 20

**PRICE** € 9,90



0+

How many times has your little one been fussy when it's time to use the toilet? Some young children who are particularly sensitive to noisy environments may be wary of the sound of flushing or feel uncomfortable when their little bottoms come into contact with the cold toilet seat.

This cute and funny illustrated story can help your child overcome their fear of going to the toilet to poop. The main character, Ale, with the help of his dad, will discover the adventurous journey of poop and be reassured that there are no scary monsters in the toilet! Sitting on their soft toilet seat reducer, they can then say goodbye to the poop and wish it a safe journey!

Then, thanks to the tips for adults in the back of the book, we will learn some small strategies to make pooping or peeing easier, more natural and less scary.

## The emotions of pooping

Barbara Franco



**SIZE** 18×18 cm

**FORMAT** double-page board book

**PAGES** 18

**PRICE** € 9,90



0+

Poop time can be experienced as problematic by many children: some who do not want to poop or are afraid to go to the bathroom, others who hold it in despite needing to go. How can we face this moment that is part of everyone's daily life calmly? With a fun story and funny illustrations we will discover all the emotions related to poop time: the sadness when your tummy hurts a little bit or the frustration when you can't go, or even the amusement if a little fart escapes, until the satisfaction when you finally poop! Thanks to the tips for adults contained at the end of the book, we will become aware that gut functioning is closely related to the emotional sphere!

## Let's make funny faces to learn how to speak

**Barbara Franco** with expert advice from **Silvia Lusetti** at Logopedista.it



**Silvia Lusetti** has been a freelance speech therapist since 2001. For more than two decades, she has dealt with child language and communication themes. Having authored a number of online courses, she offers through social media - Instagram, Facebook, YouTube and TikTok - advice and strategies to help parents stimulate their children's language. Read more: [www.logopedista.it](http://www.logopedista.it)

**SIZE** 18x18 cm  
**FORMAT** double-page board book  
**PAGES** 38  
**PRICE** € 12,90



9 788858 042274

0+

Babies communicate with us from their earliest days of life, but the most anticipated and exciting moment is always when they utter their first words. Thanks to *Let's make faces to learn to speak* we will discover 18 fun facial expressions, selected together with Silvia Lusetti of Logopedista.it, to train the development of the mouth and facial muscles, which is essential for articulating the first words. The board book has practical tips for parents and downloadable videos by the speech therapist showing the correct face and mouth movements.

## The Voice of Goodnight

**Barbara Franco**



**SIZE** 19x19 cm  
**FORMAT** double-page with rounded corners and movable parts  
**PAGES** 20  
**PRICE** € 12,90

2+

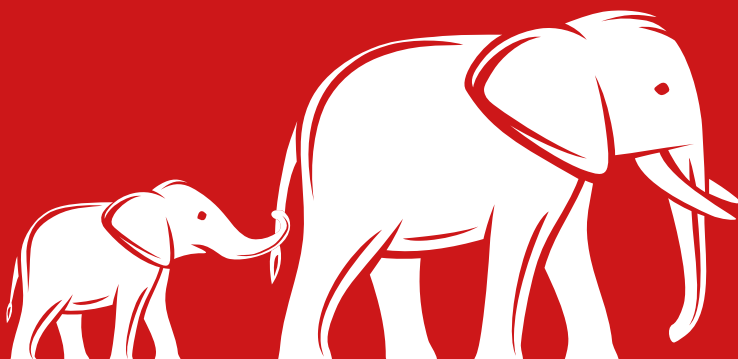
A sweet illustrated story designed to accompany little children into the world of dreams, being lulled simply by the voice of their loved ones. A soothing journey through fairy-tale scenery on the theme of bedtime.

Scene after scene, the voice speaking to the child becomes a beacon, showing them how the world around them is slowly falling asleep. Animals, lights, sounds, everything calms down in the background, and the story guides the child towards closing their eyes.

A gentle and reassuring reading, to be uttered in a low, tender voice. There is also some advice for adults on expressive reading, the importance of emotional closeness and technology-free bedtime.

# EDUCATIONAL GAMES

Educational tools for the whole family,  
perfect for growing and learning  
together through fun, developing logic,  
creativity, and problem-solving.



# The Shades of Emotions

## An emotional intelligence game

Barbara Franco

with expert advice from *Nicola Tomba*

**SIZE** 18×18×4.3 cm  
**FORMAT** cardboard box set  
+ book + cards  
**PAGES** 48 + 64 cards  
**PRICE** € 16.90



9 788858 022641



2+



As we grow, we learn that the world is not all black and white, just as our emotions go far beyond being sad or happy. There is a whole universe of shades that allows us to describe our inner world in all its complexity. Giving our children the tools they need to understand their emotions and learn to articulate their feelings will also help them to build healthy, balanced relationships.

Thanks to the illustrated cards with their fun characters, your child will be able to recognise 48 different emotions from their early years... including our amazement!

Quid+ is a publishing line devoted to pre-schoolers that translates the most advanced pedagogical theories into simple and fun products. Each kit contains a guidebook for adults. This provides parents and educators with a greater awareness of the child's learning capabilities and the tools to help them express their potential, enabling them to develop their emotional literacy spontaneously and through play.

**NEW  
EDITION MORE  
THAN 20,000  
COPIES  
SOLD**



**WITH A GUIDEBOOK  
FOR ADULTS**

**64 CARDS  
WITH 48 DIFFERENT EMOTIONS**

# The angry game

Learn to manage anger while having fun

Barbara Franco  
with expert advice from *Cognitive-Behavioural Psychologist and Psychotherapist Chiara Bosia*

SIZE 25x25  
FORMAT cardboard box set  
PAGES 48 + 60 cards  
+ 1 game board  
+ 4 puzzles  
PRICE € 19,90



2-6



Children's anger is often difficult for us as parents to understand and handle.

*The angry game* is a fun board game to play together to help us and our children experience this emotion naturally, learning to recognise it, accept it and handle it with awareness.

The guidebook for adults explains in plain language what anger is and the many ways to express it. We will discover our key role as parents and emotional coaches and lots of activities to do together to help our children welcome and accept anger and to regain calm and recover.



4 PUZZLES



WITH A GUIDEBOOK FOR ADULTS

60 CARDS



PLAY MAT 40X40 CM

# The Laboratory of Emotions

## A game of emotional intelligence

Barbara Franco

with expert advice from *Chiara Bosia*

SIZE 25x25x3,5 cm  
FORMAT box + book  
PAGES 48 + 54 cards  
+ 1 play mat  
PRICE € 19,90



2-6



As we grow, we learn that the world is not all black and white, just as our emotions go far beyond being sad or happy. There is a whole universe of shades that allow us to describe the world in all its complexity.

Emotions energise our mind: it is through them that important functions such as attention, memory and reasoning are activated.

Thanks to this fun board game to be played all together, at home or at school, with friends, classmates and relatives, the child will be able to recognise, name and talk about emotions, their own and those of others, developing self-knowledge, empathy, and coming to understand the reasons for their behaviour and that of others!



WITH A GUIDEBOOK FOR ADULTS



PLAY MAT



54 CARDS



**Chiara Bosia** holds a degree in Mental Sciences from the Faculty of Psychology at the University of Turin. She later attended the four-year Specialisation School in Psychotherapy, specialising in Cognitive Behavioural Psychotherapy and worked with Dr Enrico Rolla on several publications. In 2016 she gained a MSc in Specific Learning Disorders (SAD) and in 2020 a MSc in Cognitive Behavioural Treatment of Neurodevelopmental Disorders. Since 2013, she has been providing support, psychological counselling and cognitive-behavioural psychotherapy to children and adults in her private practice in Turin.

# Tummy Time

## For high-contact belly-down time

Barbara Franco with expert advice from  
Laura Carai and Roberta Terrana

**SIZE** 25x25x4 cm  
**FORMAT** cardboard box set  
**PAGES** 16 cards  
+ 1 guidebook for adults  
+ 1 high-contrast play mat  
**PRICE** € 19,90



0-1

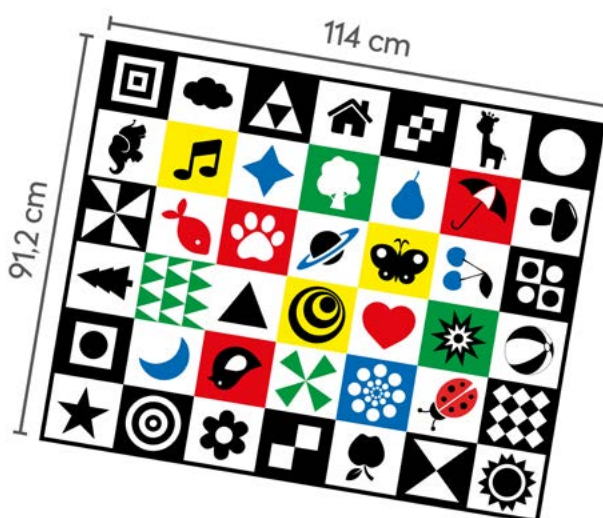


Did you know that babies see the world lying on their back? Whether in the pram, on the changing table or held in an adult's arms, when lying supine, their muscles receive little stimulation; this can slow the development of motor skills. On the other hand, spending time awake on their belly is very important for babies because it promotes both motor and sensory development.

This educational game has been designed as a gym to encourage Tummy Time, i.e. to help babies spend time awake on their tummies, to aid their motor and sensory development: from lifting their heads to rolling and crawling, to sitting up and then... the first steps towards exploring the world! Thanks to the baby playmat with high-contrast figures, which stimulate the baby's movement through sight, the little one will find the ideal place to practise their tummy time. The game also includes a book for parents with the most up-to-date scientific advice on how to best stimulate a child's motor and visual skills from the first months of life. The book also has practical tips on how best to apply this advice and many activities to do together.



16 CARDS



1 HIGH-CONTRAST PLAY MAT



**Roberta Terrana** graduated with top honors in Medicine and Surgery from the University of Palermo and specialized in Ophthalmology at the University of Milan. During her specialization, she gained significant experience in the field of medical retina and Pediatric Ophthalmology at the Policlinico di Milano and San Giuseppe Hospital.

She deepened her interest in corneal diseases by training in the ophthalmology department of the Villa Serena Institute, under the direction of Prof. Busin, and at Moorfields Eye Hospital with consultant Vincenzo Maurino.

She later held the position of Medical Director in the Pediatric Ophthalmology department at Niguarda Hospital and worked as a Pediatric Ophthalmology consultant at the Carlo Besta Neurological Institute from 2014 to 2016. She was also a Medical Director at "A. Manzoni" Hospital in Lecco, where she specialized in the care of premature infants and retinopathy of prematurity.

She shares her expertise in ophthalmology on Instagram through the page @oculistapediatrico.

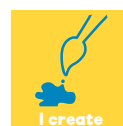
# All the faces of emotions

## I express my inner world through drawing

**Barbara Franco**

with expert advice from **Erika Riberi**  
and **Nicola Tomba**

**SIZE** 18×18×4.3 cm  
**FORMAT** cardboard box set  
**PAGES** 48  
+ 1 guidebook for adults  
+ 2 jigsaw puzzles  
+ 2 face bases  
+ 14 stencil expressions  
+ 90 removable stickers  
**PRICE** € 16,90

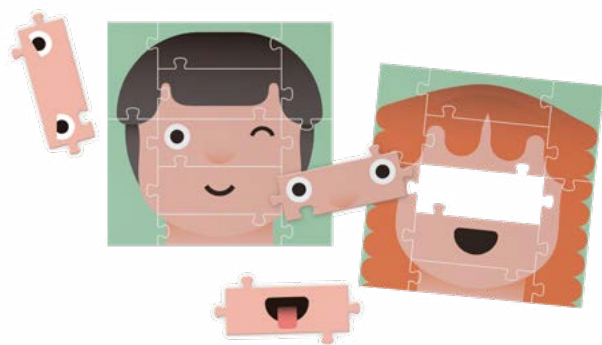


**3+**



From the very first days of life, children manifest the need to express their emotions and tell their parents how they feel. The way they do it, however, is very different to how adults do it, because children rely not only on words, but also and above all on signs. Often, when a child draws, in addition to having fun, they are unconsciously representing themselves, their desires, their fears... and it's not by chance that one of the first shapes they draw are faces. Learning to recognise facial expressions, and the emotions they convey, is a very important step, which helps children to define their own identity and that of others.

*All the Faces of emotions* is a path for children to build endless facial expressions and recognise the emotion created, and then guide them to find their own personal style, which will strengthen their identity and help them grow with confidence.



**2 JIGSAW PUZZLE**



**WITH A GUIDEBOOK  
FOR ADULTS**



**2 FACE BASES  
+ 90 REMOVABLE STICKERS**



**Erika Riberi** graduated in 2014 with an undergraduate degree in Clinical and Community Psychology from the University of Turin. She works as a psychologist with young people and adults. She has a passion for the world of childhood and for expressive-creative and playful intervention techniques. She is always looking for new tools to enrich her toolkit by drawing from different fields, particularly the arts and holistic disciplines. Since 2018 she has been a member of the cultural association *Baba, spazi per crescere*, where she organises and leads workshop for children and teens.

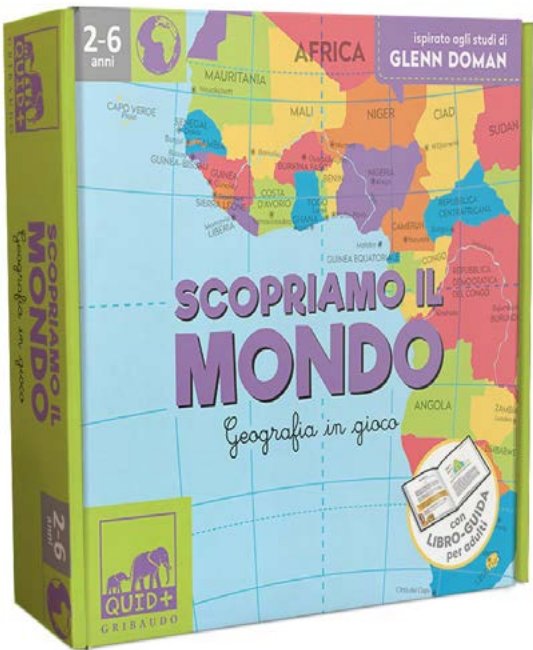
# Let's discover the world

## Geography in play

Barbara Franco

with expert advice from *Nicola Tomba*

**SIZE** 23.7x25x5cm  
**FORMAT** cardboard box set  
 + book + flashcards  
 + globe  
**PAGES** 48 + 52 flashcards  
**PRICE** € 24,00



Recent studies have shown that not enough people know their geography: yet it is an essential subject for understanding the world around us. Thanks to the game *Let's the world*, learning the capitals, shape and location of the world's major countries is child's play!

With the use of the 40-cm-diameter inflatable globe and the 52 flashcards, which help to memorise in a "flash" the information contained in the 26 country cards and 26 flag cards, your child will increase their spirit of observation and association skills through play. In addition, the inflatable globe provides a direct, physical and multi-sensory experience of the shape of the Earth and allows children to discover the names, locations and capitals of the world's most important countries, their size, distance in relation to other countries, and so on.

The guidebook dedicated to adults offers a clear explanation of how to best use the flashcards and provides an overview of the importance of geography as a useful cross-curricular subject that allows children to hone multiple skills and competencies through the many suggested activities.



1 INFLATABLE GLOBE  
 WITH A DIAMETER OF 40 CM



WITH A GUIDEBOOK  
 FOR ADULTS



52 FLASHCARDS

# How long until tomorrow?

## How to explain time to your child

Barbara Franco

**SIZE** 18x18x4.3 cm  
**FORMAT** cardboard box set  
+ book + timeline  
**PAGES** 48  
+ 1 jigsaw puzzle (2m)  
+ 400 stickers + 1 clock  
**PRICE** € 16,90



3+



“But when is later?”

“Is yesterday a long time ago?”

Our children live in the present, here and now, not reasoning about possibilities, predictions or future plans. For them, the world is what they see at this very moment. They often come across words and phrases whose meaning they cannot understand because time is an abstract concept, far from their way of learning.

Some small adjustments in our everyday life and in the way we talk, however, together with the fun activities proposed, can help them to have as clear a vision as possible of these topics... To begin to understand, together, “how long until tomorrow”.



1 JIGSAW PUZZLE



WITH A GUIDEBOOK  
FOR ADULTS



400 STICKERS



1 CLOCK

# The fairy tale maker

Telling stories and talking  
from fantasy worlds to the inner world

Barbara Franco

with expert advice from *Nicola Tomba*

**SIZE** 18×18×4.3 cm  
**FORMAT** cardboard box set  
+ book  
**PAGES** 48  
+ giant jigsaw puzzles  
(64 cm)  
**PRICE** € 16,90



2+



An educational game containing four large jigsaw puzzles and thousands of fairy tales to tell! How does it work? Each puzzle tile is a piece of the story to be put together with the others in the right order, but with ever-changing combinations. What if the princess met an ogre and was saved by a talking frog thanks to his magic boots?

QUID+ proposes a simplified version, suitable for pre-school children, of Gianni Rodari's reworking of Propp's theory on fairy tales in his book *The Grammar of Fantasy*, adding additional tools for parents to develop their children's storytelling skills. Starting from fairy tales and fantastic worlds, they will be able to talk about themselves and their inner worlds... while having fun!

What amazing adventures will come to life from the various combinations? The only limitation... is your own imagination!

## 4 GIANT JIGSAW PUZZLES



## WITH A GUIDEBOOK FOR ADULTS

# Words to read

The revolutionary method for learning to read at two years old

Barbara Franco

with expert advice from *Nicola Tomba*

SIZE 18x18x4.3 cm  
FORMAT cardboard box set  
+ book  
+ cards  
PAGES 48 + 96 cards  
PRICE € 16,90



Try reading this sentence: “Today Peter is playing with his friends and having fun”.

Try reading it as children do, dividing the words into the individual letters: “T-o-d-a-y/P-e-t-e-r/i-s/p-l-a-y-i-n-g/w-i-t-h/h-i-s/f-r-i-e-n-d-s/a-n-d-/h-a-v-i-n-g/f-u-n.”

Tiring, isn't it? This is because breaking down words into letters makes comprehension more difficult. What if we told you that there is a much easier way to learn to read?

We are used to learning to read and write at the same time, but in fact a child can learn to read as young as 2 years old! That's because visual perception develops long before the manual dexterity needed to learn to write. Thanks to the 80 words in the kit, your child will start reading independently! Lasciando te senza parole!

The words for reading utilize visual memorization and the educational method devised by the American physiotherapist Glenn Doman to gradually train your little one to decode words effortlessly and enjoyably.



## WITH A GUIDEBOOK FOR ADULTS



16 PICTURE CARDS



96 WORD CARDS

# The magic of words

## Linguistic intelligence games

Barbara Franco  
with expert advice from Paolo Borzacchiello

SIZE 18x18x4.3 cm  
FORMAT cardboard box set  
+ book + cards  
PAGES 48 + 64 cards  
+ 6 puzzle pieces  
+ 1 dice + 4 game pieces  
PRICE € 16,90



4+



The words we use daily with our children are very important for their development! Through our words we can influence their moods, behaviours, and how they experience the world around them.

*The Magic of words* was created to help children learn simple but effective rules of linguistic intelligence!

Inside the kit you will find the 6 puzzle pieces that make up the game board, which is 90 cm long, and 4 decks of cards for a total of 64 cards. Many different games can be played with the various elements, such as the Powerful Words game, which helps your child to build their self-esteem and self-confidence, the Precious Words game, which helps your child use uplifting words that stimulate a more positive mood in the people close to us, or the Shield Answers game, to help them react correctly to criticism or teasing. But of course it doesn't end there!



64 CARDS



6 PUZZLE PIECES MAKING UP THE  
GAME BOARD, WHICH IS 90 CM LONG



WITH A GUIDEBOOK  
FOR ADULTS



Paolo Borzacchiello is an Italian writer, consultant and businessman, author of the bestsellers *The Magic Word*, *The Super Sense* and *The Fifth Essence*. He is one of the leading experts in linguistic intelligence and is involved in the study and popularisation of everything related to human interactions and especially language. After his studies, research and in-depth analyses, he created HCE, Human Connections Engineering, the discipline that studies how humans interact and decodes their patterns and processes so that they can be modified or replicated. To promote research in the field of human interactions, he founded the HCE Research Institute.

# First words to grow

35 cards to teach your child to speak well

Barbara Franco  
with expert advice from Anna Biavati

SIZE 18x18x4.3 cm  
FORMAT cardboard box set  
+ book + cards  
PAGES 6 + 35 cards  
PRICE € 14,90



Do you know why a baby's first word is "mama"? Because the muscle movement required to articulate it is the simplest! Language development is a natural and instinctive process. Each child's path of language acquisition is unique, but it is important to understand that it is closely related to the development of the body, particularly the auditory system, the executive functions of the brain, and the mouth and facial muscles! Using the game *First Words to Grow* you can train your child to say their first words, taking into account the natural development of the mouth and facial muscles. The kit contains 35 illustrated cards with about 400 carefully selected words to accompany your child in their path of language acquisition. The cards are split into 6 different groups according to your child's age: as they grow, the number of cards to have fun with together will grow with them. The guidebook dedicated to adults offers a clear explanation of the articulatory complexity of each sound in the Italian language and the natural development of sounds in the child, and through the many activities to do together, you will learn how to support and stimulate your child in this important journey.

**BASED ON  
THE NATURAL  
DEVELOPMENT OF  
BABY SOUNDS**



35 CARDS



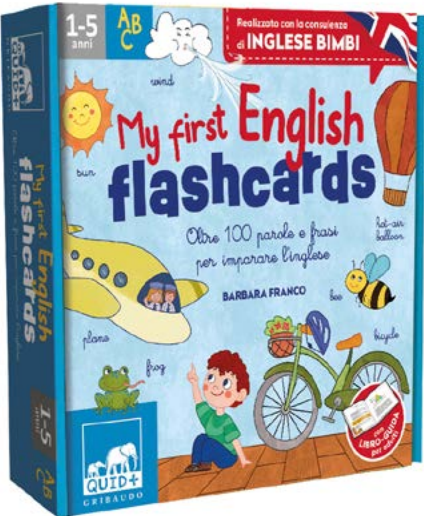
WITH A GUIDEBOOK  
FOR ADULTS

# My first English flashcards

Over 100 words and phrases to learn English

Barbara Franco with expert advice from Sara Nicolliello Ellis of Inglese Bimbi

SIZE 18x18x4.3 cm  
FORMAT cardboard box set  
+ book + cards  
PAGES 48 + 48 cards  
PRICE € 16,90



Learning a second language is like riding a bicycle: it's much easier as children!

Thanks to the game *My first English flashcards* we will accompany our children on their English-learning journey: we will introduce the language in an easy and natural way in everyday life by playing with the 48 flashcards, a great tool for learning their first words in English as a second language and expanding vocabulary.

The guidebook for adults offers a clear explanation of the potential of young children and how to make the best use of the flashcards.

You will also find a rich phrasebook, many games and activities, and audio tracks to listen to by Sara Nicolliello of Inglese Bimbi, a native English speaker and teacher.



48 FLASHCARDS



WITH A GUIDEBOOK  
FOR ADULTS

# The mathematical mind

## Growth through understanding quantities

Barbara Franco

with expert advice from *Nicola Tomba*

**SIZE** 18×18×4.3 cm  
**FORMAT** cardboard box set  
+ book + cards  
**PAGES** 48 flashcards  
+ 30 cards  
**PRICE** € 16,90

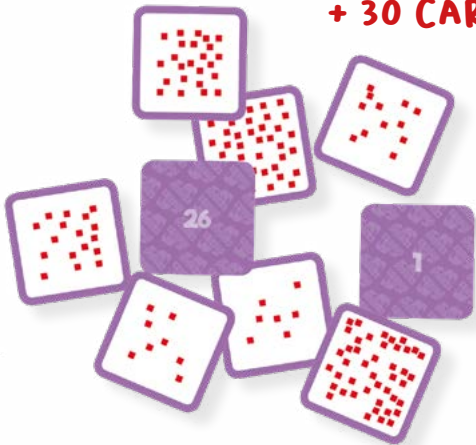


We are used to thinking that to master mathematics with confidence, you need to be born with a talent for it, but that's not true. Stimulating mathematical intuition from the early years of life allows you to develop your child's mathematical intelligence and imagination to the fullest and helps them to increase their self-esteem and have confidence in their own potential.

By playing a few minutes a day, you will help your child lay the groundwork for making calculations. This innovative take on Glenn Doman and Makoto Shichida's methods allows the concept of quantity to be developed in a fun, visual and intuitive way, using your child's imagination, photographic memory and natural ability to analyse and compare.



**48 FLASHCARDS  
+ 30 CARDS**



**WITH A GUIDEBOOK  
FOR ADULTS**

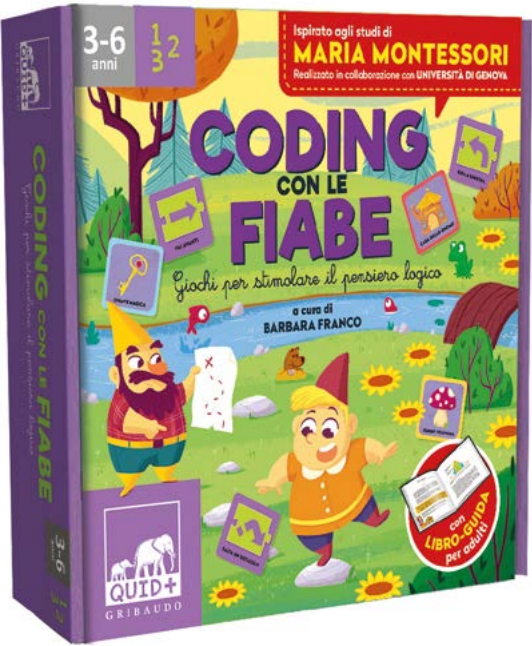
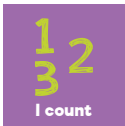
# Coding with fairy tales

## Games to stimulate logical thinking

Barbara Franco

with expert advice from **DIBRIS** DIBRIS (Department of Computer Science, University of Genoa), **Elena Vitti** and **Luca Gelati**

**SIZE** 28×28×5 cm  
**FORMAT** cardboard box set  
+ book + cards  
**PAGES** 48 + 54 cards  
+ play mat (110×140 cm)  
**PRICE** € 19,90



Coding is an increasingly popular teaching subject in Italy, recently made mandatory by the Ministry of Education in early childhood education.

So what is coding? It's really just another word for "programming", but don't worry, taking the first steps into the world of coding has never been easier! With this tech-free human coding game, you'll train your child's logical-computational thinking, problem solving and spatial orientation, essential skills for tackling life's big and little challenges and developing the foundations for becoming programmers.

The interactive game, structured over 8 levels of difficulty, is set in the magical world of fairy tales, where there are three roles: the Gnome, i.e., the performer, who moves around the play mat according to the commands given by the Mischievous Wizard, the instructor, who gives the verbal directions formalised through code cards. From level 5, the Fairy, or debugger, comes into play, with the task of detecting any errors in the sequence of instructions.

This guidebook for adults offers a clear explanation of the educational methodologies behind coding, which is becoming increasingly popular in Italy, and many activities to practice coding together.

**CODING IS BECOMING INCREASINGLY POPULAR IN ITALY AND HAS RECENTLY BEEN MADE COMPULSORY IN EARLY CHILDHOOD EDUCATION**



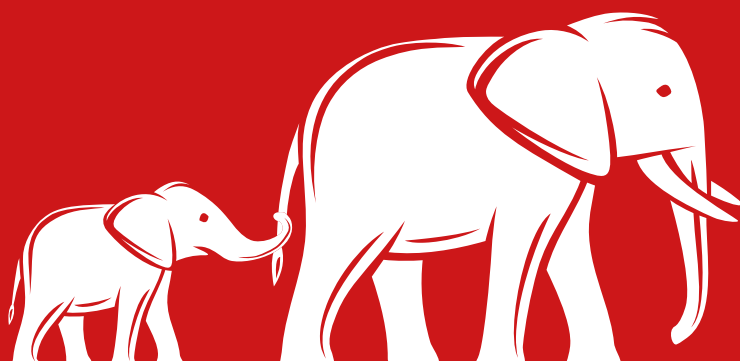
**WITH  
A GUIDEBOOK  
FOR ADULTS**



**54 CARDS  
+ 1 PLAY MAT**

# ACTIVITY BOOKS

Plenty of games and activities  
to develop young children's skills  
through fine motor activities,  
for hours of productive fun.



# Calm and attention for kids

Lots of mindfulness games, activities and physical exercises

Barbara Franco



SIZE 24x29 cm  
FORMAT paperback book (without flaps)  
PAGES 128  
PRICE € 9,90



3-6

Calmness and attention are crucial skills that enable a child to cope positively with everyday life and, above all, essential to start primary school with self-confidence! But these skills, while innate in every child, must be trained and fostered constantly from the earliest years. This Activity Book is designed precisely to train attention, concentration, and working memory through more than 70 fun and challenging games and activities, 40 stickers, and a board game for the whole family. Just like a real workout, the activities are arranged in progression, gradually increasing in difficulty and thus always offering the child new challenges. The Activity Book also offers many physical mindfulness exercises called mindful play, fun games for children that stimulate bodily and emotional awareness and enable them to 'detach' from any difficult emotions and situations that trigger restlessness and hyperactivity.

# Life skills for kids

Lots of games and activities to stimulate life skills

Barbara Franco



SIZE 24x29 cm  
FORMAT paperback book (without flaps)  
PAGES 28 + 1 poster  
PRICE € 10,90



3-6

The society in which we live is constantly evolving and becoming ever more complex: what tools can we offer our children to cope with the little or huge challenges of daily life and live peacefully? The WHO (World Health Organization) has identified a set of basic skills that we should all possess to live well with ourselves and others: life skills. In addition to influencing how others see us, life skills help us build self-representation, fostering self-esteem, self-confidence and self-efficacy, i.e. awareness of what we can do. These skills can be taught to even the youngest children through daily practice: in fact, the WHO recommends training these skills constantly. That's the purpose of this Activity Book: to stimulate, through 60 games and activities and 10 board games, the soft skills and abilities useful for acting positively in everyday life and living well with ourselves and the world around us!

# Emotions for kids

Lots of games and activities  
to train emotional intelligence

Barbara Franco



**SIZE** 24x29 cm  
**FORMAT** paperback book (without flaps)  
**PAGES** 128 + 1 poster  
**PRICE** € 9,90



3-6

We are made of emotions: everything we do stems from an emotion!

It is through emotions that we learn, remember, socialise, grow and find a way to deal with the challenges that life throws at us.

Talking about emotions, however, is not always easy, especially for kids.

Thanks to this Activity Book, getting to know one's inner world and the world of others will be a beautiful adventure! The book is divided into 6 chapters, each focusing on one of the universal emotions. In this journey, the child will learn to recognise through play the different emotions and their manifestations, but also to understand why they arise and what effects they can generate. The book contains over 90 games and activities, 20 emotion cards, 1 board game, 1 poster to peel off and colour and... 44 new emotions to enrich our child's emotional vocabulary!

# Writing for kids

Lots of games and activities  
to train manual dexterity

Barbara Franco



**SIZE** 24x29 cm  
**FORMAT** paperback book (without flaps)  
**PAGES** 128 + 1 colouring poster  
+ 26 letters of the alphabet  
**PRICE** € 9,90



4-6

Learning to write requires multiple skills, defined 'prerequisites', such as visual attention, spatial organization, eye-hand coordination and manual dexterity. These skills are developed as early as 2-3 years of age and must first become automatic before they can be used in the writing process.

Just between the ages of 4 and 6, these skills are in the full developmental potential: as parents we can train them so that the approach to writing is easier and more natural. For this, a step-by-step itinerary was created that symbolically follows the evolution of human expression, starting from the earliest rock engravings done by primitive people and ending with today's contemporary art.

This Activity Book was created with the support of a team of neuro-psychomotricists, psychologists and teachers to come up with content that is valid and scientific but at the same time fun and engaging for kids. It contains over 60 games and 20 activities, 1 colouring poster, and an introduction to the 26 letters of the alphabet.

## Art for kids

Lots of games and activities to express oneself and feel excited through art

Barbara Franco



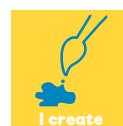
SIZE 24x29 cm

FORMAT paperback book (without flaps)

PAGES 128

+ 1 sculpture to be made

PRICE € 10,90



4-7

Usually, art is treated in school as a secondary subject, somewhat removed from the reality and everyday life of children. Art, however, is a strong means of self-expression and of one's inner world, capable of conveying feelings that children, who are strongly instinctive, can perfectly interpret because art is simple, direct and close to them.

In *Art for kids*, we selected more than 20 modern and contemporary artists who will help children discover that there are many ways to represent themselves and the world around them. The book also explores the techniques, the use of colour, skills and materials that contribute in a crucial way to convey the artist' vision and feelings. Art is thus proposed as a tool for communicating one's emotions through visual experiences.

The Activity Book was produced in collaboration with Elio Garis, Giorgio Griffa and Ugo Nespolo.

## Creativity for kids

Lots of games and activities to train creative intelligence

Barbara Franco

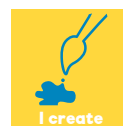


SIZE 24x29 cm

FORMAT paperback book (without flaps)

PAGES 28

PRICE € 9,90



3-6

What is creativity? Being creative means finding constantly different and innovative solutions to everyday problems, bringing ideas to life, asking questions, and having a desire to discover and explore everything around us.

We are used to thinking of a 'creative person' as an artist, a painter, a musician... but this is not quite accurate! The great inventions that changed history, scientific discoveries, innovations in fashion, design, and cooking... all were made by creative people!

That's why stimulating creative intelligence in children will help them think in new ways in all areas of life, even and especially when they are faced with both small and big challenges!

This Activity Book was created with the support of a team of psychologists, child creativity experts and teachers to come up with content that is valid and influential, yet fun and engaging for kids. More than 60 games and activities, 2 board games and 1 sensory journal are offered to stimulate young children to always have a creative approach through play and fun!

# Geography for kids

Lots of games and activities to stimulate spatial orientation

Barbara Franco



SIZE 24x29 cm  
FORMAT paperback book (without flaps)  
PAGES 128 + stickers  
PRICE € 10,90



4-7

Sharing the enthusiasm and curiosity for geography means allowing our child to build the necessary cultural background for a deeper understanding of the world around us. Thanks to this activity book, we will set off together with our child on a journey around the world to discover cultures and places to visit, stimulating and consolidating some fundamental prerequisites for spatial orientation: above-below, right-left, the ability of reading and understanding a map... The goal is to arouse curiosity and motivation to seek new knowledge.

In addition, the proposed activities are a great starting point for expanding information each day. From a sentence heard on TV, from an image in a book or from conversations with an adult: our children pick up thousands of pieces of information on a daily basis. By giving them a basic framework for connecting them more accurately we help them develop cultural knowledge, reasoning skills, curiosity and awareness, as well as spatial orientation!

# Science for kids

Lots of games and activities to train scientific and naturalistic intelligence

Barbara Franco



SIZE 24x29 cm  
FORMAT paperback book (without flaps)  
PAGES 128  
PRICE € 9,90



4-6

Exploring the world is a natural act, the basis of our child's development of scientific and naturalistic intelligence! This Activity Book is designed to stimulate the curiosity and observational spirit of young children. Through the proposed games and experiments, we will approach different scientific disciplines such as botany, zoology, archaeology, geology, astronomy... with plenty of fun and method to satisfy our children's thirst for discovery! The book contains over 60 games and activities, 44 cards, 10 experiments to do at home and... 3 board games to get the whole family involved!

## English for kids

Lots of games and activities for everyday English

*Barbara Franco* with expert advice from  
*Sara Nicoliello Ellis* from *IngleseBimbi*



SIZE 24x29 cm

FORMAT paperback book (without flaps)

PAGES 128

PRICE € 9,90



2-6

In their early years of life, children have particular and unrepeatable abilities to learn, and this is a unique time to introduce them to a second language! The best way to learn it is to use it in everyday life. The games are designed to best fit into daily routines, giving cues not only to expand vocabulary, but also to use simple sentences for the different times of the day!

Starting with routines such as brushing teeth in the morning, getting dressed, eating lunch, our child will acquire the first 200 words and simple phrases of daily life! By exploring the home environments – the bathroom, kitchen, living room and bedroom – the child will be able to start using the second language right away.

This Activity Book is also designed for those who think they are not up to the task of speaking English with their child or perhaps feel a little rusty and self-conscious. This is why it is equipped with the audio of all the activities, as well as instructions for the games, nursery rhymes and flash cards made by a native English speaker and teacher.

## Coding for kids

Lots of games and activities to train computational logic

*Barbara Franco*

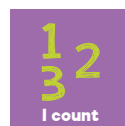


SIZE 24x29 cm

FORMAT paperback book  
(without flaps)

PAGES 128

PRICE € 10,90



4-7

Coding is an increasingly popular subject in Italy and extremely useful for fostering problem-solving in children; it helps them think step-by-step in dealing with everyday situations and small tasks assigned to them.

This Activity Book contains more than 60 games and activities divided into three chapters: at home, in the outdoors and on the road, corresponding to places frequented daily and in which coding activities can be done, aimed at stimulating computational thinking in our children. The book is enriched with 50 stickers and a fun jigsaw puzzle and has a part for parents that explains in a simple and comprehensive way how to use coding in education.

With *Coding for kids*, taking the first steps toward computer programming, without using technology, has never been easier!

# Logic for kids

Lots of games and activities to train intelligence

Barbara Franco



**SIZE** 24x29 cm  
**FORMAT** paperback book (without flaps)  
**PAGES** 128 + 1 map + 1 board game  
**PRICE** € 9,90



Developing an argument, a structured speech in which ideas or concepts are related to each other, as well as solving a problem, are all logical skills. Logic is as much about the language we use every day as it is about computational thinking, that is, the mental process that allows us to implement a strategy to solve any problem.

These are all skills that we can stimulate even in the youngest children and which boost their intelligence! Indeed, coding, a cross-sectoral subject created specifically to help children develop logical and computational thinking from everyday activities they normally perform, has been gaining ground in education in recent years. Through the games and activities proposed in this Activity Book, we can stimulate logical reasoning, abstract thinking and computational thinking. The book contains over 80 games and activities, 1 board game and 1 map so you won't stop having fun together!

This Activity Book was created with the support of a team of experts, consisting of psychologists, science communicators, speech therapists, trainers, Feuerstein Method mediators and teachers, to propose content that is valid and proven and at the same time fun and engaging for kids.

# Maths for kids

Lots of games and activities to train logical-mathematical intelligence

Barbara Franco



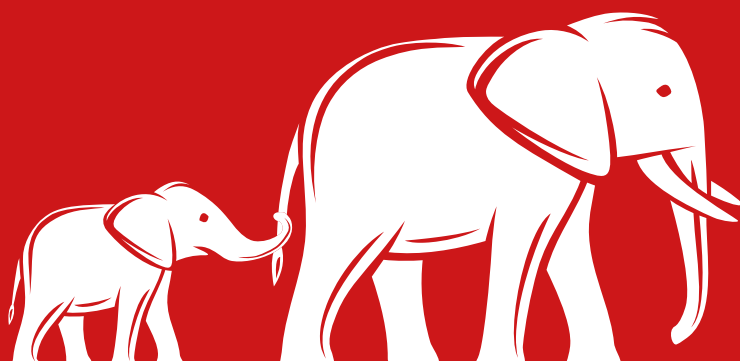
**SIZE** 24x29 cm  
**FORMAT** paperback book (without flaps)  
**PAGES** 128  
**PRICE** € 9,90



Who said you have to be gifted in mathematics? Numbers and quantities surround us every day, we just need to know how to see them!

This Activity Book is designed to stimulate young children's numerical intelligence through play, fun and lots of hands-on activities! The activities are structured to accompany the child in the development of logical and mathematical intelligence, from quantities to the introduction of numbers. The book contains more than 70 games and activities, 30 domino tiles, 12 flash cards, 1 magic dice and 80 stickers, and was created with the support of a team of psychologists, speech therapists and teachers to come up with content that is valid and scientific but at the same time fun and engaging for kids.

# SCIENCE BOOKS



# EMOTIONS

## Why You Feel the Way You Feel

Theory and practice to develop emotional intelligence in young children

Barbara Franco with expert advice from Chiara Bosia

SIZE 14x23 cm  
FORMAT Paperback  
PAGES 240  
PRICE € 18.00



Joy, sadness, anger, fear... emotions are one of the most important mechanisms nature has given us to help us understand the world around us. Every emotion has an adaptive function that contributes to the survival of both individuals and the species. This means that there are no right or wrong emotions: they are biological responses that help us react effectively to situations involving danger, loss or threat. Starting with the origins of emotional intelligence, this book offers a clear and accessible overview of the most widely recognised approaches in developmental psychology, as well as the work of leading researchers in the field of emotions, including Paul Ekman, Robert Plutchik, John Gottman and Daniel Goleman. Through practical case studies, caregivers can support children as they develop emotional literacy, while discovering and applying the most effective strategies for managing children's difficult emotions, becoming valuable emotional coaches along the way. An essential guide to developing emotional intelligence in young children and helping them understand, face and manage their most challenging emotions.

# Growing with Your Head and Your Heart

Inspired by the teachings of three great masters

Barbara Franco with expert advice from Nicola Tomba

SIZE 24x24 cm  
FORMAT hardcover book  
PAGES 288  
PRICE € 16,90



Being a parent is the most rewarding and, at the same time, one of the most challenging jobs in the world. It is something we learn every day, step by step, with both our hearts and our minds. *Growing with Your Head and Your Heart* was created to introduce parents to the key principles that can truly help children develop a healthy psychological balance, while building essential skills that will stay with them throughout their lives. For this fascinating and challenging journey, the book draws on the teachings of three leading figures in education and psychology: Maria Montessori, John Bowlby and Glenn Doman. By putting their principles into practice through small but meaningful everyday actions, parents can help their children grow with independence, confidence and the skills they need to pursue their dreams and become the adults of tomorrow.

# Genitori e figli CRESCERE INSIEME



*A series to accompany  
adults and children alike on the great  
journey called growing up*

25 volumes devoted to the main themes that QUID+ has always used to provide simple and practical support to children and parents, helping them move harmoniously through the various stages of development. From emotional literacy to logic, from creativity to spatial orientation, from mathematics to language development, this series is a precious gift for adults and children alike to spend quality time together.

## Each volume is made up of 4 chapters

### Let's Grow Together:

a guide for adults in which the topics covered in the book are explained scientifically, with the help of experts.



### Let's Read Together:

with illustrated stories that help younger children understand the various themes effortlessly.



### Let's Play Together:

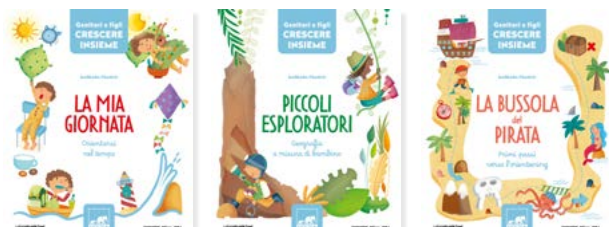
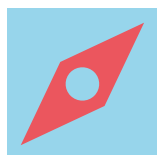
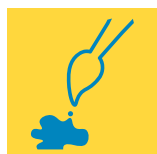
with lots of games linked to the key themes of each volume.



### Let's Discover Together:

with a series of activities to do in everyday life, bringing the skills learned from reading the book into daily routines.





## A series designed to grow together, one step at a time

- |                                                                              |                                                                                   |
|------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| <b>1 THE COLORS OF THE HEART</b><br><i>The 6 universal emotions</i>          | <b>14 THE LITTLE SPIDER'S DRAWING</b><br><i>Training fine motor skills</i>        |
| <b>2 THE SUPERPOWERS OF WORDS</b><br><i>Training linguistic intelligence</i> | <b>15 THE WIZARD OF MATHEMATICS</b><br><i>Counting and first operations</i>       |
| <b>2 LIKE A DETECTIVE</b><br><i>First steps towards logic</i>                | <b>16 CALM AS A TURTLE</b><br><i>Mindfulness for little ones</i>                  |
| <b>4 THE EMOTIONS COACH</b><br><i>Managing anger and fear</i>                | <b>17 A VOLCANO OF IDEAS</b><br><i>From creativity to problem solving</i>         |
| <b>5 HAPPY ENGLISH</b><br><i>A second language in everyday life</i>          | <b>18 ONE BRICK LEADS TO ANOTHER</b><br><i>Introduction to coding</i>             |
| <b>6 LITTLE ARTISTS</b><br><i>Nature as a source of inspiration</i>          | <b>19 FROM HEAD TO TOE</b><br><i>The human body for little ones</i>               |
| <b>7 THE BOX OF SOUNDS</b><br><i>Pronounce well to write well</i>            | <b>20 LITTLE EXPLORERS</b><br><i>Child-friendly geography</i>                     |
| <b>8 THE RAINBOW OF EMOTIONS</b><br><i>The shades within us</i>              | <b>21 THE STORY-MAKER</b><br><i>Developing storytelling skills</i>                |
| <b>9 MY DAY</b><br><i>Finding your way through time</i>                      | <b>22 THE TALKING HAND</b><br><i>Training manual skills from marks to writing</i> |
| <b>10 BIG AS AN ELEPHANT</b><br><i>Discovering math all around us</i>        | <b>23 EMOTIONAL DRAWINGS</b><br><i>Representing one's inner world</i>             |
| <b>11 JUNIOR SCIENTISTS: EXPERIMENTING</b><br><i>The world around us</i>     | <b>24 THE PIRATE'S COMPASS</b><br><i>First steps towards orienteering</i>         |
| <b>12 THE HEART TELLS</b><br><i>Communicating emotions</i>                   | <b>25 THE COOK'S LAB</b><br><i>Multisensory experiences in the kitchen</i>        |
| <b>13 THE GARDEN OF WORDS</b><br><i>Growing a rich vocabulary</i>            |                                                                                   |

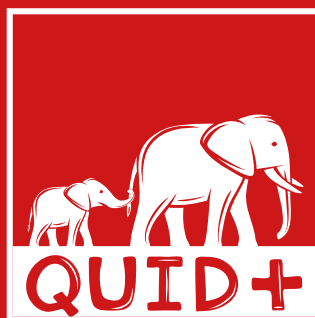


**Barbara Franco**  
*Author and creator of QUID+*

Barbara Franco, who holds a degree in Engineering from the Polytechnic University of Turin, after an initial work experience at an American consulting firm, decided to specialize in the field of companies with high cultural value. For years she has worked in publishing with some of the leading Italian and international organizations.

**SIZE** 18,5x22,5 cm  
**FORMAT** cartonato  
**PAGES** 96  
**PRICE** € 8,99





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