

FOR IMMEDIATE RELEASE

Danish mentalist Jesper K. Lassen publishes Bob & Otto, five picture books that tell two stories in one

Read from the front, each book is one friend's side of an everyday misunderstanding. Turn it over, and the same words, read in reverse line order, tell the other friend's side.

COPENHAGEN, Denmark, October 2026 — Jesper K. Lassen, a Danish mentalist with more than 1,000 live performances and his own documentary series on DR, Denmark's national broadcaster, has written and illustrated *Bob & Otto*, a series of five picture books for children aged four to eight, published by VEN Method.

Each book is printed once and read twice. Read from the front cover, it is Bob's side of a small misunderstanding between two best friends. Turn the book over and read the same pages from the back, and it is Otto's side. Not a word or punctuation mark changes; only the order of the lines reverses. Both boys speak on every spread, Bob on the left-hand page and Otto on the right, so both voices are present in both readings. A sparrow sits on every one of Otto's pages, so a child who can't read yet always knows whose side they are on.

"The child isn't told to see the other side. They hold it," Lassen told children's book reviewer Deb Preston in a September interview. "Letting them choose a starting cover is already practicing perspective."

The five misunderstandings are ones children meet every week: a sentence overheard through a fence (*Half a Sentence*), a laugh that might be at you (*The Laugh*), a best friend with someone new (*Room for Three*), a silence in a tent at night (*Goodnight, Otto*) and a hurt you can't see from the outside (*In Otto's Shoes*). Neither boy is the villain. Each book uses fewer than 135 words.

The text of each book is a reverso, or reverse poem, a form introduced by the poet Marilyn Singer, in which the same lines read in reverse order say something different. *Bob & Otto* writes it as a duet between two characters and builds the reversal into the book itself.

Of the first book he wrote, *Half a Sentence*, Lassen said: "That pattern is painfully familiar. I can see myself in it. Childhood misunderstandings, and the adult ones too, where we react to a fragment and miss the rest."

In her review, Preston called the books "a thought-provoking, discussion-inducing series that kids and adults alike are sure to enjoy." Michelle Marcotte reviewed the series on her YouTube channel, *Great Books for Kids Reviewed by Michelle Marcotte*.

The books are available in paperback (\$8.99) in English and, as *Bob y Otto*, in Spanish: direct from bobandotto.com, from Amazon, Barnes & Noble, Walmart and Bookshop.org, and from bookshops worldwide through Ingram, by ISBN. Both languages are also on Kindle (\$2.99). Lassen is available for remote interviews and, by arrangement, for in-person appearances in the United States.

About Jesper K. Lassen

Jesper K. Lassen is a Danish mentalist, author and illustrator based in Copenhagen. He has given more than 1,000 live performances and has his own documentary series on DR, Denmark's national broadcaster. He wrote and illustrated *Bob & Otto*, a series of five two-way picture books, and founded VEN Method, a social-emotional learning company.

About VEN Method

VEN Method is a social-emotional learning company that builds connection in classrooms and at home. It publishes the *Bob & Otto* picture books and The Connection Protocol, a classroom practice published free in full at venmethod.com. "Ven" is Danish for "friend." VEN Method is registered in the United States and works with partners in Texas.

Media contact

Jesper K. Lassen · jesper@danishmentalist.com · +1 650-502-5501

Images, press kit and interview ideas: bobandotto.com/press

#