

((Medienmeldung 2'073 Zeichen))

A new area of picture books started

iPads and co. are smart tools with innumerable and innovative avenues of application. Recently, an interdisciplinary team of music, language and image artists in Switzerland combined forces to rethink the traditional picture book for iPad-users. “The Carnival of Animals” is their latest creation. It has been met in Switzerland with enthusiasm by both adults and children and is now available on the app store.

Markus Cslovjecsek and Stephan Brühlhart, both professors at the University of Applied Sciences Northwest Switzerland, joined forces with lyricist Achim Lück and programmer Markus Zehnder to create an attractive and interactive picture book to the music of «The Carnival of the Animals» by Camille Saint-Saëns. The Basel Festival Orchestra, conducted by Thomas Herzog, as well as over 50 experts from all over Europe contributed towards the production of this interactive app.

The creative interplay of music, languages, images and tactile-acoustic sound tracks allows children and adults to improvise with sounds from foreign languages, compose their own music, discover and compare new languages in a fun way and much more. The sounds and animation hidden in each picture encourages children to explore the book for themselves and explain it to others.

The new app is not only fun to read, listen to and play with but offers an excellent opportunity to explore and compare languages. It guides the inter-actor through Saint-Saëns’ musical story of the bored lion and the wild animals that decide to have a grand party. As each scene unfolds, the inter-actor can decide to be conductor of the virtuous pianist and the colourful orchestra, observer, or language detective. Currently, this multimedia, multisensory and multilingual production can be enjoyed simultaneously in the following languages: Catalan, English, German, Finnish, French, Greek, Italian, Rumanian and Spanish. It encourages first and foremost greater openness for communication between speakers of different languages and raises awareness of users to the diversity of communicative channels.

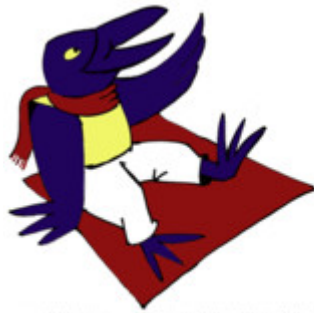
For further details see:

<http://itunes.apple.com/my/app/the-carnival-of-the-animals/id466412101?mt=8>

Contact for media inquiries
markus.cslovjecsek@fhnw.ch

On request we will refund the € 3.- for downloading the app





Kangaroos hop around.
 The crow is coughing.
 The kangaroos help the crow.

Kängurus hüpfen herum.
 Die Krähe hat Husten.
 Die Kängurus helfen der Krähe.

Les kangourous sautillent.
 La corneille a la toux.



Two squirrels make music.
 They are dressed up.
 Two cats listen.

Zwei Eichhörnchen machen Musik.
 Sie sind verkleidet.
 Zwei Katzen hören zu.

Deux écureuils font de la musique.
 Ils sont déguisés.
 Deux chats écoutent.

sciatelli
 Sono ma...





The donkeys are poor.
They don't have any socks.
A hare knits socks.

Die Esel sind arm.
Sie haben keine Socken.
Ein Hase strickt warme Socken.

Les ânes sont pauvres.
Ils n'ont pas de chaussettes.
Le lièvre tricote des chaussettes.

The cuckoo calls.
Two animals do not
The panda bear can

Der Kuckuck ruft
Zwei Tiere können
Der Panda kann

Le coucou appelle
Deux animaux ne

