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**From Picturebook to Film and Film to Picturebook: Crossing Media with Fairy Tales**

*Izvorni znanstveni rad / original research paper*

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The paper focuses on the adaptation of retellings of the story of Little Red Riding Hood from picture book/picturebook to film and film to picturebook. The author considers several revisionings of the popular tale which underwent intermedial transformation in the 1980s, 1990s, and 2000s in Switzerland, France, and Norway respectively. These works demonstrate the range of techniques used over a period of three decades to cross media with fairy tales. Despite the differences in approach, technique, media, and direction of the adaptation, all these recastings of the age-old tale appeal to a crossover audience of children and adults. This is no doubt a reflection of an ever more visually-oriented society in which age is less of a defining category.

**Keywords:** adaptation, crossover audience, fairy tale, film, intermedial transformation, picturebook

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