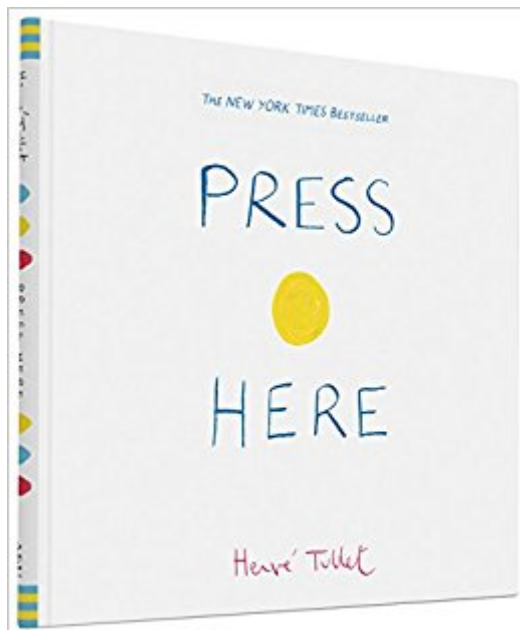


The book was found

**Press Here**



## Synopsis

PRESS HERE, MIX IT UP!, LET'S PLAY! and now SAY ZOOP! Collect all four interactive books from Hervé Tullet! Press the yellow dot on the cover of this book, follow the instructions within, and embark upon a magical journey! Each page of this surprising book instructs the reader to press the dots, shake the pages, tilt the book, and who knows what will happen next! Children and adults alike will giggle with delight as the dots multiply, change direction, and grow in size! Especially remarkable because the adventure occurs on the flat surface of the simple, printed page, this unique picture book about the power of imagination and interactivity will provide read-aloud fun for all ages!

## Book Information

Age Range: 2 - 5 years

Lexile Measure: 320L (What's this?)

Hardcover: 56 pages

Publisher: Chronicle Books; Ina edition (March 30, 2011)

Language: English

ISBN-10: 0811879542

ISBN-13: 978-0811879545

Product Dimensions: 8.8 x 0.5 x 8.8 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars 1,884 customer reviews

Best Sellers Rank: #544 in Books (See Top 100 in Books) #4 in [Books > Children's Books > Early Learning > Basic Concepts > Colors](#) #16 in [Books > Children's Books > Activities, Crafts & Games > Activity Books](#)

## Customer Reviews

Explore The World Of Hervé Tullet Read aloud Press Here, Mix it Up! and Let's Play, interactive picture books from the prince of preschool. [View larger](#)

[View larger](#) [View larger](#) [View larger](#) Press the yellow dot on the cover of this book, follow the instructions within, and embark upon a magical journey! Follow the artist's simple instructions, and suddenly colors appear, mix, splatter, and vanish in a world powered only by the reader's imagination. It's only a yellow dot but what a dot it is! Readers won't be able to resist this jaunty, adventurous dot, nor its invitation to play along.

View larger Hervé Tullet Hervé Tullet is known as 'The Prince of Preschool.' He has been an ad agency art director and magazine illustrator in addition to the creator of dozens of children's books, including Press Here and Mix It Up. He hails from Paris, is living in New York City together with his wife and daughter.

Starred Review. Tullet's brilliant creation proves that books need not lose out to electronic wizardry; his colorful dots perform every bit as engagingly as any on the screen of an iPad. "Ready?" the voiceover-style narration asks on the first page; it shows a yellow dot on a plain white background. "Press here and turn the page," it instructs. When the page is turned, there's a second yellow dot beside the first one. "Great!" it says. "Now press the yellow dot again." A third yellow dot appears beside the first two. "Perfect," the narrator continues. "Rub the dot on the left... gently." On the next page, voila! that dot is now red. "Well done!" the book congratulates. The fun continues as the dots proliferate, travel around the page, grow and shrink in response to commands to clap, shake, or tilt the book, etc. The joy is in the tacit agreement between artist and reader that what's happening is magic. Shh! Don't tell. All ages. (Apr.) (c) Copyright PWxyz, LLC. All rights reserved.

"At the close of this reading experience, you'll hear the ultimate praise: 'Read it AGAIN!' Hooray for the book!" -Kids Brain blog "Entertaining and intriguing." - Pittsburgh Post-Gazette "Deceptively simple, and endlessly entertaining" -Kepler's Books and Magazines, Camino Real Menlo Park, CA "Compared to the squawking sounds and flashing lights of many toys, Tullet's simplicity is a breath of fresh air....Children and parents keen to explore technological interactivity will delight in recalling the infinite possibilities of the picture book."--Kirkus Review, Starred Review "This is one that will be passed around every classroom, every library and at every gathering of family and friends. Irresistible."--Shelf Awareness "This book is 100% magic, the potent kind that makes an adult ignore cranky knees curled awkwardly on the floor to read (and press and rub and tap.) right to the very end." -Madison Public Library "The iPad generation expects interactive. But books can play too...It's so much fun to pretend that things are actually changing on command. No computer needed! Kids (and adults) are delighted by their perceived power." -Susan Faust, The San Francisco Chronicle "The bottom line: "Press Here" is a tour de force of imagination and playfulness that belongs on every family bookshelf." -Courier & Press "Such a fun, simple book but one that will keep your preschooler enthralled and entertained. ...An age-appropriate thought-provoker." -About.com "So clever and so much fun." -Raising Creative and Curious Kids blog "Simple in

appearance, genius in execution. An interactive book for interactive times, Press Here will please all comers. A must see." -- Travis Jonker, 100ScopeNotes.com"Simple enough to captivate a two-year old, yet brilliant enough to garner the attention of an adult, this book will bring magic into anyone's day who reads it." -Babble.com"Press Here is the ultimate book for engaging very young children and holding their attention." James Patterson's ReadKiddoRead.com"My kids love for me to read this book to them." Kelly Rutherford, actress, Gossip Girl"Kids will love it, because they can challenge themselves, reinforce basic concepts, and just have fun with a book that interacts with them." -Librarians Crossing blog"It's a magic trick that never stops giving. It is, I hope, the start of great new things to come with one of the oldest formats on earth."--Betsy Bird, School Library Journal's A Fuse #8 Production Blog"For something to read alongside your young grandchildren, you must check out "Press Here" by Herve Tullet." -Brainerd Dispatch"Every once and a while a book comes along exemplifying such a rare simultaneous brilliance and simplicity that you cannot believe the world of words ever functioned before its conception. Press Here, written by Herve Tullet and published by Chronicle Books, is one of these titles. " -Acquired Taste blog"It takes a low-tech book to remind us of all the fun you can have without a single electronic gadget. " - HuffingtonPost Parents"Irresistible...A cross between a high-concept picture book and an iPhone, only more charming." -The Wall Street Journal"I love Press Here! It would work on so many levels: teaching kids left from right, just as a fun game, using your imagination." -Robin Benoit, Children's Librarian, Fairport Public Library, NY"I have been hearing such good things about this one and I have to say all the rumors are true! Not to say that e-books and apps do not have their place but it is nice to see a real book compete with them and win." -Books Beside My Bed blog"An innovative, interactive work that gets kids to play with the physical form of the book."--Time Magazine, 100 Best Children's Books of All Time""Press Here" is a tour de force of imagination and playfulness that belongs on every family bookshelf" - Seattle Times"[S]pectacularly simple....And it's just plain fun. Tullet reminds readers that a child's imagination truly needs only the most basic of instruments to soar high and far."--School Library Journal, Starred Review"Without so much as a single tab to pull or flap to turn, this might be the most interactive picture book of the year."--Booklist"This brilliantly simple amusement wins its spot (in a manner of speaking, for it consists almost entirely of colorful spots on glossy white backgrounds) for the sheer delight it gives. The book, we said earlier this year, 'is like a cross between a high-concept picture book and an iPhone, only more charming.'" - Wall Street Journal/Best Books of 2011"Who needs video games? I guarantee this book will completely engage young readers - and their families as well and the giggles will multiply as fast as the colored dots."-Bookends, A Booklist Blog"We're reading Press Here [by HervÃfÂ" Tullet]!" -Kelly

Rutherford, actress, Gossip Girl "We believe in magic after reading this book....This could quite possibly give birth to a whole new genre of kid lit." - Babble.com "Utterly captivating." -The Modesto Bee "Tullet's brilliant creation proves that books need not lose out to electronic wizardry; his colorful dots perform every bit as engagingly as any on the screen of an iPad....The joy is in the tacit agreement between artist and reader that what's happening is magic. Shh! Don't tell."--Publishers Weekly, Starred Review

LOL - okay, the wonderful review before mine is so chock full of great information on the book that I don't know how I can compare. (I think the review is longer than the book!) Truly a great review, so I'll just move onto reaction to book. I'm the mom of a 3-year-old daughter. I wasn't sure how she would react to the book. There are no cute characters. No flaps to lift. No scratch and smell, lights, music or holograms. LOL - it's truly a book! And it's made up of primary colors, circles, and basic sentences - that's it. So, I put her on my lap and began to read. Did she like it? Well, we had to read it 8 times the first night, 7 times the second night, 10 times the third night, etc., etc., etc. She hasn't gotten tired of it yet. This morning, my daughter had a doctor's appointment. As we sat in the waiting room, I took the book out and we began to read. Within moments, we were surrounded by every other child in the waiting room as they watched and listened in fascination. This is truly a wonderful little book that proves imagination is more important and more effective than batteries! \*-\*-\*-Product Update 11/16/13 Well, my daughter is now 5 1/2 years old. As many books do, this one eventually ended up on a shelf filled with many other books. We're packing for a move and Press Here came to light again. I told my daughter that it had been her favorite book when younger, so she asked me to read it to her. My voice was soon tired as we had to read it six times in one sitting. Though she's old enough that the book doesn't seem quite so 'magic' anymore, she was still delighted with it. And even in her five-year-old wisdom, she did need to take a moment just to ask me if the book really was doing things when she pressed. She's now shared the book with her kindergarten class and the kids keep asking her to bring it back. And reading it again, I was just as delighted as I was the first time.

One thing's for sure - after purchasing this book for our grandson (which I understand has not spent a day just sitting on the bookshelf!) - I'll be purchasing more books by this innovative and multi-talented author, Herve Tullet. I'd read an interview with him that discussed what he tries to achieve when writing a children's book - "the idea that adults and children should collaborate with the book together, the element of surprise, the connection between abstract and concrete

concepts..." In this neat book, he achieves what he sets out to do... it allows your child to feel like a magician, assisted by nothing more than yellow, red and blue dots! Beginning with a simple yellow dot your child presses (which "magically" - via your child pressing it - responds by turning into two yellow dots on the second page), the amount of dots, colors, patterns and sizes of the dots change as the book progresses, with a child learning the meaning of pressing, turning, rubbing, tapping, shaking, tilting, blowing, along with varying degrees of movement (gently, a little bit, a little bit more, hard, a little bit harder, really hard) - and direction (left, right, up, down). Love the fact that the cover is SO thick - allows for all of that manhandling! Throughout, your child is cheered on with words like "Great! Perfect! Well done! Fabulous! Excellent!" as his/her actions appear to create the "magic" happening on each page. Toward the end, your child will be clapping to make the dots larger and larger and LARGER until finally that original one yellow dot (with a white hole in the center) is taking up the entire two page spread... at which point your child's encouraged to "Quick, press the white dot", with the final page showing the original yellow dot and saying, "Bravo! Want to do it all over again? Back to the beginning. This way..." with an arrow. This is really an energizing, just PERFECT little book for engaging your child in a fun way, especially if you let your own self be a kid again and "ooh" & "aaah" at the magic (but with all of the clapping at the end, 56 pages long and the encouragement to do it all over again, more suited for daytime rather than a bedtime read!) I really like the clean look of this book - its brilliance is in its simplicity... stretching a child's imagination while teaching concepts of movement in such a magical way. Reminded me of an amazing college-aged aunt we had who never stopped being a kid herself, whom we would swarm around as she would make the simplest activities seem magical - thought of her as I read it, wondering if perhaps Mr. Tullet knew my Aunt Mary? ;-) Herve Tullet does a terrific job, and I found it well worth the imprinted \$15.99 price.

I thought there would be more to this book, but it's kinda fun and really good quality

Very cute and fun book.

Such a fun, interactive book!

There's no magic in this book, just simple creative genius and dots--but the toddlers think otherwise. As you press the yellow dot and follow the directions on each page you turn, it feels like you're actually causing the dots to change. They fall to different edges of the book, you can blow away the

dots, and even make them so big they take up the entire page. My toddlers get really excited by this book. The images are simple enough that they don't become overwhelmed with so much to focus on. It's a good book to learn basic colors and to learn about "dots" and "circles".

I only recently heard about this book from a pre-K teacher, though I believe it has been out for some time. This is one of the most fun and most educational books for young children that I have come across. In this completely interactive book, youngsters can learn counting, opposites, primary colors, and training in following written directions. I really, really liked this book and have purchased it for my sister and sister-in-law, as they both have toddlers who they can read it to. This book is great for Pre-K teachers or parents and can be used effectively in both group and individual one-on-one reading situations. Highest possible recommendation!

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