

# MOOMIN

MOOMIN PUBLISHING



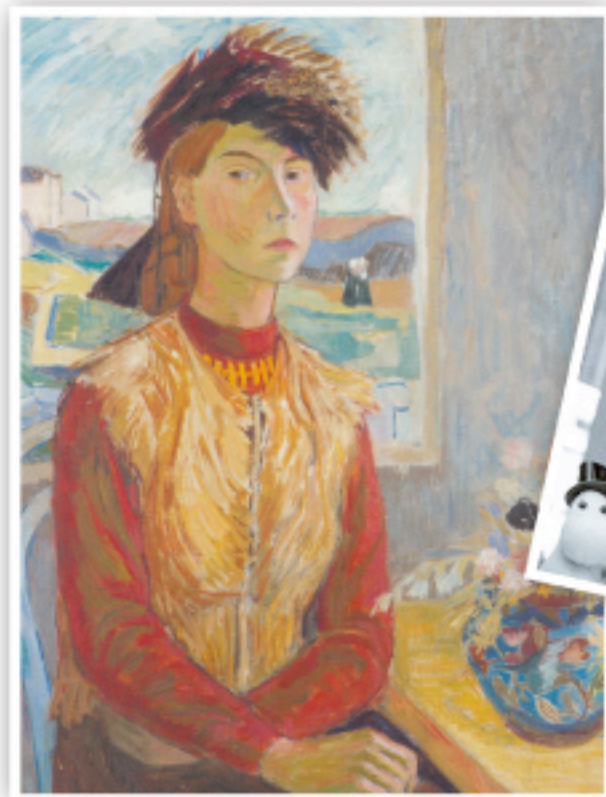
**MOOMIN 70**  
© MOOMIN CHARACTERS™



*Fantoon*  
© Moomin Characters™



# Tove Jansson



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Tove Jansson (1914-2001) became one of the key artists in Finnish visual art during the postwar golden age of modernism.

Jansson's immense international success made her one of the best-known Finnish artist in the world.

## MOOMIN TURNS 70

2015 marks the 70th anniversary of Tove Jansson's first book about the Moomins. Published in 1945, "The Moomins and the Great Flood" is the story about Moominmamma's and Moomintroll's search for the missing Moominpappa and how they found their way to the Moominvalley.

Since then, the popularity of the Moomintrolls is constantly growing. Books, TV-series, the animated feature film "Moomins on the Riviera" and an increasingly successful licensing program with an estimated yearly retail value of 450 million Euro, Moomin was voted top twenty brands in the world by Licensing biz in 2013.



Tove Jansson in her studio in Helsinki 1954.



# MOOMIN & TOVE JANSSON

Tove Jansson wrote and illustrated nine novels, four picture books, and hundreds of comic strips about the Moomins.

The original Moomin stories have been translated into 49 languages.



*The Moomins and the Great Flood*



*Comet in Moominland*



*Finn Family Moomintroll*



*The Exploits of Moominpappa*



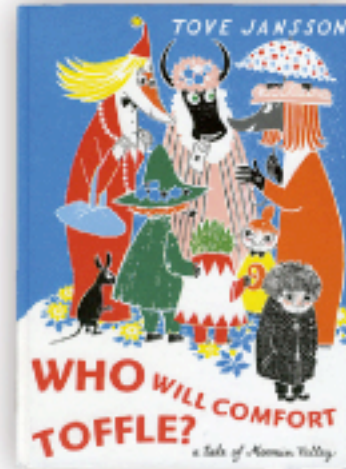
*Moominsummer Madness*



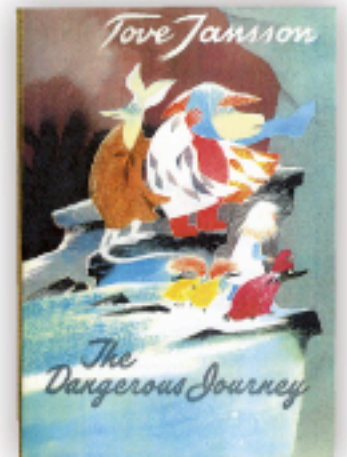
*Moominland Midwinter*



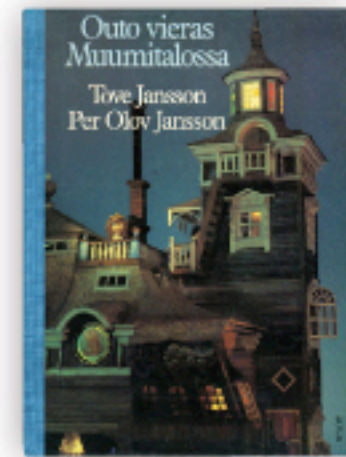
*The Book about Moomin, Mymble and Little My*



*Who will comfort Toffle?*



*The Dangerous Journey*



*An Unwanted Guest*



*Tales from Moominvalley*



*Moominpappa at Sea*



*Moominvalley in November*

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www.sets.fi



[www.moomin.com](http://www.moomin.com)  
[www.tovejansson.com](http://www.tovejansson.com)



# MOOMIN

## COLLECTED COMICS

The Moomin comics were originally created by Tove and her brother Lars Jansson for The Evening News in London. The creative siblings produced the comic adventures for over 20 years, which was later syndicated to over 120 newspapers in 40 countries, reaching more than 20 million readers daily.

The Canadian publisher Drawn & Quarterly is producing the collectible books with the original comic-strip adventures from the 1950s and onwards, which are once again attaining world-wide success.

### The Collected Comics

10 volumes  
Hardcover 106 pages  
Format: 31 x 22 cm, b/w

Deluxe Anniversary Edition



Volume 1



Volume 2



Volume 3



Volume 4



Volume 7



Volume 8



Volume 5



Volume 6



Volume 9



Volume 10

"Moomin, the Deluxe Anniversary Edition"



Launch of the Moomin comic strip, UK 1954.

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# MOOMIN

## COLORED COMICS

The fantastic adventures of the Moomins are now available in color. Ten softcover books are available, with two additional releases planned every year, by Drawn & Quarterly.

Colors are based on the palettes used in the original books by Tove Jansson.

### Colored Comics

10 volumes  
Flexi-cover/full colored versions of single stories.  
Format: 48-64 pages, 21x15 cm



"Moomin Valley Turns Jungle"



"Moomin and the Sea"



"Moomin's Winter Follies"



"Moomin Builds a House"



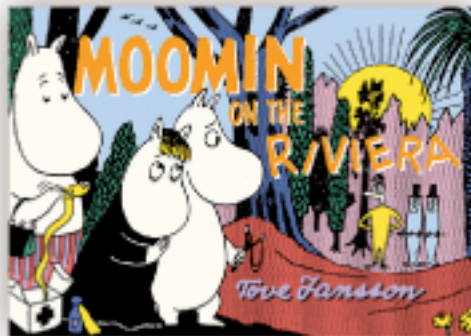
"Moomin Falls in Love"



"Moomin and the Comet"



"Moomin and the Martians"



"Moomin on the Riviera"



"Moomin's Desert Island"



"Moomin and the Golden Tail"

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# MOOMIN

## NEW PUBLISHING

For many years, Tammi and WSOY (part of Bonnier Books Finland) have been trusted Moomin publishing partners. Every year, new titles are added to the enchanting selection of story books, board and novelty books. An extensive backlist is available upon request.



"Who mixed up the presents?"



"You are so fine, Snorkmaiden!"



"What's the matter, Sniff?"



"Who plays with string?"



"Who gets the flower?"



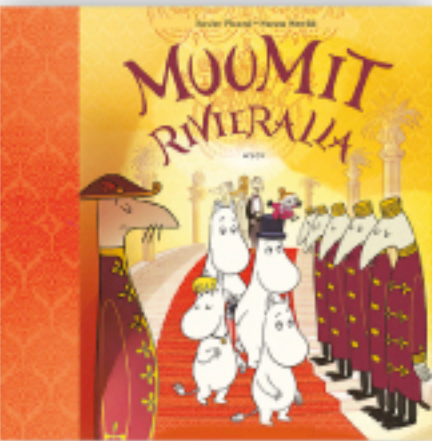
"Who finds the paper?"



"Surprise in the garden, Moominpappa!"



"Where is the cat, Moominmamma?"



"Moomins on the Riviera"  
(based on the movie, edited for children)



"The Moomin Family Album"



"Moomin and the lost belongings"



"A busy day in the Moominvalley"



"The Moomin Family Songbook" with CD



"Moominvalley Music" sound book

# MOOMIN

## NEW PUBLISHING



"Moomintroll helps"



"Moomintroll gets lost"



"Moomintroll flies"



"Moomintroll wakes up"



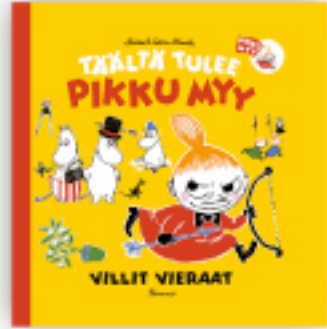
"Moomintroll sails"



"Moomintroll's house"



"Pirates in Moominvalley"  
**NEW!**



"Wild guests"



"Moomins in the winter"



"Sailing with the Moomins"



"Moomins in the woods"



"A day in the Moominvalley"



"The jam jar mystery" **NEW!**



"The stamp mystery" **NEW!**



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# FROM 1945 AND ONWARDS...

**1945**  
The first Moomin book, "The Moomins and the Great Flood" is published in Swedish.



**1950**  
The first novel is translated into English. Tove Jansson wrote nine Moomin novels between 1945-1970.



**1952**  
The first licensed products are produced in early 1950s.



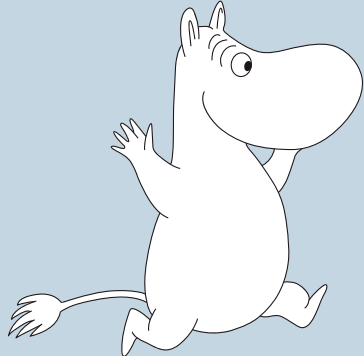
**1957**  
Arabia Finland begins the production of Moomin porcelain in the late fifties. The first products are hand-painted by Tove Jansson.



**1954**  
The Moomin comic strip is commissioned for the London Evening News and runs daily for 20 years.



**1952**  
The Book about Moomin, Mymble and Little My, Tove's first picture book, is released in 1952. The book is translated, together with the two other titles, into more than 50 languages.



**1979**  
Film Polski releases a Moomin-themed puppet animation in Poland.



**1990**  
Release of Telecable's animation of 104 episodes, sold to more than 100 countries. The series is still on air to this day.



**1990**  
Re-launch of the Arabia Moomin mug. Almost 1 million Moomin mugs are sold every year since then.



# THE MOOMIN TIMELINE



**2013**  
The launch of the official web shop, "All Things Moomin".



**2011**  
Launch of "the Moomin Shop" in London.



**2014**  
"Moomins on The Riviera", a new, animated feature film is launched.



**2015**  
Junibacken in Stockholm arranges a major Moomin exhibition.



**MUMIN 70**

**2015**  
The 70th Anniversary of the Moomins.



**1993**  
The first theme park "Moominworld" opens in Finland.



# MOOMIN

## NEW PUBLISHING

Rabén & Sjögren has developed an attractive program of Moomin activity and novelty books, including the Moomin house with books, press-out characters and unlimited play value!



"Brave little My"

"Snufkin is happy"

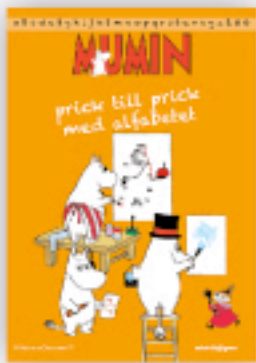


"Beautiful Snorkmaiden"

"Happy Moomin"



Activity book



Activity book, dot-to-dot ABC



Activity book with stickers



My first photo album



Moomin postcard book



Little My's activity book with stickers



Puzzle- and quote book



Moomin House with interior, three books and press-out characters.

The house contains the following books:

- "Moomintroll helps"
- "Moomintroll is lost"
- "Moomintroll wakes up"



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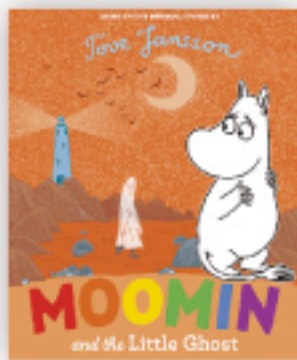




# MOOMIN

NEW PUBLISHING

Since 2010, Puffin Books have developed a new range of books based on the original Moomin stories. These titles are sold on a worldwide basis by Puffin, on behalf of Moomin Characters and Bulls.



"Moomin and the Little Ghost"



"Moomin and the Wishing Star" **NEW!**



"Moomin and the New Friend"



"Moomin and the Winter Snow"



"Moomin and the Birthday Button"



"Moomin and the Moonlight Adventure"



2014  
"Moominvalley for the Curious Explorer"

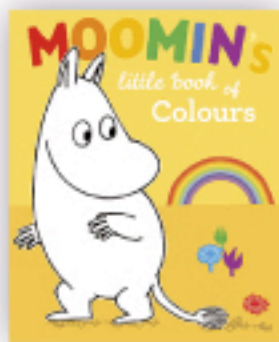


"Moomin make-a-wish Counting Book"

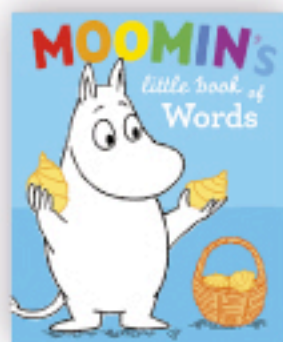


# MOOMIN

NEW PUBLISHING



"Moomin's little book of Colours"



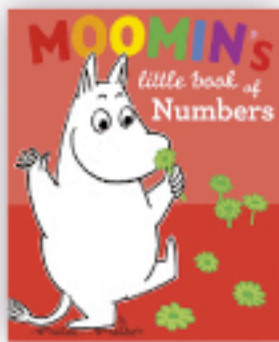
"Moomin's little book of Words"



"Moomin and the Great Treasure Hunt"



"Moomin and the Favourite Thing"



"Moomin's little book of Numbers"



"Moomin's little book of Opposites"



"I spy with Moomin" **NEW!**



"Moomin's very big lift-the-flap book"



"Moomin's touch and feel Playbook"



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Stefan Davey  
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www.puffin.co.uk



# MOOMIN NEW PUBLISHING

For many years Egmont has been a trusted supplier of Moomin activity and novelty books. Many more are available upon request.



Moomin colouring and activity books



Moomin board books



Moomin puzzle books



Moomin baby book



Moomin sound books



Moomin puzzle books



Moomin magnetic books



Moomin atlas

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# MOOMIN NEW PUBLISHING

The Moomin comic and activity magazines have delighted young readers across Europe for more than a decade. A vast amount of material is available for publishers to pick and mix in suitable formats.



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# MOOMIN

## TOVE BIOGRAPHIES

### and Moomin Guide Books



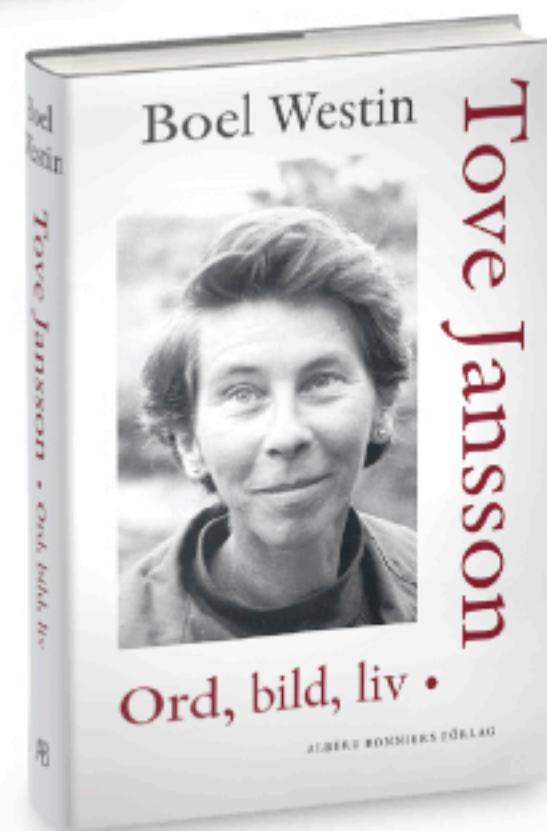
*"The Moomin Guide"*  
A fantastic overview and guide to all the characters inhabiting the Moominvalley.



*"Tove Jansson: Work and Love"*



*"Moominworld & reality.  
Tove Jansson's life in pictures"*



*"Tove Jansson. Life, Art, Words"*

For more information, contact:  
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# MOOMIN

## HIGHLIGHTS 2015



### Moomin Charity Project

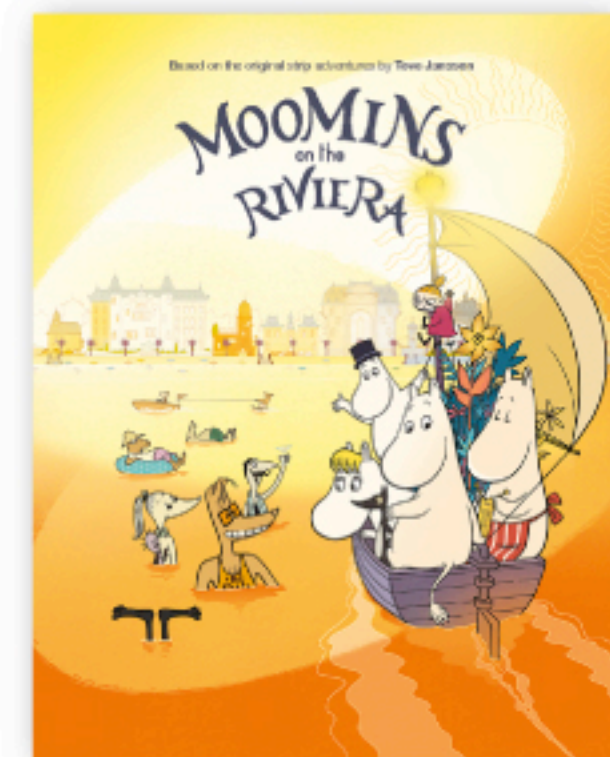
During 2015, the 70th Anniversary of the Moomins, Bulls Licensing and Moomin Characters have selected the Keep Sweden Tidy Foundation as their charity partner. During the seventies, Tove and her brother Lars Jansson created a few illustrations exclusively for the foundation and a campaign called "Save the Baltic Sea". These illustrations will be re-used during 2015, as a part of this year's Moomin Charity project.

### Moomins on the Riviera

Moomins on the Riviera, the movie - now sold to nearly 40 countries.

### Junibacken

The Moomins have moved in to Junibacken! Don't miss the fantastic opportunity to play in the Moomin house, see the Moomin theatre and taste Moominmamma's jam at Junibacken, Stockholm. The exhibition ends February 2017.



*The animated "Moomins on the Riviera" is based on the original strip adventures from the fifties.*



FOR INFORMATION ABOUT THE MOOMINS  
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For information about products and licensees:  
www.moominproductgallery.com

For information about "Moomins on the Riviera":  
www.moominsontheriviera.com



www.facebook.com/moomin



Instagram/Moominofficial

The official home of the Moomins:  
www.moomin.com

Sub-agents:

Tuttle-Mori Agency

Territory: Japan.  
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Medialink Animation International Ltd.

Territory: Hong Kong, China,  
Malaysia, Singapore, Thailand, Philippines, Taiwan and other Asia.  
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SMC Seoul Merchandising Co. Ltd.

Territory: Korea.  
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Caroline Mickler Limited

Territory: United Kingdom and Ireland.  
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The Agency

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