

MOOMIN

A WORLDWIDE BRAND



MOOMIN PUBLISHING

A HERITAGE BRAND

Tove Jansson (1914-2001), Finnish-Swedish writer and artist, achieved worldwide fame as the creator of the Moomins, written and illustrated between 1945 and 1977. Tove wrote nine novels, four picture books and hundreds of comic strips. The books about the brave and adventurous, yet family focused and home-loving Moomins have been translated into more than 50 languages and are still in print all over the world today.

In collaboration with Moomin Characters and key publishers, the Moomin publishing business is blossoming, growing up to 30% year on year since 2010. With carefully developed "new publishing", based on the storylines and artwork created by Tove Jansson, Penguin Random House, Pan Macmillan, Egmont and Bonnier Books Finland have developed a number of books and series of publications including board books, story, activity and coffee table books, sold and re-printed worldwide, from the UK to Korea, Russia to the US, Finland to Japan, to mention a few.

For information about Moomin publishing, please contact:
info@rightsandbrands.com



www.rightsandbrands.com

MOOMIN LICENSING

A WORLDWIDE BRAND

With a rich archive of artwork and stories, Moomin is one of the very few licenseable, art-based character brands. It's internal qualities have made the Moomins one of top 20 licensed brands in the world.*

Moomin products span from branded aeroplanes and high fashion collections to kitchen utilities, plush toys and apps. In 2016, 700 licensees were contracted to work on this global business, generating an estimated consumer value of **700 million Euro**.

Upcoming brand developments include TV animation, theme parks, shops, cafés and a state of the art children's hospital.

** Licensing Power list, Licensing biz 2015*





www.chintiandparker.com



www.aaltointernational.com



"Forget Disney,
this Moomin jumper
collection is our
new obsession"

COSMOPOLITAN, July 2017

www.chintiandparker.com





www.ivanahelsinki.com



www.mozoaccessories.com



www.martindex.fi



www.arabia.fi



www.chintiandparker.com



www.ivanahelsinki.com



www.aaltointernational.com



www.martinex.fi



www.mysantagift.com

www.rattstart.se

www.saurum.fi

www.martinex.fi

www.isoisanpuulelut.fi



The famous designer Efva Attling made a necklace in silver/gold in honour of Tove Jansson during Finland 100.

EFVA ATTLING

Efva Attling





THE HISTORY OF MOOMIN

1914 Tove Jansson is born on August 9, 1914.



1930s Tove Jansson draws the first version of a Moomintroll on the wall of the outhouse.

1940s Tove uses a Moominlike character as a re-occurring signature in the magazine Garm.



1945 The booklet "The Moomins and the Great Flood" is published.

1946 The first book about the Moomins, "Comet in Moominland" is published.

1947 The first Moomin Comic, "Moomintroll and the end of the world".

1948 The second book: "Finn Family Moomintroll".



1949 The first Moomin play, "Moomin and the Comet", premieres.

1950 The third book, "The Exploits of Moominpappa".

1951 The first edition in the US, "The Happy Moomins" (Trollkarlens Hatt)

1952 The first picture book, "The Book about Moomin, Mymble and Little My".

1954 The fourth book, "Moominsummer Madness".



1950s The Moomin novels are translated and published in Finnish.

Mid-1950s First Moomin licensed products; ceramics by Arabia and handmade Moomin dolls by Ateljé Fauni.



1954 London's Evening News commissions and publishes the Moomin Comic Strip

1957 The fifth book, "Moominland Midwinter".

1958 The theatre play "Troll i Kulisserna" (Moomins on Stage) premieres.



1959 The first Moomin television series, a German puppet animation.



1960 Tove's brother Lars Jansson takes over the Moomin Comic production.

1960 The second picture book, "Who Will Comfort Toffle?"



1962 The sixth book, "Tales from Moominvalley".

1965 The seventh book, "Moominpapa at Sea".

1969 Moomin becomes a Swedish TV celebrity with the series "Mumintrollen" (The Moomins).

1970 The eight book, "Moominvalley in November".

1974 The first Moomin opera.



THE HISTORY OF MOOMIN

1977 The third picture book, "The Dangerous Journey".



1979 The Moomin House tours Europe.

1980 The fourth picture book, "An Unwanted Guest".

1990 The Japanese Moomin animation, 104 episodes, is produced, still on air to this day.



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

1992 Japanese animated feature film "Moomin and the Comet".

1993 The first theme park "Moominworld" opens in Naantali, Finland.

2001 Tove Jansson dies.

2010 Film: "Moomin and the Comet Chase" with music by Björk.



2011 Launch of the first official Moomin Shop in London.

2013 Official launch of moomin.com

2014 Tove 100 is celebrated around the world, the centenary of Tove Jansson's birth.

2014 Animated feature film: "Moomins on the Riviera"

2015 Moomin Ballet, Finnish National Ballet.



2017 Re-opening of the Moomin Museum at Tampere Hall, Finland.



MUMIN Kaffe

2017 Mumin Kaffe, a new chain of Moomin cafés, opening all over Scandinavia.

2017-2018 Oxfam + Moomin, The Invisible Child Campaign.

2019 New Moomin Theme Park in Japan.

2019 New TV animation "Moominvalley", launching first season will have 13 episodes x 22 minutes.



2015 Junibacken opens a major Moomin exhibition and play area in Stockholm

2015 Moomin 70 Jubilee, 70 years since the first Moomin book.

2016-2018 Tove Jansson/Moomin Artwork Tour, Stockholm-Gothenburg -Copenhagen-London-Tokyo-Seoul.

2016 Adventures i Moominland, an interactive Moomin exhibition opens at Southbank Centre, London.



MOOMIN-THEMED
AMUSEMENT PARK
IN FINLAND.

www.moominworld.fi

A NEW MOOMIN THEME PARK WILL OPEN
IN JAPAN 2019

For more information about the products and the producers:

www.moominproducts.com



www.martinex.se

m
martinex®

"THE MOOMINS WERE OUR
TICKET TO INSTANT SUCCESS"

Riia Sandström,
Managing Director, Martinex





SOUTHBANK CENTRE, LONDON



BLE LONDON 2016



Photos: Vic Frankowski





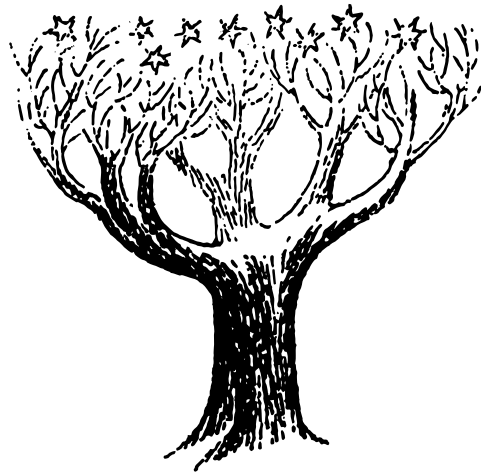
NEW MOOMIN THEME PARK IN JAPAN, OPENING 2019



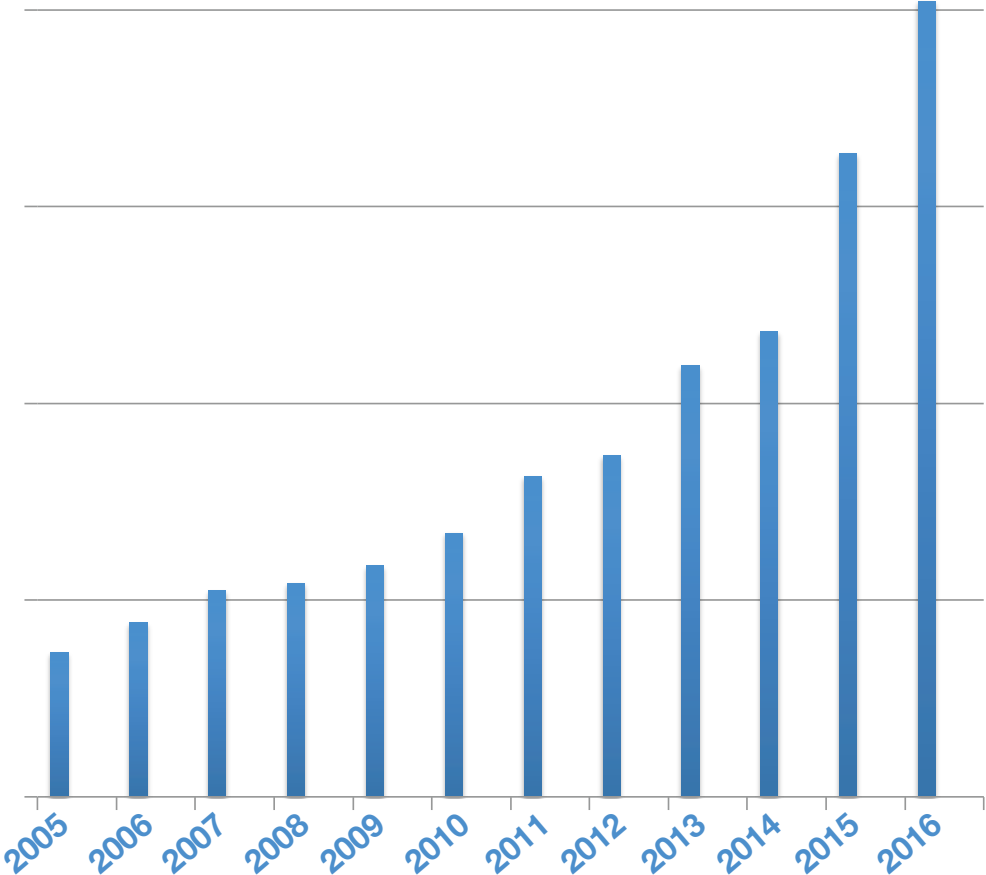
MOOMIN MUSEUM - TAMPERE HALL © Jari Kuusenaho : Tampere Art Museum



MOOMIN REVENUE

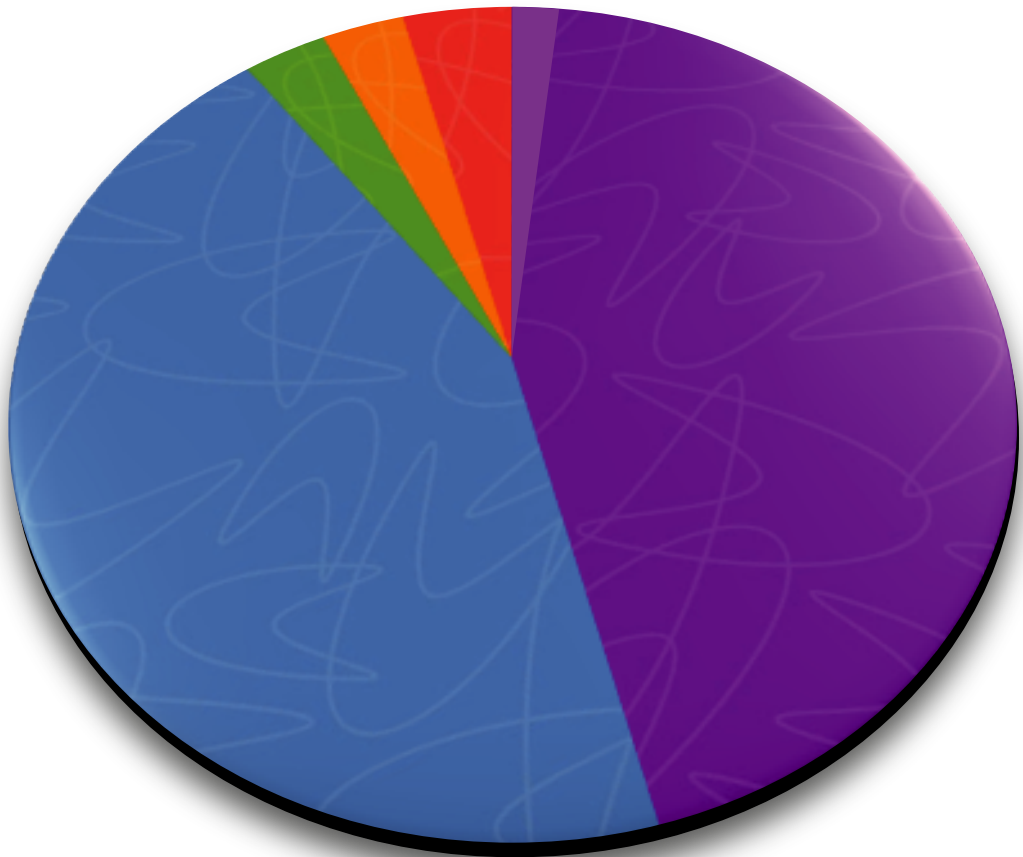


ESTIMATED RETAIL VALUE 2016
700 MILLION EURO



THE MARKET

<div></div>	NORDIC	46 %
<div></div>	JAPAN	45 %
<div></div>	UK	1 %
<div></div>	KOREA	3 %
<div></div>	OTHER ASIA	5 %



EVENTS & POP-UP STORES





Official Webshop:
www.moomin.com



THE MOOMIN SHOP

FINLAND UNITED KINGDOM JAPAN THAILAND
CHINA HONG-KONG SOUTH KOREA



THE MOOMIN MUSEUM
THE MOOMIN MUSEUM IN TAMPERE RE-OPEN IN 2017.

TOVE JANSSON/MOOMIN EXHIBITION TOUR
DULWICH PICTURE GALLERY, LONDON 25.10.2017-30.1.2018

THE LAKES INTERNATIONAL COMIC ART FESTIVAL
IN KENDAL, UK

OXFAM + MOOMIN
THE INVISIBLE CHILD CAMPAIGN 2017-2018

TWO NEW MOOMIN SHOPS IN LONDON 2017
AROUND 20 MOOMIN SHOPS WORLDWIDE - FINLAND, UNITED KINGDOM, JAPAN,
SOUTH KOREA, HONG KONG, AND THAILAND

NEW CHILDREN'S HOSPITAL
OPENING IN HELSINKI 2018

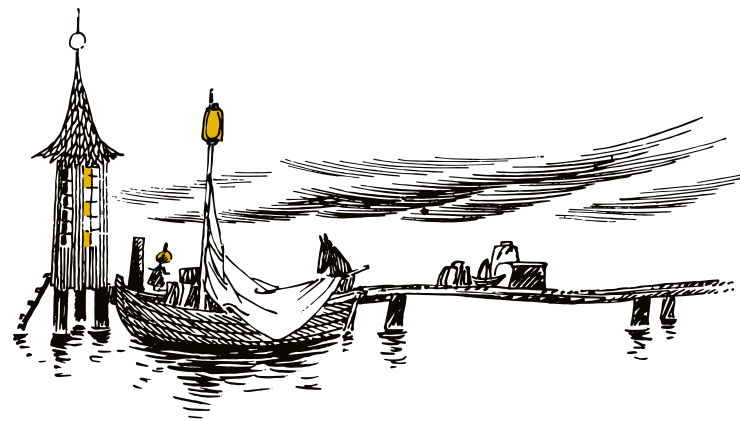
MUMIN KAFFE
A CAFÉ CHAIN IN HELSINKI EXPANDED TO SWEDEN 2017

MOOMIN EXHIBITION TOUR, SOUTH KOREA
MOOMIN ORIGINAL ARTWORKS EXHIBITION TOUR IN SOUTH KOREA 2017 - 2018.

MOOMIN THEME PARK IN JAPAN
OPENING 2018-2019

NEW TV SERIES LAUNCH 2019
DIRECTED BY ACADEMY AWARD WINNER STEVE BOX, PRODUCED BY GUTSY ANIMATIONS.

MOOMIN 75th ANNIVERSARY 2020



NEW MOOMIN TV SERIES, Premiere 2019

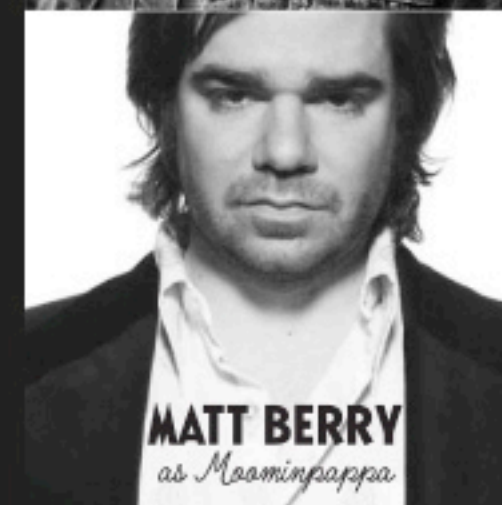
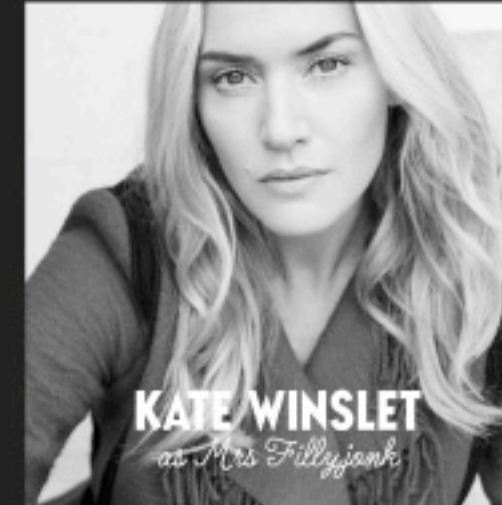
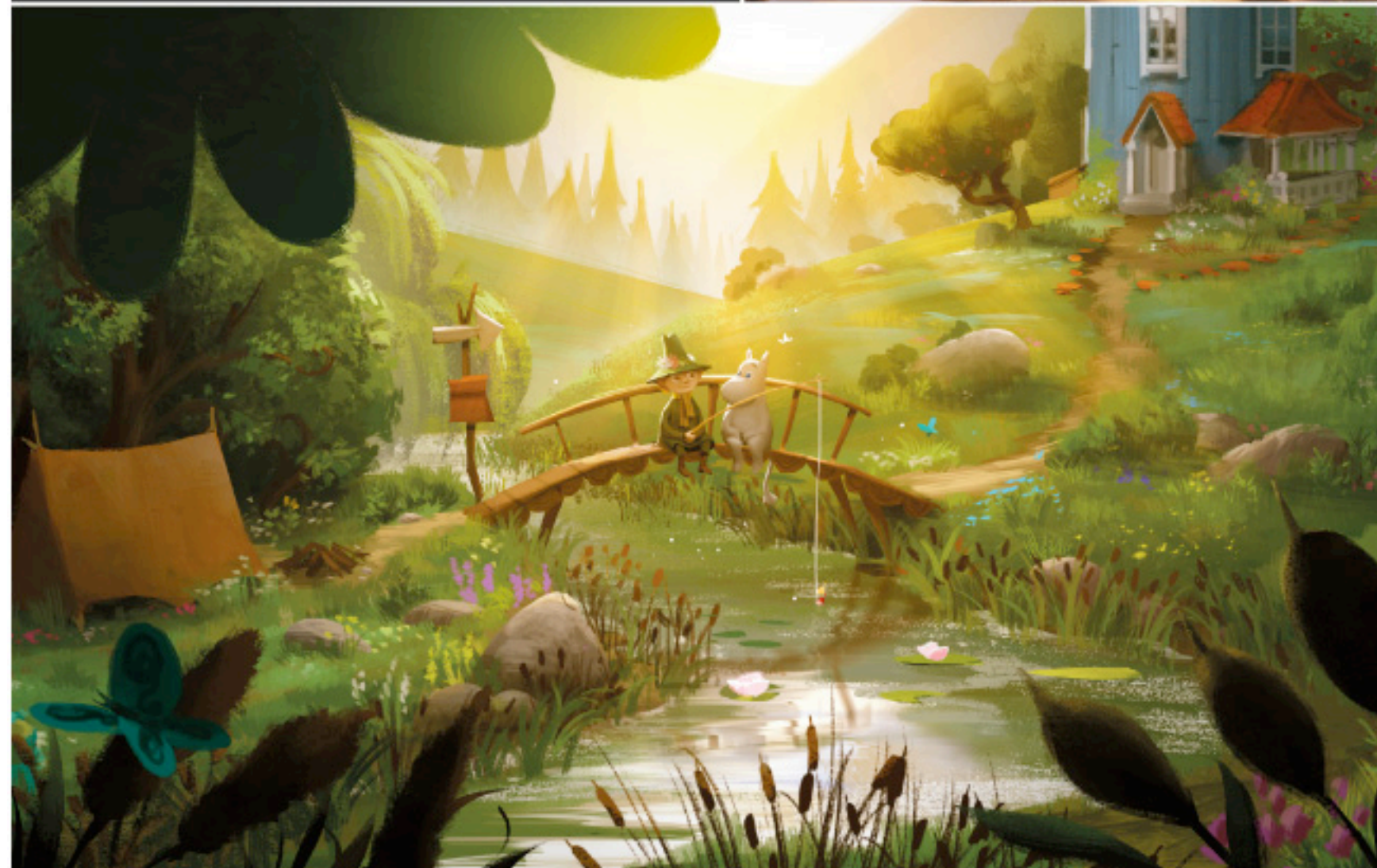
Produced by **Gutsy Animations.**
Directed by Oscar-winning director **Steve Box.**



MOOMIN¹VALLEY

Cast and Characters:

- Moominmamma – **Rosamund Pike**
(Gone Girl, A United Kingdom, An Education)
- Moominpappa – **Matt Berry**
(The IT Crowd, Toast of London, The Philanthropist)
- Moomintroll – **Taron Egerton**
(Kingsman, Eddie the Eagle, Testament of Youth)
- Snorkmaiden – **Akiya Henry**
(Bing, Battersnikes and Gumble, Noddy in Toyland)
- Sniff – **Warwick Davis**
(Harry Potter, Star Wars, Life's Too Short)
- Mrs Fillyjonk – **Kate Winslet**
(Titanic, Revolutionary Road, The Reader)
- The Muskrat – **Will Self**
(Shooting Stars, author of Phone, The Minor Character)
- The Ghost – **Richard Ayoade**
(The IT Crowd, presenter of Travel Man & Crystal Maze)



MOOMIN¹VALLEY

FOR INFORMATION ABOUT THE MOOMINS
FOR PUBLISHING/LICENSING:

Bulls Licensing.

Worldwide agent on behalf of Moomin Characters™
www.bullslicensing.com, licensing@bulls.se

Contacts:

Merchandising
Gustav Melin, Global Licensing Director
licensing@bulls.se

Kristin Tjulander, Marketing & Sales Director
kristin@bulls.se

Ilkka Lind, Sales Executive Finland
ilkka@bulls.se

Publishing



Anna Lawrence, Foreign Rights Director
info@rightsandbrands.com
www.rightsandbrands.com

For information about products and licensees:
www.moominproducts.com

Sub-agents:

Tuttle-Mori Agency
Territory: Japan.
Contact: Takumi Nakayama, email: takumi-nakayama@tuttlemori.com

Medialink Animation International Ltd.
Territory: Hong Kong, China,
Malaysia, Singapore, Thailand, Philippines, Taiwan and other Asia.
Contact: Noletta Chiu, email: nolettachiu@medialink.com.hk

SMC Seoul Merchandising Co. Ltd.
Territory: South Korea.
Contact: Jusung Lee, email: jusunglee@smckorea.com

Caroline Mickler Limited
Territory: United Kingdom and Ireland.
Contact: Caroline Mickler, email: caroline@carolinemicklerltd.co.uk

Brand 4 Rent
Territory: Armenia, Azerbaijan, Belarus, Kazakhstan, Kyrgyzstan, Moldova,
Russia, Tajikistan, Uzbekistan, Ukraine
Contact: lev.nestiforov@brand4rent.ru

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



www.facebook.com/moomin



© Moomin Characters™