



## What if up were down? What if outside were inside? What if I were you?

This is more than just playing with words – it lies at the very heart of Norwegian literature and illustration for children and young people. It is an invitation to turn reality on its head, to ask questions, and to open doors to new worlds.

Our slogan *What if* is an attempt to capture a spirit of curiosity and courage.

The essence of Norwegian children's literature is shaped by freedom, imagination, and boldness. These books break boundaries, confront taboos, and play with both form and content. Brimming with mischief, humour, seriousness, and surprise, they dare to be fearless and direct. Unconventional and innovative, they don't tell children what to think – they invite them to think for themselves.

This approach mirrors values that are deeply rooted in Norwegian society: trust, democracy, freedom of expression, and equality. Children are independent individuals with their own thoughts, feelings, and perspectives – and they deserve artistic expressions that take them seriously.

The books open up spaces for wonder, reflection and questions. They meet their readers at eye level, giving children the opportunity to explore both themselves and the world around them.

When children encounter literature, something happens.  
They discover new worlds and begin to wonder:

## What if...?

