

## 格林 LOGO 故事

格林的商標——雞、貓、狗、驢四隻動物疊在一起的圖案，取材於格林童話《布萊梅樂隊》。

《布萊梅樂隊》是敘述四隻被主人遺棄的動物——年老力衰的老驢子、不能打獵的老狗、抓不到老鼠的老貓、和嗓子啞了的公雞，計畫到大城市布萊梅組一支樂隊，開始牠們的新生活。

但是當牠們穿越森林時，卻意外的闖進強盜窩。為了趕走強盜，牠們想了一個主意。驢把兩隻前蹄搭在窗台上、狗跳到驢背上，貓爬到狗背上，公雞飛到貓頭上，然後四隻動物一起奏樂：驢子嘶吼、狗吠、貓叫、公雞喔喔啼。

屋裡的強盜聽到這個恐怖的聲音，以為鬼怪要衝進來，非常害怕，通通逃走了。從此，這四個好朋友快快樂樂的在森林裡住下來。

《布萊梅樂隊》傳遞了「團結力量大」的重要性。出版一本好書，也需要大家的共同努力。首先我們要有好的作者、畫家創作，接下來要靠編輯的潤稿、美術編排的設計美化，印刷和裝訂才能成冊。

格林文化選擇用「布萊梅樂隊」作為 LOGO 有兩個意義：首先《布萊梅樂隊》是格林童話中的一個故事，而格林文化取名「格林」，就是想表達我們是一個出版兒童繪本的專業出版社；同時，格林文化希望能藉著這個 LOGO 提醒自己，在出版過程中不可疏漏任何一環節。

就像故事中的雞、貓、狗、驢一樣，我們秉持著團隊精神製作兒童繪本，在格林文化發行人郝廣才先生的帶領下，格林文化自 1993 年成立以來，出版多本風格優美、藝術品味高的精緻圖畫書，並屢屢獲得國內外的插畫大獎。

### 一、公司簡介

格林文化是台灣第一家結合全球 32 個國家、335 位世界第一流插畫家，出版「高畫質」兒童繪本的專業出版社。諾貝爾文學獎得主馬奎斯、吉卜林……，國際繪本大獎安徒生大獎得主杜桑凱利、羅伯英潘……等傑出而具影響力的作家和插畫家，都是我們的作、繪者。

格林文化的圖畫書版權銷售世界各地，擁有 25 種不同語文的版本，包括：美、法、英、加、韓、德、日……等國家。不僅拓展台灣出版事業的版圖，也讓全世界知道台灣是一個有能力創造高品質、精緻文化出版品的地方。

出版充滿豐富美感的兒童繪本、提昇兒童欣賞藝術的能力，並達到叫好又叫座的標準，是格林一直以來努力獲得的最大成就，也是未來持續不斷的原則與目標。

## 二、得獎紀錄

格林文化的書經常得到國際插畫大獎，如布拉迪斯國際插畫雙年展入選、波隆那國際兒童書插畫展入選、加泰隆尼亞國際插畫雙年展入選、聯合國兒童救 援基金會最佳插畫家獎，不勝枚舉。1995 年得到布拉迪斯國際插畫雙年展主辦單位評選為世界最佳出版社的榮譽。曾連續七年成為「波隆那國際兒童書插畫展」作品入選最多的出版社，創下第一家出版社連續七年入選最多書籍的紀錄。2013 年入圍波隆那兒童書展(Bologna Children's Book Fair)50 周年--全球最佳童書出版社，也是華文出版社唯一入圍者。2014 年更獲得波隆那書展最佳兒童書出版社獎。

國內大獎中，格林文化的圖書也是常客，例如文化部「金鼎獎」、文化部「中小學生優良課外讀物推介」、台北市立圖書館「好書大家讀」、中國時報「開卷」最佳童書、聯合報「讀書人」最佳童書等，深受評審委員的青睞。

## 三、製作能力

### （一）編輯：

格林文化發行人郝廣才先生為台灣兒童進入繪本時代的關鍵人物，《美國出版人週刊》稱他為台灣與國際繪本界接軌的推手。他擔任波隆那國際兒童書插畫展評審時，是歷來年紀最輕且為第一位擔任評審的華人。格林文化在他的帶領下，不論文字或美術編輯均具備豐富的兒童圖畫書相關編輯經驗。除圖書的編輯之外，與作、繪者的互動也是編輯工作中不容忽視的一環。格林結合了世界的創作資源，延攬國內外傑出插畫家，以多樣的繪畫風格詮釋經典文學及現代兒童文學創作，造就極佳的創意與品質，吸引許多國際知名的出版社前來購買版權。

### （二）印刷製作：

格林文化圖書不但在編輯上費盡心思，在印刷製作上也絲毫不敢懈怠，為了呈現最好的閱讀品質，每本書都挑選合適的尺寸與用紙，即使某些特殊尺寸和紙張，可能導致裝訂成本增加，或必須在國外印刷，我們仍堅持採用，因為孩子的童年只有一次，為了給孩子最完整的美好，我們願意努力克服印製條件的限制。

## Story of GrimmPress's LOGO

GrimmPress's trademark, a picture with a rooster, a cat, a dog, and a donkey standing on top of each other, is derived from *Musicians of Bremen*, one of Grimm's fairy tales.

*Bremen Musicians* is a story about four abandoned animals: a donkey too old to work, a dog too old to hunt, an old cat that can't catch mice, and a rooster that can't crow properly. They planned to form a music band in the city of Bremen and to begin their new life there.

Yet when passing through the forest on their journey, they accidentally found a robbers' cottage. They came up with a great idea to drive them away. The donkey put its forefeet on the windowsill, the dog jumped onto donkey's back, the cat climbed on the dog's back, and the rooster flew on top of it. Then all of them made the "music": the donkey roaring, the dog barking, the cat meowing and the rooster crowing.

The robbers inside heard such horrible sounds and thought the ghost were rushing in. They were so scared and all fled. From then, these four friends lived in the forest happily.

The story of Musicians of Bremen conveys the importance of solidarity. To publish a good book also needs cooperation from every aspect. First, we need creative works from good writers and illustrators; and then before printing and binding, a book has to go through editors' embellishment and art departments' designs.

GrimmPress chooses Musicians of Bremen as the symbol of the company for two reasons. First, it is one of Grimm's tales and naming ourselves after Grimm indicates that we are professional children's picture book publishing company. At the same time, by using this LOGO we hope to remind ourselves that any part of the publishing process is indispensable.

Like the animals in the story, we insist on the spirit of collaboration to produce children's picture books. Under the leadership of GrimmPress's publisher Mr. Guangcai Hao, we have published many beautiful and exquisite picture books with high artistic taste and have frequently won national and international illustration awards since we were established in 1993.

## Company Introduction

GrimmPress is the first professional publishing house in Taiwan to cooperate with 335 top illustrators from 32 countries, publishing high quality children's picture books. Many outstanding and influential writers and illustrators such as Nobel Prize winners Marquis, Kipling and Anderson Award winners Dusan Kallay, Rober Ingpen are all our authors and illustrators.

Copyrights of GrimmPress's picture books are sold all around the world. Our books have been translated into various editions in 25 countries, including US, France, UK, Canada, Korea, Germany, Japan etc. We have not only expanded the publishing industry in Taiwan but have also shown to the world that Taiwan is able to create high quality and fine cultural publications.

What GrimmPress has been striven to achieve, and through our aims and principles will continue striving to achieve in the future, is to publish children's picture books rich in aesthetics, to elevate children's ability of art appreciation, and to create books that are both popular and critically acclaimed.

## Awards Received

Books from GrimmPress receive international awards frequently. Our books were selected in Biennial of Illustrations Bratislava (BIB), Bologna Children's Book Fair Illustrations Exhibition, Catalonia Illustrator's Fair and won the Best Illustrator Award from the United Nations International Children's Emergency Fund (UNICEF). We were selected as the world's best press by BIB in 1995. In seven consecutive years, GrimmPress produced the largest number of works selected in Bologna Children's Book Fair Illustration Exhibition. We are the first publishing house to achieve this record. In 2013, we were the only Chinese publishing press that was nominated as the world's best children's book publisher in Bologna Children's Book Fair 50<sup>th</sup> anniversary; and we won this honour in 2014.

As for national awards, GrimmPress is also a regular winner. We have gained "Golden Tripod Awards" and "Recommendation on Excellent Extracurricular Reading Materials for Teenagers" from the Ministry of Culture, "Good Books for Everyone" from the Taipei Public Library. Our books were several time winners of Best Children's Book in "Open a Chapter" of the *China Times*, and Best Children's Book of "Intellectual" of the *United Daily News*.

## Production Capability

### Editing

GrimmPress's publisher Mr. Guangcai Hao is the key figure in promoting Taiwan's Children's picture books. *American Publishers Weekly* praises him as the promotor for Taiwan to connect with picture books in the world. He was the youngest Chinese judge when he served in the Bologna Children's Book Fair Illustrator Exhibition. Under his leadership, GrimmPress has gained rich experience in words and art editing of children's picture books. Besides editing books, the interaction with writers and illustrators is also one important job of editors. GrimmPress processes world creation resources, recruiting domestic and foreign prominent illustrators and interprets classics and contemporary children's literary works with divers illustrating styles. The excellent creativity and quality we have built attract many internationally renowned publishing houses to purchase our copyright.

### Printing and Production

GrimmPress not only focuses on editing but also pay lots of attentions on production process. To present the best reading quality, we carefully choose suitable size and paper for every book. Even if a special size or particular paper will cause higher binding costs or have to be printed abroad, we still insist on using them. Childhood can be experienced only once. To give children the best, we are willing to do our best to overcome printing limitation.