



# MOOMIN<sup>®</sup> Magazine

Issue 1



MOOMIN MAGAZINE    Issue 1

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# RIGHTS & BRANDS

At Rights & Brands, our international insight and business capacity is unique - using all aspects of character representation and branding, from publishing and PR to licensing, merchandising and digital development, with over 700 clients and a worldwide network of sub-agents.

We bring Nordic  
rights and brands  
to a global arena



Welcome to the first Moomin Magazine and welcome to Rights & Brands. Moomin is a global brand and a worldwide success story. In this first edition of the Moomin Magazine, we want to take you on a journey through our history - from the beginnings in the '40s to where we are today and where we are going forward. R&B and Moomin Characters have shaped an amazing program for the year ahead, with events, TV-series, products and activities planned around the world. The Moomin Magazine will showcase all of this and more, as well as inspire current and new partners and licensees to join us on the journey.

At Rights & Brands we believe that great stories connect people globally. We believe that Nordic art and literature have distinct values - equality, tolerance, family, education and respect for nature - which are now more important than ever.

Rights & Brands was founded on the principle that the values and brands born out of the cultural tradition of the Nordics have global potential. The company was formed in 2016 by Moomin Characters and Bulls, building on a partnership that spanned over 70 years spreading the Moomin stories, art and products to homes around the world.

In January 2020, Rights & Brands took over from Bulls as the Moomin master agent. What a great history to build on!

Rights & Brand's vision as an agency is to become the global leader in progressive association branding. By taking on the Moomin brand, we have taken a giant step in the right direction. We aim to connect the Moomin story to more people and be a part of their daily lives.

## Moomin 75 and #OURSEA

Tove Jansson published the first Moomin story 75 years ago, "The Moomins and the Great Flood". We are celebrating this anniversary together with Moomin Characters and over 150 partners and licensees in the CSR campaign #OURSEA. Together we are aiming to collect one million euro to our campaign partner John Nurminen Foundation to support their work to save the Baltic Sea; its water, life and heritage.

It's an important task - we are all proud to be part of it and excited to see how well the campaign has been received and all the inspiring products and events our licensees will launch.

## 2020 and forward

The Moomin brand has developed marvellously over the past 10 years, with 2019 the best year ever, resulting in a revenue growth of +30%. The outlook for 2020 is even more promising, with highlights such as the #OURSEA campaign and the wide launch of the Moomin-valley TV-series .

We will continue to focus on growth in the Nordic region and to develop our main markets in Asia, where Right & Brands Japan takes the lead in the region and PPW in China is raising the stakes. King Features has recently been appointed to drive the US expansion, and we are thrilled to welcome new Moomin sub-agents Bavaria for Germany and The Point 1888 for the UK.

Our main goal going forward is to build a global infrastructure to help our partners operate and access information - to better integrate how we approach the market, retailers and consumers worldwide. We aim to be faster and more nimble than other licensing agencies.

We have seen some fantastic Moomin product launches over the years, and we are looking forward to developing, evolving and surprising audiences together with our wonderful sub-agents, partners and passionate and creative licensees around the world.

Rights & Brands has a team of over 30 people across our offices in Stockholm, Helsinki, Oslo and Tokyo and will expand in to new markets in the next three years. And finally; working with and for Rights & Brands should be fun! We are essentially easy-going, happy creatures!

Stay tuned on our new website [rightsandbrands.com](https://rightsandbrands.com), Instagram, [moomin.com](https://moomin.com) and [moominproductgallery.com](https://moominproductgallery.com) to keep up with the latest and greatest.

"It is simply this: do not tire, never lose interest, never grow indifferent - lose your invaluable curiosity and you let yourself die. It's as simple as that." – Tove Jansson, Fair Play (Rent spel, 1989)

Let's embark on this new journey together.



Patrick Ullman  
CEO, Rights & Brands



## THE CREATOR OF THE MOOMINS

## TOVE JANSSON

“The position of the stars is a remarkable matter! Had I been born a couple of hours earlier, I would have become a keen poker player, and everyone born twenty minutes after me felt compelled to join the Hemulic Voluntary Brass Band (fathers and mothers cannot be careful enough when starting a family, and I recommend making minute calculations).”

– Moominpappa (*The Memoirs of Moominpappa*, 1950)

The position of the stars must surely have been very favourable on August 9, 1914, when Tove Marika Jansson was born. She was the first of three children in a bohemian, Swedish-speaking, artist family in Helsinki. Both her father, sculptor Viktor “Faffan” Jansson and mother, illustrator Signe “Ham” Hammarsten, made a living from artistic work.



Tove expressed an artistic interest and talent early on. She was getting her first commissioned work as an illustrator by the age of 15, which is also when she signed her first book contract. As a young adult, her true passion was fine art painting. From an early stage she sought inspiration away from her native Finland, studying art in both Sweden and France. By the 1940's, Jansson was already an established fine art painter with extensive experience as an illustrator, most notably from the satirical publication *Garm*, where she boldly criticised both Stalin and Hitler during World War II. But it was through the Moomin stories written and illustrated between 1945 and 1970, that she achieved worldwide fame.

Jansson's first Moomin stories were not an immediate success in her home country Finland, but their universal appeal became evident when the first books were translated into English in the early 1950s. In 1954, the British newspaper the *London Evening News* started publishing the Moomin comic strip, written and illustrated by the artist herself. Through the comic strip, Jansson's enchanting characters were introduced to millions of readers all around the world, from Canada and South Africa to India and Bermuda. The Moomin comic strip was syndicated by Associated Newspapers in 40 countries and over 100 different newspapers, which meant a total of 20 million readers daily.

After the publication of the first Moomin story, *The Moomins and the Great Flood* in 1945, Tove Jansson went on to write eight novels, four picture books and hundreds of comic strips about the moomintrolls and the other inhabitants of Moominvalley. The Moomins were only a part of Jansson's prodigious output – after leaving Moominvalley behind she went on to write a series of classic novels and short stories and also continuing her work as a fine art painter, always seeking new ways to express herself artistically. She remains one of Scandinavia's most loved authors.

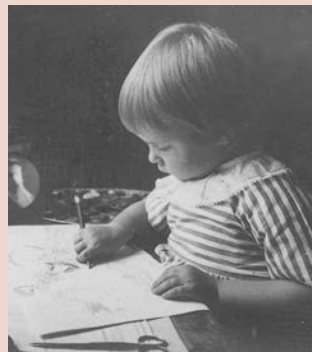
Tove Jansson's work reflected the tenets of her life: her love of family, of nature and her insistence on freedom to pursue her art. “Work and love” was the motto she chose for herself and her approach to both was joyful and uncompromising.





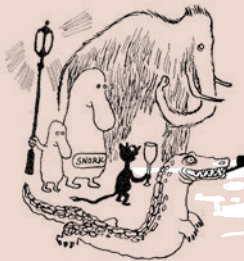
1914

Tove Jansson is born on August 9th, the eldest child of an artistic family.



1935

Tove studies art both in Finland and abroad and she starts making Moomintroll paintings. Her first Moomin-like character is later seen in the magazine Garm in 1943.



1946

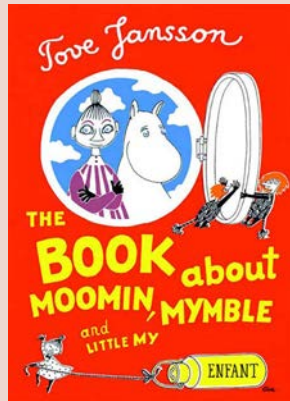
The second book, Comet in Moominland (Swedish title Kometjakten / Mumintrölet på kometjakt / Kometen kommer) is published. Comet in Moominland is often seen as the first novel in the series, as it introduces many of the main characters, like Snuffkin and Snorkmaiden, and is set in Moominvalley.

1948

Finn Family Moomintroll (Swedish title: Trollkarlens hatt, "The Magician's Hat"), the third in the series of Tove Jansson's Moomins books, is published. It owes its title in translation to the fact that it was the first Moomin book to be published in English, and was actually marketed as the first in the series until the 1980s. The 1961 English publication features a foreword "by Moominmamma", where she explains the nature of Moomins fearing that English children may not have heard of them; she also apologises for her "rottn" English.

1952

The Book about Moomin, Mybble and Little My (Swedish title: Hur gick det sen?) was the first Moomin picture book by Tove Jansson, published in 1952 in Swedish. Moomintroll is taking milk back home to his mother, Moominmamma, when he meets The Mybble who is searching for her missing sister Little My. Together the pair go looking for her.



1957

Moominland Midwinter (Swedish title: Trollvinter), the sixth in the series of Tove Jansson's Moomin books, is published. In this book, Jansson adopts a darker, more introspective tone compared to the earlier books that is continued in the remainder of the series. Often in the book Moomintroll is either lonely, miserable, angry or scared – the result of being forced to survive in a world to which he feels he does not belong. While preserving the charm of the previous novels, the story involves a more in-depth exploration of Moomintroll's character than before.

1960

Who Will Comfort Toffle? (Swedish title: Vem kan trösta knyttet?) is the second picture book in the Moomin series by Tove Jansson. It was first published in 1960. It was first translated into English by Kingsley Hart. The lonely Toffle leaves his home to look for friends, eventually finding the Miffle and rescuing her from The Groke.

1969

Fuji TV Zuiyo Enterprises produces an animated Moomin series in Japan and the Moomins become very popular in the territory.

The Swedish TV produces a series called Mumintrölet (Moomintroll).



1970

The last Moomin story – Moominvalley in November (Swedish title: Sent i november) – is published. Tove decides to stop writing Moomin books, but continues to write fiction. She publishes The Summer Book (Swedish title: Sommarboken).

1974

The Moomin Opera premieres in Helsinki.

2006

Canadian publisher Drawn & Quarterly publishes the renewed Moomin comic strip in English.



2014

In 2014, a century had past since the birth of Tove Jansson. To celebrate the anniversary, special Tove 100 centenary events were arranged throughout the year.

2015

Moomin 70 years Jubilee. 70 years since the first Moomin story was published.

2019

The new animated Moominvalley TV series premieres worldwide in the spring of 2019, featuring renowned actors and cutting edge 2D/3D blending animation techniques.

The new Moominvalley Park in Japan opens in March 2019 and is a part of the park facility called Metsä. Metsä Village, that opened in November 2018, allows visitors to experience the Nordic atmosphere and lifestyle whilst the Moominvalley Park highlights the world of the Moomins.



1945

Söderström & Co publishes the first Moomin story – The Moomins and the Great Flood (Småtrollen och den stora översvämningen) – in Swedish. It is the story about Moominmamma's and Moomintroll's search for the missing Moominpappa and how they found their way to Moominvalley.



1950

The Exploits of Moominpappa (Swedish title: Muminpappans memoarer) is published. It is the fourth book in the Moomin series. It was considerably revised in 1968 under the title Moominpappa's Memoirs. The story found in this book is mentioned in the previous Moomin books, as Moominpappa writes his memoirs in those stories. Unlike Comet in Moominland and Finn Family Moomintroll, both versions of the novel were translated into English.



1954

The world's largest newspaper – London Evening News – starts to publish the Moomin comic strip. The strip reaches up to 20 million readers daily in over 40 countries. The strip continues to run until 1974. From 1960, Tove's brother Lars Jansson draws the strip.

The first Moomin products come onto the market.

Moominsummer Madness (Swedish title: Farlig midsommar, 'Dangerous Midsummer'), the fifth in the series of Tove Jansson's Moomins books, is published. The major theme of the novel is that of theatre, described as an infuriating but ultimately rewarding process.



1962

Tales from Moominvalley (Swedish title: Det osynliga barnet och andra berättelser) is published. It is the seventh book in the Moomin series and unlike the other books, it is a book of short stories, not a novel.

1965

Moominpappa at Sea (Swedish title: Pappan och havet) is published. It is the eighth book in the Moomin book series by Tove Jansson. In the novel the Moomin family is off to live in a lighthouse on a tiny island, because even the home-loving Moomins need a change of scenery sometimes.



1977

The Dangerous Journey (Swedish title: Den farliga resan) is published. It is a children's picture book in the Moomin series by Tove Jansson. It follows the adventures of Susanna, the Hemulen, Sniff, Sorry-Oo and Thingummy & Bob through Moominvalley.

1979

Film Polski releases a Moomin-themed puppet animation in Poland. The Swedish Film Institute completes a half-hour animation of the book Who Will Comfort Toffle?



1993

The theme park Moominworld opens its doors in Naantali, Finland. Moomin licensing steps up and many new Moomin products hit the market.

2001

Tove Jansson passes away on June 27.



2016

Adventures in Moominland – the first major interactive exhibition on Moomins opens at UK's largest art centre, the Southbank Centre, in London.



2017

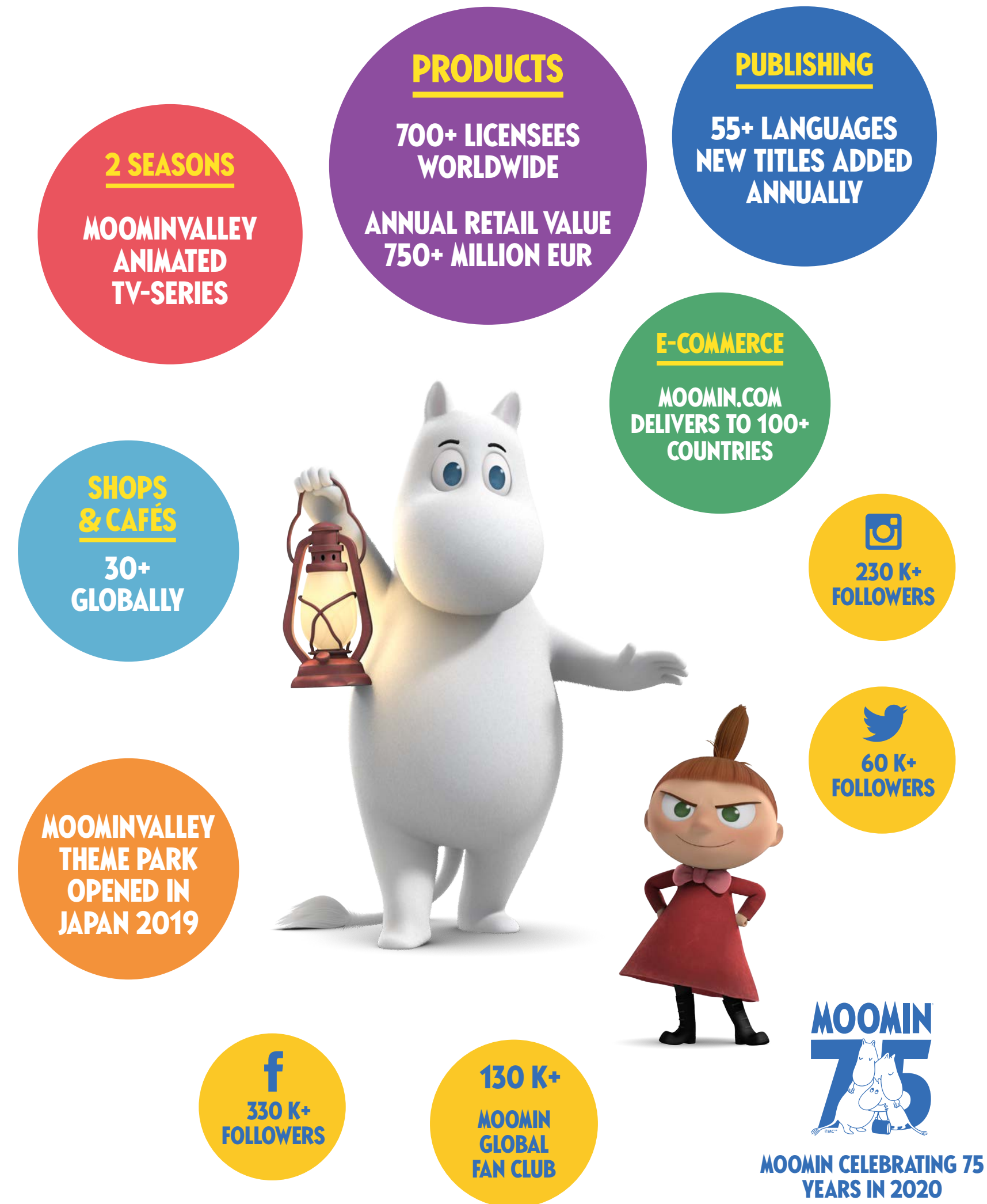
The world's only purpose built Moomin Museum with original artwork opens at Tampere hall, Tampere, Finland. The collection hosts more than 2000 original works donated by Tove Jansson.

2020

To mark the 75th anniversary of the Moomins, Moomin Characters Ltd launches the #OURSEA campaign in collaboration with John Nurminen Foundation to help raise funds to save the Baltic Sea and its heritage.







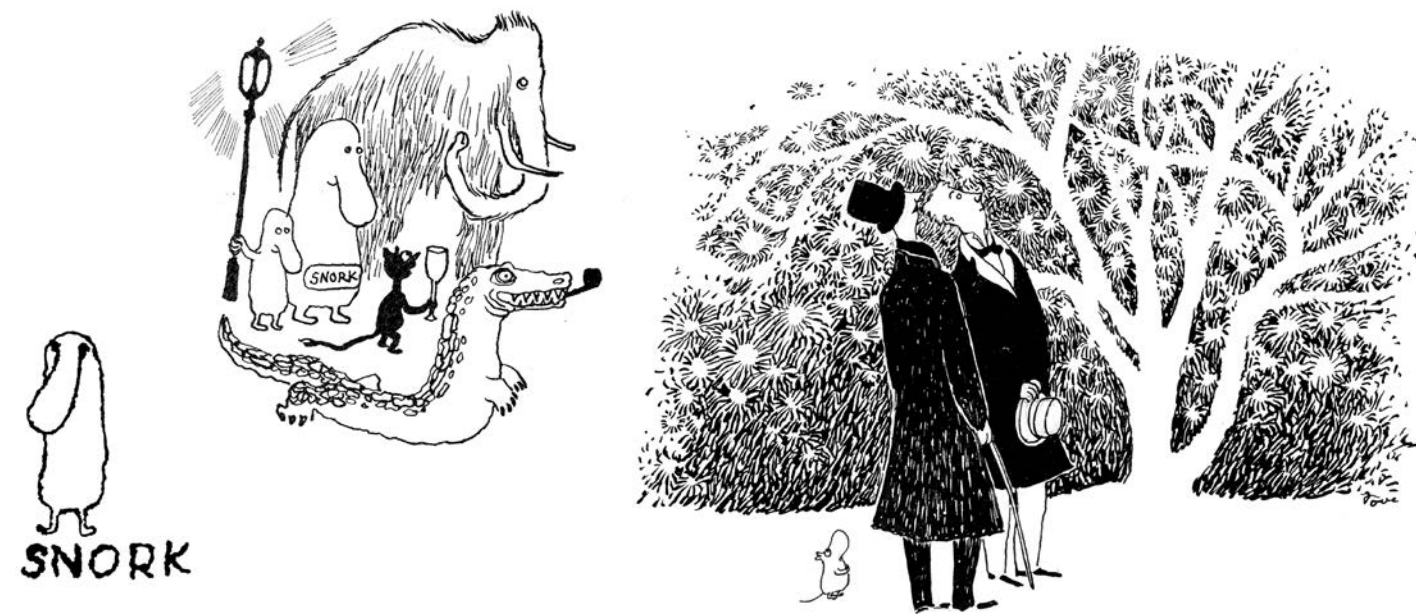
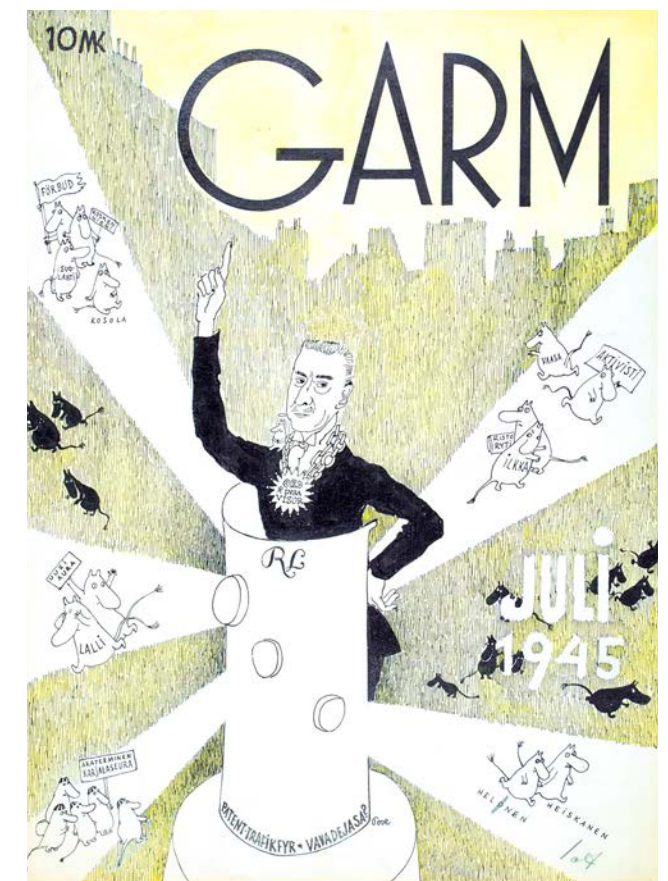
# THE BIRTH OF THE MOOMINTROLLS

“What sort of thing are you? asked the little creature. I’m a moomintroll, answered Moomintroll, who had had the time to feel brave again, and this is my mother. I hope we didn’t disturb you.” (*The Moomins and the Great Flood*, 1945)

Tove Jansson, who wrote and illustrated the enchanting stories about the moomintrolls and their home, Moominvalley, has said that she got the name “moomintroll” from her uncle Einar Jansson. Tove was staying with Einar in Stockholm while studying art in the 1930’s. Tove had a habit of sneaking up at night to snack, and her uncle warned her of ‘moomintrolls’ – figures that lived behind the stove and could come out and touch her legs with their snouts or blow on her neck.

Sometime in the 1930s, something that resembled a moomintroll got its first visual representation on an outhouse wall in the Pellinge archipelago, where the Jansson’s rented a summerhouse at the time. Tove Jansson drew the character as a visual response to her brother Per Olov on an outhouse wall where they were having a debate about philosopher Kant in written form.

Later Tove started to draw a similar figure which she called Snork as part of her signature for the illustrations and caricatures she did for the satirical magazine Garm, where she often boldly criticized both Hitler and Stalin during World War II. In the early 1930s, the young Tove painted dark, slender troll figures in a series of watercolour paintings. One of them even had red eyes, all in all a much darker and anxious character than the later, rounder, friendly Moomins, which appeared in the first Moomin story, published in 1945. In this story, *The Moomins and the Great Flood*, Moomintroll was born as a literary figure in words and pictures. Tove Jansson went on to write eight novels, four picture books and hundreds of comic strips about the Moomins.







# FINDING HAPPINESS IN A WORLD OF CHAOS

“At last they came to a small valley that was more beautiful than any they had seen that day. And there, in the midst of the meadow, stood a house that almost looked like a stove, very elegant and painted blue.”

The first Moomin story, *The Moomins and the Great Flood*, published in 1945, was no imminent success, and few guessed that the peculiar characters featured in the story would one day be loved by millions of readers all over the world. The publisher thought Moomintroll was such a strange word that it had to be changed into “small trolls” in the title in order not to put potential readers off.

When the story finally got translated into English in 2005, the title included the word Moomins, just like Tove originally wanted. In Finland, the first Moomin story went largely unnoticed and sold only 219 copies during its first year.

*The Moomins and the Great Flood* was published in Tove Jansson’s native language Swedish right after the end of World War II, which had struck her home country Finland hard. Jansson started to create the story about the friendly and tolerant Moomins as a way to entertain herself and escape the grim reality of the war, something that can be seen in many of the themes in the book.

“There’s homelessness, and a threat of annihilation. The catastrophe, the great flood, and the refugees show how the war influenced her. But then there is a happy ending – it’s a children’s book after all”, says professor Boel Westin, one of the most prominent experts on the Moomins and Tove Jansson, whom she’s written a biography about.

Jansson wrote in her diary that she dreamt of creating a happy society – something else than the depressing and scary reality of the war.

“And perhaps you can say that the Moomin world is a realisation of this dream”, says Westin.

“It’s a story written in fairytale mode, and it has lots of references to children’s classics, very obvious references. She hasn’t really developed her literary language yet, but at the same time it’s a charming story” says Westin.

“When you know there are more books to come you can read this and have keys to events that will follow later. So it’s quite an important book, although it’s not the best Moomin book. But I think it’s sort of the foundation for the Moomin world.”

At the outset of the story, Moomintroll and his mother are looking for a new place to live while searching for Moominpappa, who is missing. During the adventure they stumble upon different figures who either help them or are in need of help themselves. The Moomin family takes on these new acquaintances with open arms.

“In the beginning, there’s only a mother and her son. Then they meet a small animal, Sniff, who becomes a part of the family. It’s typical for the Moomin family; family is a very flexible concept to them,” says Boel Westin, implying that the idea of an extended family might be one of the most important themes present in the book.

“In later Moomin books, when discussing guests who want to move in, the solution is simply to build new beds and expand the dining table. I think that is a very Moominous concept.”

The first Moomin story teaches the reader quite a few details about the Moomins and their way of life, for example why they like to live in high, round houses. This is also the story about how they find Moominvalley, which is described at the very end of the book in the following way:

“At last they came to a small valley that was more beautiful than any they had seen that day. And there, in the midst of the meadow, stood a house that almost looked like a stove, very elegant and painted blue.”

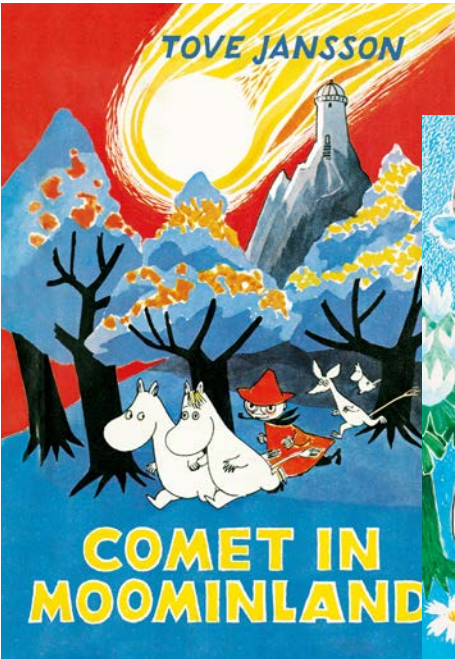


The Moomins and the Great Flood  
(Småtrollen och den stora översvämningen, 1945)





THE ORIGINAL MOOMIN BOOKS



Comet in Moominland, 1946/1968



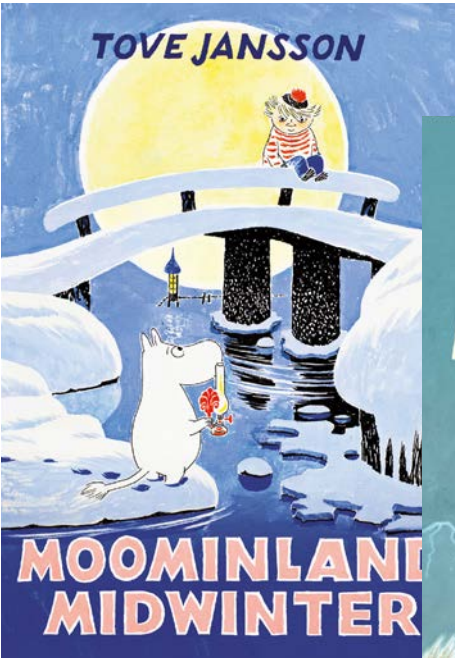
Finn Family Moomintroll, 1948



The Memoirs of Moominpappa, 1950/1968



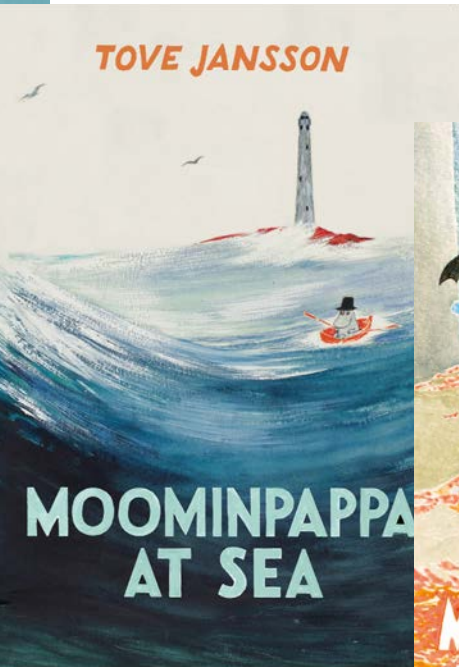
Moominsummer Madness, 1954



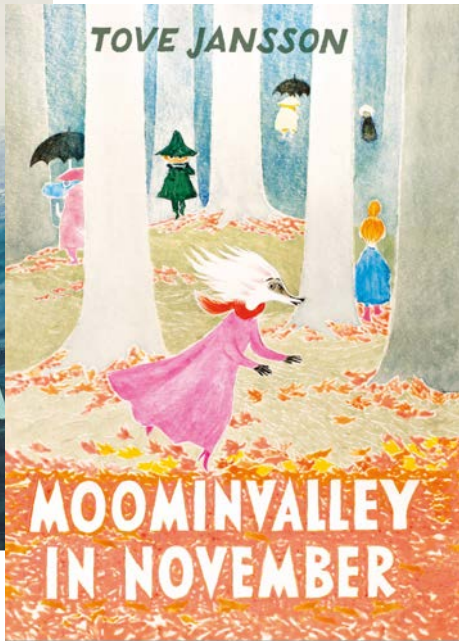
Moominland Midwinter, 1957



Tales from Moominvalley, 1962



Moominpappa at Sea, 1965



Moominvalley in November, 1970

The novels

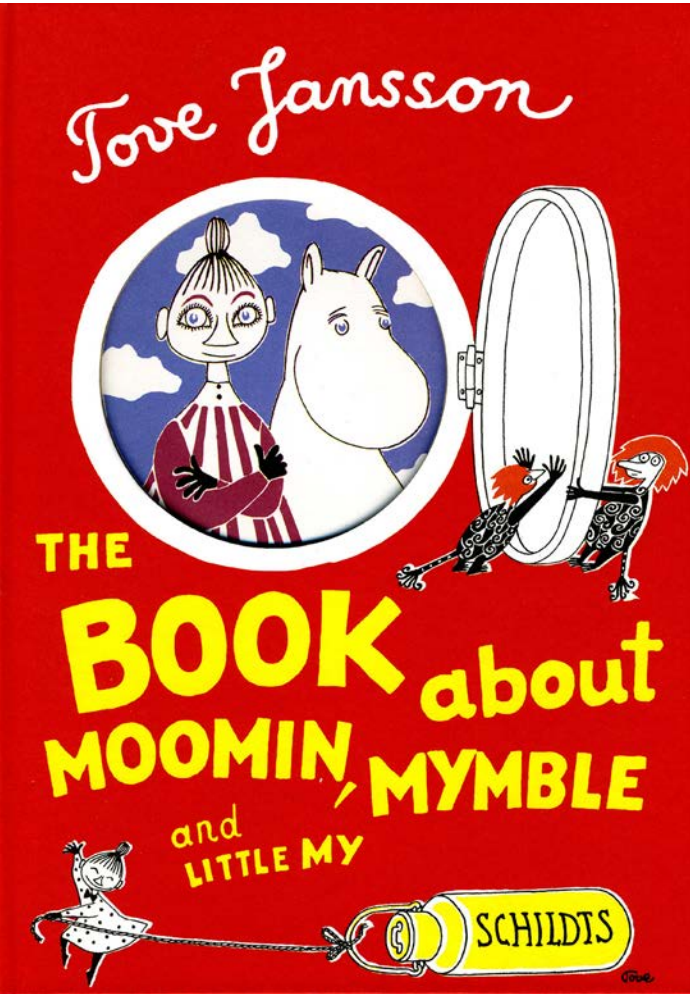
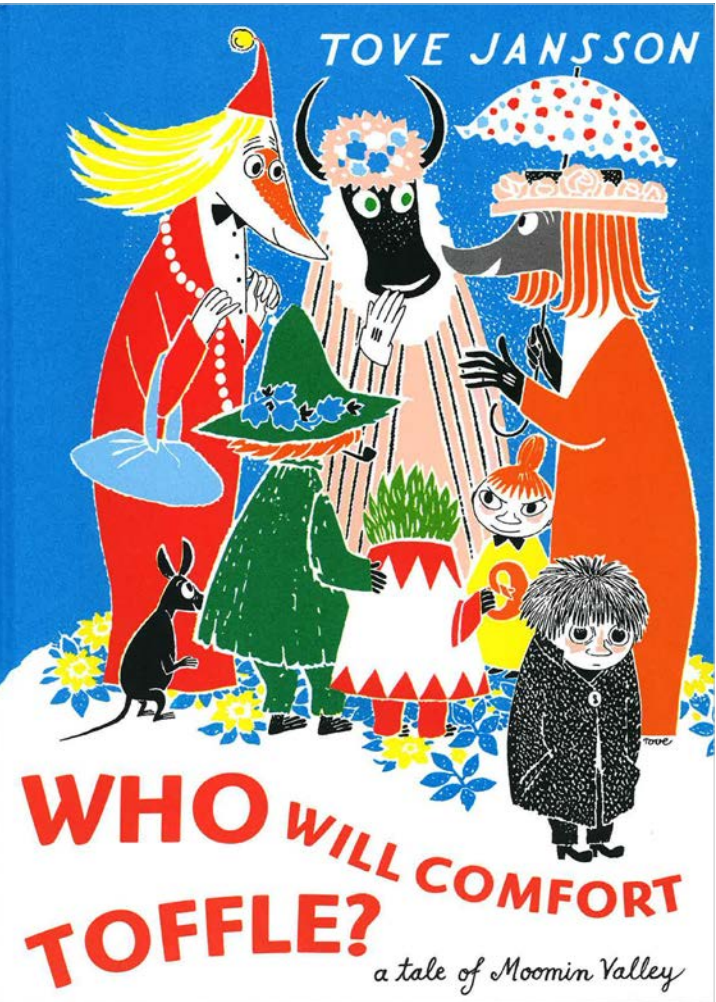
Written between 1946 and 1970, the eight main Moomin stories range from playful adventures to deep meditations on life.

THE ORIGINAL MOOMIN BOOKS

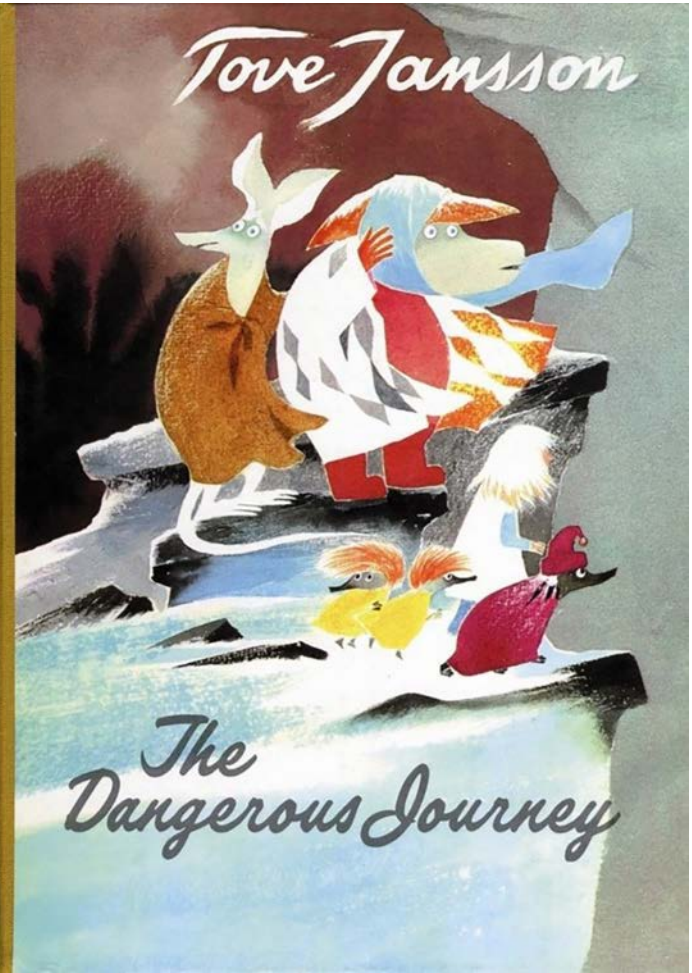
The picture books

Visionary in both visual style and storytelling, Tove Jansson's three picture books have become classics, continuously rediscovered by new generations.

Who will comfort Toffle?, 1960



The book about Moomin, Mymble and Little My, 1952



The Dangerous Journey, 1970

The first Moomin story

The first Moomin story sheds light on how the Moomin family finds Moominvalley. The story introduces characters who don't appear in the later Moomin books. The first Moomin story has often been separated from the later Moomin books, as it is quite different in style.



The Moomins and the Great Flood, 1945





## WHAT'S THIS?

With these words, the Moomins were introduced to an international audience for the first time, accompanied by an image of Moomintroll seen from behind. At the time, few readers knew about the Moomins, but that changed with the comic strip, which introduced them to millions of readers around the world.

Jansson's first Moomin stories were not an immediate success in her home country Finland, but their universal appeal became evident when the first books were translated into English in the early 1950s. In 1954, the British newspaper the London Evening News started publishing the Moomin comic strip, written and illustrated by the artist herself. Through the comic strip, Jansson's enchanting characters were introduced to millions of readers all around the Commonwealth and beyond, from Canada and South Africa to India and Bermuda. The Moomin comic strip was syndicated by Associated Newspapers in 40 countries and 100 different newspapers, which meant a total of 20 million readers daily.

By the 50's, Jansson was already an established fine art painter and writer with extensive experience as an illustrator, most notably from the satirical publication Garm, where she boldly criticised both Stalin and Hitler during World War II. In the Moomin comic strip, Jansson could combine her diverse creative strengths – witty writing, an eye for amusing details, the confident line of an illustrator, and a deep humanism.

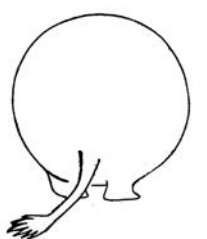
The launch of the comic strip was a huge marketing effort, with Moomin literally taking over the streets of London. Hundreds of Evening News delivery cars were draped in giant Moomin signs measuring two meters in height, and a well-known British composer, Robert Farnon, created a theme song which concurrently aired on BBC radio. The campaign also involved a photo shoot of Tove Jansson at London Zoo, where she posed with different exotic animals. The conglomerate also created Moomin ties and Moomin patterns to market the cartoon, and sent a reporter to Finland to capture Tove Jansson's life in Helsinki and the archipelago.

During the week leading up to the launch of the comic strip in September 1954, the Evening News published several cartoon images with the question "What in the world is this?", showing only the white, round behind of the main character Moomintroll. This way of introducing a story became a trademark for the strip, and Tove Jansson thereafter always introduced a new Moomin comic adventure with her main character's rear in the first frame.

Tove Jansson excelled at satirically describing the absurdity of everyday life, fame, fortune, ambition and human folly. Though Associated Newspapers had commissioned a satirical cartoon strip for adults, the stories found their way into the hearts of readers of all ages. The timeless Moomin comic strip continues to attract new readers decade after decade, with new volumes being published regularly.

The Moomin comic strip originally appeared in newspapers from 1954 to 1975. When Tove Jansson wanted to focus on her other artistic work, her brother Lars Jansson, who already had helped her translate the scripts for the strips into English, gradually took over both drawing and writing the comic, taking sole command of the strip cartoon from January 1960.

WHAT'S THIS?





# ARTWORK CATEGORIES

The Moomin brand offers a wide array of visual material for licensing products. At the very heart lies the original illustrations made by Tove Jansson herself. Being a work of art before being used for licensing, these images resonate with fans who have a far more personal relationship to the characters than to many other licensing properties. The images are highly versatile – going from playful, multi-colour pictures suitable for children, to more sophisticated, darker imagery in black and white, which tend to attract grown-up audiences. This gives the Moomin brand a unique position, which lends itself effortlessly to both mass market and high-end products. The Moomin mediabank currently offers licensees eleven categories or patterns, which provide a wide palette for creative use.



## Basic

This material features stand alone characters in black and white and with colours. These standard images are used on a wide range of products.

- Stand alone characters
- Automatically open for all licensees
- This category includes the brand guidelines



## Novels

This material features images from the original Moomin novels. The images in this category are all black and white. The images are well suited for high quality products.

- Black and white images
- Suitable for high quality products
- Access given on a case by case basis



## Comic strips

This material features all the images from the Moomin Comic strip. The material features the original texts and is in black and white.

- Black and white images
- Access given on a case by case basis



## Picture books

This material features the images from Tove Jansson's picture books. The images are colourful and graphic by nature.

- Colour images
- Access given on a case by case basis



## Patterns

This material features ready made patterns that are suitable for many purposes. Some of the patterns are originals made by Tove Jansson.

- Colour images
- Access given on a case by case basis



## Moomins on the Riviera

This material features images from the Animation film "Moomins on the Riviera" from 2014.

- Colour images
- Access given on a case by case basis



## Puffin range

This material is based on new adaptations by Puffin, Penguin Random House children's books.

- Colourful images
- Access given on a case by case basis



## Tammi range

This material features images drawn by Riina and Sami Kaarla for Finnish master publisher Tammi, Werner Söderström Ltd.

- Colour images
- Access given on a case by case basis



## Bonnier Carlsen range

This material features images drawn by Cecilia Heikkilä and Filippa Widlund for Swedish publisher Bonnier Carlsen.

- Colourful images
- Access given on a case by case basis



## The Moominvalley series

This material features images from the Moominvalley 3D animation series.

- Images created using new techniques in 3D CGI
- Features stand-alone characters
- Access given on a case by case basis



## Sketches / Moominvalley series

This material features sketches from the Moominvalley 3D animation series.

- Sketchlike feel to images
- Access given on a case by case basis

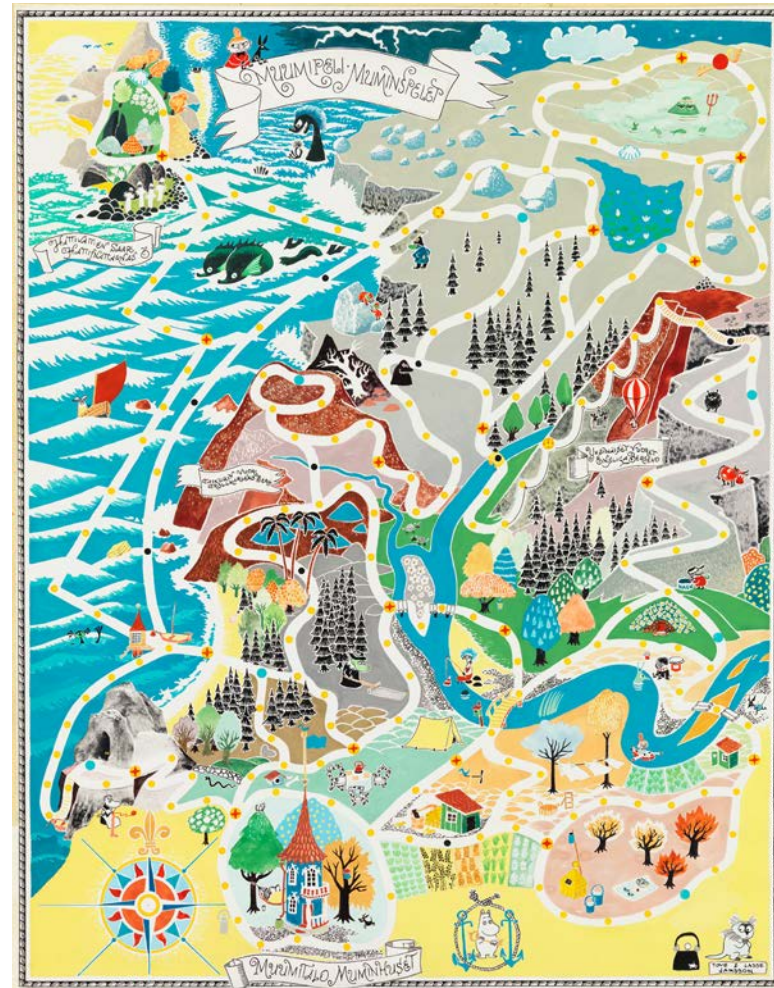




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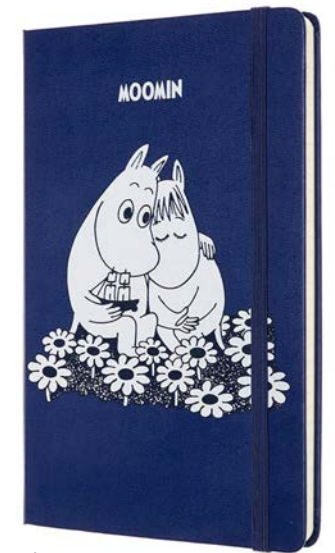
3.



4.



5.



6.



7.



8.

## THE FIRST LICENSING PRODUCTS

The Moomin licensing program saw the light of day as early as the 1950's. The first products were designed and in some cases even hand-painted by Tove Jansson herself. Several licensees are still active today and have become invaluable contributors to the brand. 1. Arabia/Fiskars plates 2. Fazer sweets 3. Atelier Fauni figurines 4. The Moomin game 5. Arabia/Fiskars mugs

## TODAY

The Moomin product categories have evolved over the years and have recently seen several high-end brand collaborations. 1. PR Home Lamp, 2. Arabia mug, 3. Undone watch, 4. Strathberry bag, 5. Lumene x Moomin, 6. Moleskine notebook, 7. Mitt & Ditt Moomin figurines 8. WoodWood x Moomin collaboration.





INTERVIEW

# THE DANGEROUS JOURNEY

During the past decades, Moomin Characters has developed and grown massively. The strategic choice of returning and staying true to Tove Jansson’s original artwork, in close cooperation with the Moomin licensees, has been a key to success.

“We wouldn’t be here without our licensees”, says Roleff Kråkström, CEO of Moomin Characters since a little over 10 years back and co-founder and partner at Rights & Brands.

The numbers speak for themselves. Today, the balance sheet has grown six times bigger than roughly ten years ago. The turnover has grown in round figures +1,000 % over the past 10 years and the number of Moomin-licensees have almost tripled.

“Their competence and quality of work has improved tremendously. It’s fantastic that so many of our licensees have chosen to stay on board with us, even as we’ve made a lot of changes that affect them. It’s a long term relationship based on mutual respect”, Kråkström summarizes.

A current example of such changes is the new sustainability plans the company is working on, together with consultants from Spark Sustainability.

At the moment, the markets in China and South-East Asia are growing even faster than Japan, which has been a center of gravity in the East during the past decades. The Nordic market has also made a comeback, after having fallen behind for a while.

“I’m constantly thinking of engaging in India and Africa – those are the hub of growth and new ideas at the moment. My dream is to make this happen during my career”.

**Success management**

Fast growth also comes with new challenges. Success increases the pressure on the employees and the speed only continues grow.

“I worry about how people in our ecosystem cope with all of this, they are all paying a big price for the success. Our growth won’t stop during the foreseeable future. To manage this and recruit not too fast but not too slow is a challenge. We’ve been an elegant sailboat, and want to stay that way – not convert into a massive speed-boat. It’s important that work stays fun and light”.

There are also worrying tendencies outside the company, that actually increases the need for Tove’s stories with their humanistic values. Roleff compares the intellectual atmosphere of today to that of the late 30s.

“There’s been a breathtaking erosion of values and solidarity in the world, and there’s a nationalistic ethos that worries me. The cumulative mistake of generations pushed to the periphery is taking its toll. I feel there’s more anger in the world than ever – and that’s why what we do is so important. Each right we sell is an injection against these tendencies”.

**Back to the roots**

When Sophia Jansson, Creative Director of Moomin Characters, Tove’s niece and Roleff’s wife, started working for the company at the end of the 90’s, much of the artwork used in different Moomin products was based on a popular Japanese tv-series. The thought that the famous Moomins weren’t even painted by Tove herself troubled Sophia. During her and Roleff’s leadership, the management has made a conscious strategic decision of going back to the roots, honouring the original artwork by Tove. This shouldn’t, on the other hand, be confused with being old-fashioned or conservative.

“I think we’ve been able to create a culture of passing on the torch, rather than worshipping ashes. The current strategy is not to conserve Tove’s work, but to engage the best makers of film and theatre, designers, publishers and so forth, in each culture and generation. We think creating new content doesn’t drain on its resources, but on the contrary gives it new life”, Roleff describes.

Consequently, Moomin Characters has established its own publishing house, Förlaget M, and the new Rights and Brands licencing agency.

“We’ve wanted to create structures that benefit other creators to a global market. It would be inexcusable to let our global network of knowledge and contacts decay. However, it’s not only about sharing our competence with other creators, it’s also about risk management. We have to assume that the popularity of Moomin won’t go on forever”.

**Fruitful friction**

Roleff Kråkström has worked with creating profit through selling art and content all his life. His previous years at WSOY, the publishing house of Tove’s original books in Finnish, taught him valuable lessons.

“The worst thing you can do is to remove the conflict between the commercial and the artistic. If one side becomes too powerful over the other, the magnetism disappears and the company dies”.

As Kråkström is married to Creative Director Sophia Jansson, the two have come to personalize this fruitful conflict. “It’s important to underline that Sophia, as the head of the family and Creative Director, always has final say. This is the truly dangerous journey, and has been even more exciting for me personally than the business side”, he says with a mischievous smile.





# MOOMIN PRODUCTS

Today, over 700 licensees create Moomin products and events. Firmly rooted in Nordic values, Moomin is today a truly international brand with a global appeal, attracting audiences across cultural and generational boundaries all over the world. Moomin licensees range from global stock-listed companies to agile start-ups and publishing houses, theaters, fashion designers and many more. The visual and story telling elements are equally well suited for apparel, food and interior design, and licensees have shown that Tove Jansson's art lends itself to both exclusive high end products for an adult audience and easily approachable collections for children. Over the next spreads we'll showcase some of the wonderful ways licensees have used the Moomin brand, which we hope can inspire old and new Moomin licensees and partners alike.



SPORT & LEISURE

Happy Hour Skateboards Finland

Skateboards

Happy Hour Skateboards is a Finnish skateboard company founded in 2002. They are a 100% skater owned and operated company and has twelve team riders around Finland. Their philosophy is to have fun, which shines through in the range of colourful Moomin decks and apparel they have released. Happy Hour Skateboards is one of the oldest continuously active skateboard brands from Finland. The first collection was released in August 2018, followed by a much longed-for second drop in 2019.

Artwork category: Novels  
www.happyhour skateboards.com



APPAREL



MAKIA Finland

Clothing

Makia was born 2001 in the harbour of Helsinki out of these principles: to stand the test of time and to accompany you for years to come. They have a simple and functional design that focuses on materials respecting the harsh Northern climate. Their goal is to minimise the problem of getting dressed appropriately, so you'll have time to worry about the bigger picture. Whether it means waking up to a hectic routine with kids, an overwhelming day at work, or just plain harsh weather.

Artwork category: Novels  
www.makia.fi



ACCESSORIES



Strathberry United Kingdom

**Leather handbags**

Strathberry is an Edinburgh-based and international-ly known brand founded in 2013. Specialising in luxury leather goods, Strathberry creations are handcrafted in Spain using only the finest quality Spanish leather. Known for its instantly recognisable bar closure and minimalist design aesthetic, Strathberry’s elegant lines, exceptional attention to detail and celebrity endorsement have lead to a global following. From Lady Gaga to The Duchess of Sussex, Strathberry designs have been carried by influential celebrities, bloggers and amazing and inspiring women from all over the world.

Artwork category: Basic  
www.strathberry.com

APPAREL



Chinti & Parker United Kingdom

**Cashmere sweaters**

For the last decade, Chinti & Parker has been dedicat-ed to creating collections which aim to enliven and in- vigorate women’s wardrobes with bold colour, timeless cuts and innovative texture. The brand was founded in London by Anna Singh and Rachael Wood; cousins who believe that cleverly designed, exceptionally produced clothing brings effortless style to every occasion. With an inherent understanding of what women feel good in, Anna and Rachael dreamt up a brand with an irresistibly playful spirit that holds time-honoured techniques and luxury craftsmanship firmly at its core.

Artwork category: Basic  
www.chintiandparker.com



CRAFTS



Novita Finland

**Knitting yarn**

A family business established in 1928, Novita Oy is the largest manufacturer of yarns in the Nordic countries. The company’s spinning mill in Kouvola, Finland manufactures one million kilos, or 10 million balls of yarn, per year. Novita’s story began nearly 90 years ago when Ernst Gylfe, its founder, set out to fulfil his dream of providing Finns with knitting yarns of finer quality than ever before. Their vision is to be an innovative, responsible and internationally respected producer of hand-knitting yarns, known for their unique designs and an inspirational community.

Artwork categories: Picture books, #Oursea  
www.novitaknits.com



APPAREL



Martinx Finland

**Clothing**

Martinx is a Finnish company that designs, manufactures and imports games, toys, clothing and accessories, and household goods. Together with his wife Tuula Muinonen, Risto Muinonen decided to pursue his dream and started Martinx in 1986. The company has been collaborating with Moomin since 1992.

Artwork Categories: Basic, Comic strips  
www.martinx.fi



Reima

Finland

Children's wear

Reima is for the joy of movement. For those moments that make a difference. For all those exciting challenges outdoors, indoors and in between. Reima is for an active childhood that matters. For discovering that joy of movement that will stick for the rest of life. For every day, every weather, every experience, wherever adventure awaits. Reima inspires kids to grow up with that joy that will eventually change their lives, and ours. That's the path we've been on since 1944, dedicated to all the kids in the world, inspired by them and by that pure joy of movement.

Artwork category: Novels  
[www.reima.com](http://www.reima.com)







Ekelunds Sweden

**Linen towels**

Ekelunds is a Swedish family owned textile company, dating back as far as 1692. Their quality textiles and brand fulfill a purpose; customers highly value their sustainable products. Production takes place in Swedish Horred, giving Ekelunds full control of every stage of production. The company takes a stand for quality, sustainability and renewed tradition. When combining these values with a contemporary expression and a modern range, you get products that find a natural place in people's everyday lives.

**Artwork category: Novels, #Oursea**  
[www.ekelunds.se](http://www.ekelunds.se)



Muurla Finland

**Enamel and glassware**

The Muurla factory opened its doors for the first time in the spring of 1974 - the basic idea was to let passing customers follow Finnish glass making. Their inspiration for design comes from pure nature, from different seasons, and from the desire to meet the demands of everyday use. Their products come from a combination of Finnish design and decades of production expertise. The carefully selected materials they use, such as Finnish wood, high quality glass and durable enamel, create timeless and eye-catching products for every home and interior.

**Artwork category: Novels**  
[www.muurla.com](http://www.muurla.com)







Aurora Decorari

Finland

**Gobelin pillows**  
Aurora Decorari manufactures and distributes high quality products from home decoration to daily accessories. The fabric is high quality Belgian jacquard woven gobelin. Combined with Tove Jansson's magical Moomin art, this makes an exquisite collection for every home.

**Artwork category:** Special edition  
[www.auroradecorari.com](http://www.auroradecorari.com)



Nordic Form

Norway

**Cushions**  
Nordic Form is a part of Norviggroup Norway and has historical roots back to 1934 with retail and service for washing and repairs of down comforters and pillows. Norviggroup Norway feels responsible for health and environmental questions and they have Code of Conduct contracts with their suppliers. They provide environmentally friendly, sustainable and recyclable articles.

**Artwork categories:** Moomins on the Riviera, Comic strips



HOME



Porsgrund Norway

Glass figurines and candle holders

Porsgrunds Porselænsfabrik was founded in 1885 and had its first item in production in 1887. Their way of manufacturing raised the standard of porcelain in the home, making kitchen items that had previously only been available to the wealthy affordable for everyone. Since the beginning, collaboration between artists and designers has made Porsgrund an institution within Norwegian industry, as well as a beloved brand to most Norwegians. Every single day, they work hard to develop and test products, so that you know every time you shop at Porsgrund, you will get a product of the outmost quality.

Artwork category: Comic strips  
[www.porsgrund.com](http://www.porsgrund.com)



HOME

Arabia Finland

Tableware

Arabia is one of Finland's best-known and most beloved brands. For over 140 years, Arabia has been part of Finnish homes – from celebrations to everyday life. While Arabia designs tell the story of the times, they are always timeless. Beautiful, practical and made to last, Arabia tableware brings people together – from generation to generation. Arabia's first factory buildings, for the manufacture of porcelain, earthenware and other types of pottery, were erected in 1874 on a plot of land carrying the same name on the northern outskirts of Helsinki.

Artwork category: Custom design  
[www.arabia.fi](http://www.arabia.fi)







Desenio

Sweden

**Wall art**

Desenio are passionate about interior design. Their business concept is simple: trendy and stylish wall art should be for everyone. Since its opening in 2010, the company has grown steadily and today their online stores are available to more than 30 countries, and adding new territories continuously. At Desenio you will find a wide selection of posters and hanging accessories in the form of frames, picture frames, clamps and posters – often inspired by the Scandinavian style. They are constantly expanding their range to meet the latest trends in interior design and design. With Desenio you will find something for all rooms and styles!

**Artwork category:** Moominvalley series sketches  
[www.desenio.se](http://www.desenio.se)



Stelton

Denmark

**Bottles**

Niels Stellan Høm and Carton Madelaire were old friends who merged their first names in forming one of Denmark's best-known design brands: Stelton. Their design philosophy is the key to Stelton's success and includes four main categories: timelessness, simplicity, functionality and innovation. A simple drawing of a teapot on a napkin during a family dinner – that was the starting point of the Cylinda line launched in 1967. Today the series is recognized as a symbol of classic, timeless style. Since then Stelton has elaborated its collaboration with international designers and architects assuring that the form and function of their product families create a synthesis that embodies innovative ideas in relation to concept, design and materials.

**Artwork category:** Bonnier Carlsen range  
[www.stelton.com](http://www.stelton.com)



HOME

PR Home

Sweden

**Lamps**

PR Home opened in 1983. From the beginning, the foundation of the company has been creating collections of prodcuts that make a beautiful home.

The passion still lays in product development, form, function and objects pleasing to the eye. PR Home has released an elegant range of ceramic lamps and textile lamp shades featuring motifs from selected Moomin books such as Comet in Moominland and Finn Family Moomintroll.

**Artwork category: Novels**  
**www.prhome.se**



MUSIC

Moominvalley Soundtrack

**Soundtrack**

Columbia Records has produced a charming limited edition 14-track picture disc LP featuring the official soundtrack from the animated Moominvalley TV series, in which various artists contribute original songs for each episode. Includes songs by Tom Odell, Alma, MØ, First Aid Kit, Josef Salvat, SOAK and more.

**The Moominvalley official soundtrack is available on Spotify.**  
**Artwork category: Moominvalley series**





FOOD & BEVERAGE

Lola’s Cupcakes

United Kingdom

**Cupcakes**

Lola’s Cupcakes was born back in 2006, and have since then handcrafted simply delicious cupcakes and cakes. Wherever you are, you can be assured that their entire range of products are made by hand, right in the heart of London. Starting things the old fashioned way, Lola’s Cupcakes began when two friends, Victoria Jossel and Romy Lewis, turned baking into a business. With orders pouring in, the pair opened their first concessions in Selfridges, Topshop and a flagship store in Mayfair. Lola’s has continued to grow, yet holds onto its original ethos of using only the finest ingredients and baking fresh, every single day.

**Artwork category: Basic**  
[www.lolascupcakes.co.uk](http://www.lolascupcakes.co.uk)



Bergstrands kaffe

Sweden

**Coffee**

Bergstrands is a Swedish family owned coffee roastery founded in 1891. For them, it all starts on the coffee plantation, where they carefully look for beans of the highest quality that suits their taste profile. Through these journeys, relationships are built and unique knowledge is exchanged. They only buy beans that they know are grown under sustainable conditions. Coffee is a living art and craft. Bergstrands are coffee roasters that can offer double certified coffee under the Fair Trade label. This is what they call an organic coffee trip.

**Artwork category: Basic**  
[www.bergstrands.se](http://www.bergstrands.se)

FOOD & BEVERAGE



Unilever

Finland

**Ice cream**

Great products from a range of more than 400 brands give Unilever a unique place in the lives of people all over the world. When consumers reach for nutritionally balanced foods or indulgent ice creams, affordable soaps, luxurious shampoos, or everyday household care products, there’s a good chance the brand they pick is one of ours. Seven out of every ten households around the world contain at least one Unilever product. On any day, 2.5 billion people use Unilever products to look good, feel good and get more out of life. They recognise that growth at the expense of people or the environment is both unacceptable and commercially unsustainable.

**Artwork category: Basic**  
[www.ingman.fi](http://www.ingman.fi)



amabro Japan

Porcelain tableware

Established in 2006, amabro is a Murakami Art Co brand, led by the artist Amane Murakami.

The Arita-yaki porcelain range uses sometsuke, a technique of gently painting the white porcelain with an underglaze of cobalt blue, which is then finished with a transparent glaze before firing. The result is a dyed effect in a vivid shade of indigo blue.

The Moomin characters exist in harmony with the beauty of traditional Japanese Arita-yaki designs and patterns, as well as the four seasons which have been inexorably intertwined with Japanese art and life for centuries.

Artwork categories: Novels, Comics  
www.amabro.com  
All photos © Murakami Art Co. Ltd



Pierre Hermé Paris Japan

Macarons

Pierre Hermé Paris is a French patisserie that has won numerous awards for its delicious sweets and is extremely popular in Japan. They are famed for their delightful macarons and chose to collaborate with Matsuya Ginza and Scandex to create "Moomin Macarons".

For their Moomin collaboration, Pierre Hermé Paris are using their signature macaron and one of their most popular flavours: Infiniment Jasmin, which is filled with white chocolate ganache. This particular flavour was chosen because jasmine flowers grow around Moominhouse.

Artwork category: Basic  
www.pierreherme.com







## BVLGARI

Japan

### Chocolate

Bvlgari, the Italian luxury brand established in 1884, also handcrafts fine chocolates for its Il Cioccolato shops in select locations around the world, including the Matsuya Ginza department store.

This is Bvlgari's first foray into working with a character brand. Bvlgari felt a deep appreciation for the Moomin stories, characters, art and values. Their trust in Matsuya Ginza and Scandex has led to the creation of a joyful and delicious collaboration.

Bvlgari's Maître Chocolatier Kanako Saito selected eight flavours in the Ginza chocolate laboratory, sold in elegant packaging.

Artwork categories: Novels  
[www.gourmet.bulgari.com/shop/default.aspx](http://www.gourmet.bulgari.com/shop/default.aspx)







Uniqlo

Japan

Apparel

The collaboration between Japanese casual wear company Uniqlo and Moomin started in 2013 with an autumn/winter collection, and continued through to 2019 with a spring/summer collection, which embodied the summery and visually rich world of the Moomins.

Uniqlo's simplicity-driven style combines quality and comfort, so people can freely wear them with their own unique style, in any way they choose, every day of the year.

The clear-cut and charming collection has been designed by the Japanese textile designer Masaru Suzuki, whose previous design works include brands such as Bang & Olufsen and Marimekko.

Artwork category: Custom design  
www.uniqlo.com/jp



Bruno

Japan

Hotplate

Bruno is a fun-loving lifestyle brand, created by adults with a talent for making products that spark pleasure – whether you are indoors or outside in nature.

The enjoyment of making; the pleasure of eating; the happiness surrounding the dining table – that's the idea behind the Bruno kitchen series. Their new multi-purpose hotplate embraces the importance of meals shared with family and friends, just as we see frequently in Moomin stories.

From casual everyday dining to a special home party, there are many ways for Moomin fans to enjoy making meals. The Moomin x Bruno hot plate has interchangeable accessories so you can make mini pancakes, grilled meats and vegetables, stews or even Japanese takoyaki (grilled octopus balls).

Artwork category: Basic  
www.idea-onlineshop.jp/BRUNO  
All photos © Idea International Co. Ltd



THAILAND

Moomin Pop Thailand

**Bubble Tea Drinks**

The Moomin Pop Bubble Tea Bar is a modern take on the traditional tea house, with a creative twist on bubble tea – tea with tapioca pearls – inspired by the Moomin characters and stories.

Moomin Pop celebrates the humour, fun, harmony and adventurous family spirit of the Moomins, with modern interior design that incorporates natural materials in bright, open spaces.

There are more than 30 different delicious bubble teas to choose from – as well as smoothies and ice creams – all with a special Moomin flair. The bubble tea range includes everything from classic milk teas to fruit and floral teas inspired by nature, along with specially-created toppings and garnishes.

- Locations:**
- Santorini Park
  - P Landscape Asoke
  - Nanglinchee
  - BTS (Sky Train) Ari Station
  - Siam Square One

**Artwork category:** Basic  
[www.facebook.com/moominpop.th](https://www.facebook.com/moominpop.th)





# LUXURY LIQUORICE WITH A MOOMIN TOUCH

When Swedish liquorice brand Haupt Lakrits decided to partner with Moomin, they saw an opportunity to increase sales and work with a brand whose profile was in line with their own high standards. The collaboration proved to be very successful.

“The high quality that the Moomin brand stands for was an important criteria. At Haupt Lakrits we aim for the highest quality. Our mission is to create the best liquorice in the world. As an example, we only work with slow cooked liquorice and we mainly use raw liquorice from Calabria in our products, which is three times more expensive than other raw liquorice. Also, our products contain the highest percentage (up to 9 %) of raw liquorice on the market. We put our hearts and souls into our liquorice”, says country manager Maria Mehlem from Haupt Lakrits Finland.

Haupt Lakrits’ first Moomin products were chocolate covered liquorice pralines based on the characters of Moominvalley, a unique approach that had not been used before. The kind and gentle Moomintroll inspired a turquoise praline with sweet white chocolate and Madagascar vanilla wrapped in a blueberry blanket, like the turquoise waters that he loves to swim in. Little My’s signature praline is completely different – a mouthwatering combination of orange sea buckthorn berries and Espelette chilies with enough twist for the fierce redhead.

In addition to the character based flavours, Haupt has also launched a set of limited edition products, starting with a unique, numbered collector box containing the first four flavours.

For Christmas 2019, they launched an advent calendar with 24 unique flavours. The calendar featured short stories of the inhabitants of Moominvalley serving as a fun introduction to Tove Jansson’s work. The image used in the calendar was from Bonnier Carlsen’s new Moomin book Christmas comes to Moominvalley and had never been used commercially before.

Through working with the Moomin brand, Haupt Lakrits has reached new retailers and customers. Mehlem describes the feedback from both groups as excellent.

“Many have told us that they don’t only appreciate the delicious liquorice, but also the lovely packaging and are saving both jars, collection boxes and the advent calendar in their collections. We also get a lot of appreciation for all the detail that we put into our work, both product and packaging-wise. We greatly appreciate this as we are passionate about quality!”

“The Moomin stories are versatile and rich, fun and clever and a source of endless inspiration. We love the creativity that the Moomin stories stand for, which is another subject that Haupt Lakrits and Moomin have in common. We have more delicious treats in the pipeline, so stay tuned for the next surprises!”, says Mehlem.

[www.hauptlakrits.com](http://www.hauptlakrits.com)





# THE #OURSEA REEBOK SNEAKER

Iconic sneaker brand Reebok’s first touch with the Moomin brand was a tribute sneaker for Gary Warnett, a renowned footwear journalist and fan of the Moomins. After his death in 2017, Reebok created a tribute sneaker featuring many of the beloved journalist’s interests, including a Moomin design, featured on Warnett’s website. The tribute shoe was gifted to the late journalist’s friends and family, and was not made available to the public. This shoe inspired an collabora-

tion with Moomin Characters and Reebok, who created an exclusive, limited edition sneaker model to celebrate Moomin 75 and take part in Moomin Characters’ #OURSEA campaign. A total of 75 pairs of unisex sneakers will be sold exclusively on the moomin.com shop, where the net revenues from the sales will be donated to the #OURSEA campaign to help protect the Baltic Sea.



# KEEPING THE TORCH BURNING

Tove Jansson’s Moomin books, stories and artwork are the foundations of the Moomin brand. This is where it all started, the work of art that inspires the strong connection many people feel to the Moomins. In families all around the world, the books have been read in several generations, creating a community of shared memories that are deeply rooted in personal experiences. People tend to want to pass on happy childhood experiences like a beloved book or a memorable cartoon, and what better childhood memories to pass on than the “roadmap to happiness” which Moominvalley is, as described by Frank Cottrell-Boyce.

“The Moomin stories lay the foundation for who the Moomins are, what they represent and which values are important to them. Without the books it would be impossible to know them. Thus, the books, publishing lies at the heart of the brand. Without (publishing) the stories we would not relate to the brand as deeply as we do”, says Fredrik Rahka, Managing Director at Rights & Brands Helsinki and Head of Publishing.

The Moomin publishing catalogue includes both Tove Jansson’s original Moomin novels and picture books as well as a new range of fresh adaptations of the stories. The carefully developed new publishing is based on the storylines and artwork created by Tove Jansson. Penguin Random House, Pan Macmillan, WSOY, Tammi, and Bonnier Carlsen have been granted permission to develop a number of books and series of publications including board books, story, activity and coffee table books. The new range of Moomin books are sold and re-printed worldwide, from the UK to Korea, Russia to the US, Finland to Japan, to mention a few.

“It has been said that it’s more important to pass on the torch than to worship the past. In developing new Moomin adaptations we are able to find new readers and fresh interest. The original books will stay at the core of our operations as we simultaneously develop new materials and stories. We are doing our best to pass on the torch,” says Rahka.

And the torch seems to be burning bright. Rahka describes the interest for Moomin books both old and new as huge. In collaboration with Moomin Characters and key publishers, the Moomin publishing business is blossoming, with an annual growth of more than 40% in 2019.

“Setting children at the centre of events and giving them the freedom and opportunities to act is rare in many countries. The Moomin books have been translated into 56 languages and our foreign publishers are keen to keep the books available. In many countries the publishers yearn for more titles than what are available now.







## INTERVIEW

# LOOKING TO THE FUTURE

During her 23 years at Moomin Characters Ltd, Creative Director, owner and Chairman of the Board, Sophia Jansson has overseen a huge change in the company. Now it's time to gradually welcome the next generation of owners.

"If Tove were still alive I would give her a thousand hugs. It's an enormous privilege to work with her art and legacy, because I have never had to feel ashamed or pretend or lie about anything she's done. To represent Tove and her artwork is an indulgence – a dream job!"

**Great things ahead**

Both Sophia and the next generation see a bright future ahead for Moomin Characters. Apart from growing massively during the past two decades, there's also been a shift in focus for the whole business.

"When I started working at the company in 1997 our main task was to answer questions about using Moomin in different ways and handling transactions. Today, on the other hand, we are proactively seeking creative partners to cooperate with in ways that are inherent with Tove's philosophy and values", says Sophia Jansson.

A current example is the #OURSEA campaign, raising funds for cleaning the Baltic Sea. Next year, the company will start promoting language skills and reading and writing.

"Language and communication skills are important from a democratic perspective, and can promote equality, tolerance and other humanistic values. We think everyone should be able to participate in society – every little miffle or nibling – has a right to be seen and be named – as in Tove's books. There's a place for everyone, regardless of looks, ethnicity, religion or nationality. These values are timeless and common to us all, and probably one of the keys to Tove's success globally".

**The next generation**

Sophia's sons James and Thomas Zambra, as well as their second cousin Hanna Ahlström, are the third generation to work at the family owned company.

James studied design at the Aalto University in Helsinki as well as the University of the Arts London. He has previously worked at design studios Pentagram & Bond as well as co-founding the design studio Kobra in Helsinki, Finland. He is currently the CEO and Creative Director of Kobra. This year he will take on a role at Moomin Characters Ltd supporting the Moomin Design team and Creative Leadership in further developing their design strategy and processes. As a designer, James has worked with various aspects of the Moomin brand since 2010.

"The Moomin business is in better shape than ever before, thanks to our wonderful Moomin licensees and the fantastic work that has been done over the last 10 years. I know the company well and hope that my background in design will be of use in developing the company going forward. There is a lot we can do to build the brand and promote new aspects of Tove's Moomin stories and figures to new audiences across the globe".

Thomas' background is in business and digital services. He has previously worked in strategic development at the Digital consultancy Motley in Helsinki. As of August 2020 he will be rolling up his sleeves and taking on a full-time role at Moomin Characters.

He will work with sales and account management; working with both existing and potential new licensees for Moomin products. He'll also work with the retail organisation, developing new solutions involving moomin.com and the Moomin Shops.

"I hope to provide more knowledge of digital solutions and help the management with developing our strategy for the future. It's a great time to join the company as there are a lot of projects in development".

He's excited to start working at the company, looking at new markets where the Moomins aren't so well known, opening up new opportunities.

"It's amazing to see how all the hard work has started to bear fruit in different parts of the world. I feel privileged to be a part of this, and hopefully to provide my share to the success. It feels as if the Moomin stories are more relevant than ever. I want us as a company to keep taking a stand for good causes, like fighting climate change and promoting equality", Thomas Zambra summarizes.



# GIVING BACK – THE MOOMIN WAY

If your business is built around stories with strong core values like friendship, tolerance and respect for nature, the natural thing is to act according to those values. Tove Jansson set a strong example in doing pro bono illustrations for causes she believed in – postcards for human rights organisations like Unicef and Amnesty International and posters for the environmental association Håll Sverige Rent (Keep Sweden Tidy). Moomin Characters has continued this legacy, which is deeply rooted in the values of the Moomin stories.

Through successful collaborations with charity organisations like WWF, Unicef and in the last few years, Oxfam, we have been able to leverage the emotions the Moomin characters create in fans all around the world to donate hundreds of thousands of euros to organisations who are making this world a better place. In 2020, the focus is a big environmental campaign called #OURSEA. Because, putting it bluntly, Moomin Characters is part of the problem, but can also be part of the solution.

“Because such a big portion of our revenue comes from manufacturing products, we’ve realised that Moomin is an environmental burden. Based on this realisation we are committed to working for a smaller analog footprint and growing our digital footprint rapidly, combined with financially supporting knowledgeable environmental organisations. We also want to introduce a new environmental program developed together with Spark Sustainability”, says Roloff Kråkström, CEO of Moomin Characters and chairman of the board at Rights & Brands.

During 2019, Moomin Characters has taken climate work to the next level with a deep analysis of how the company can operate in a more eco-friendly way; in internal operations, as employees, and with their licensees. Spark Sustainability has supported Moomin Characters by calculating their operational emissions, creating a climate action plan to help reduce them, and holding a workshop for the employees to support them in becoming climate ambassadors. Together with Moomin Characters, Spark Sustainability has also developed a strategy to help licensees adopt climate-friendly practices, which will be rolled out in 2020. Starting with a company-wide program to mitigate Moomin Characters’ own carbon footprint, the program will also include a set of guidelines for Moomin licensees, which the company hopes will inspire all its partners to take part in this utterly pressing work.

“It’s been an absolute pleasure to work with a company that sees the possibilities and understands the value of working with climate issues. What’s been most exciting about this project is the massive impact it can have. Moomin Characters don’t stop at their own operations - they’ve realized that by engaging licensees in this work, together they can really make a difference”, says Anna Eriksson, co-founder of Spark Sustainability.

In 2020, when it’s been 75 years since the publication of the first Moomin story, Moomin Characters and Rights & Brands are launching #OURSEA, a one-year campaign to save one of the most polluted seas on the planet. The goal is to collect one million euros for Finnish maritime organisation John Nurminen Foundation’s ground-breaking work to save the Baltic Sea. This tiny inland sea, where Tove Jansson spent most of her life, finding inspiration for many

of the Moomin stories, has become one of the most polluted seas in the world. Eutrophication, oxygen deprived sea floor, dying fish and many other related problems are likely to be multiplied in the world oceans as climate change multiplies the harmful effects humans are causing.

“Tove lived by the sea all her life, and it plays an important part in the Moomin stories”, says Sophia Jansson, Tove Jansson’s niece and Creative Director of Moomin Characters.

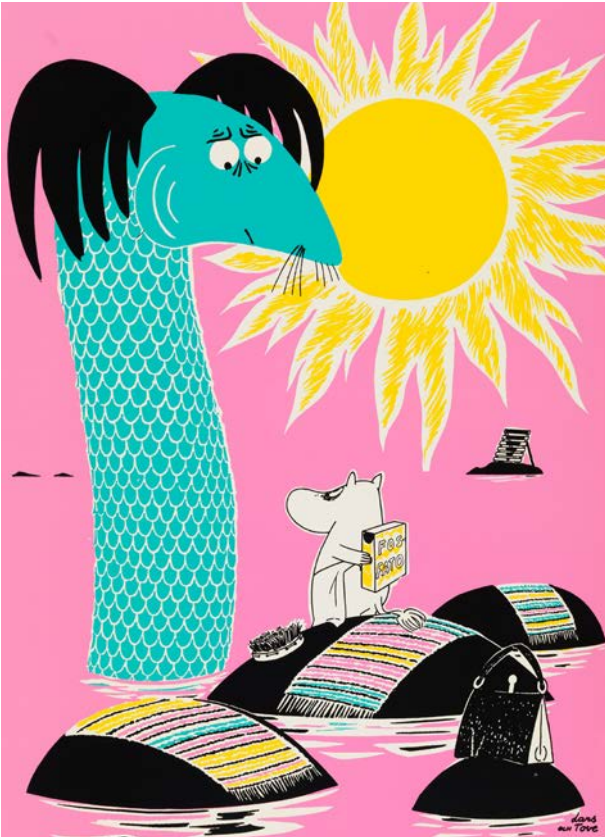
“Tove wrote about the sea with deep love, a feeling we all share. A lot of wonderful work is already being done to ameliorate the state of the Baltic Sea, and we want to be part of that and inspire as many people and organisations as possible to take part. We feel very strongly that there is a momentum and strong engagement around these questions at the moment,” Jansson says.



1. John Nurminen Foundation – #OURSEA campaign



2. Unicef



4. Håll Sverige Rent



3. Unicef - Tove 100



5. Oxfam



#OURSEA CAMPAIGN PRODUCTS



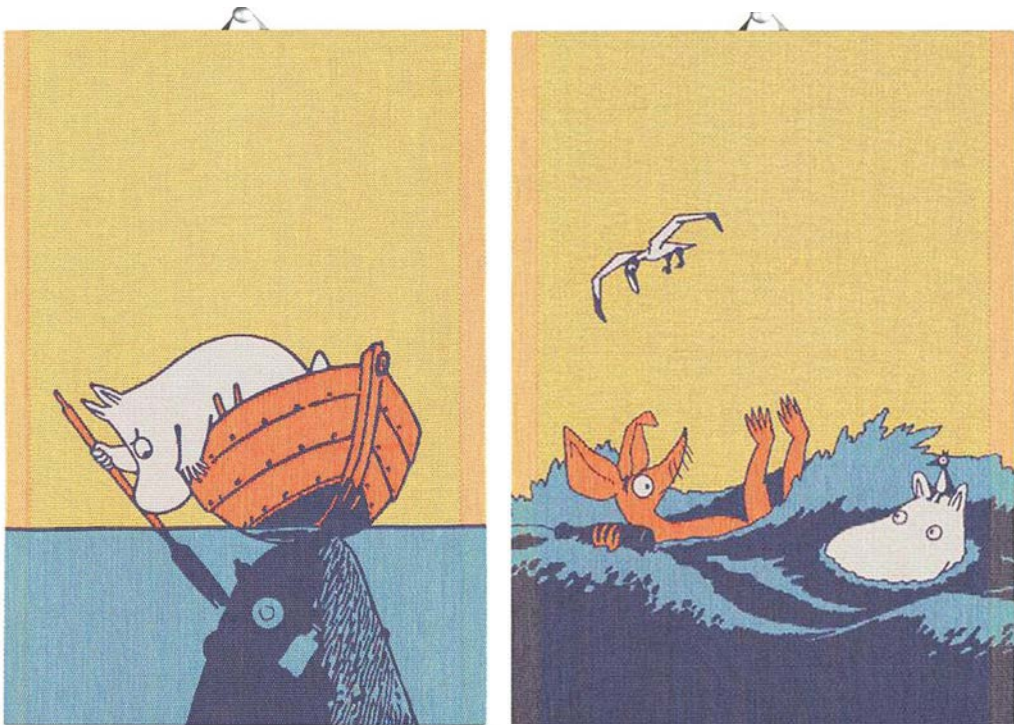
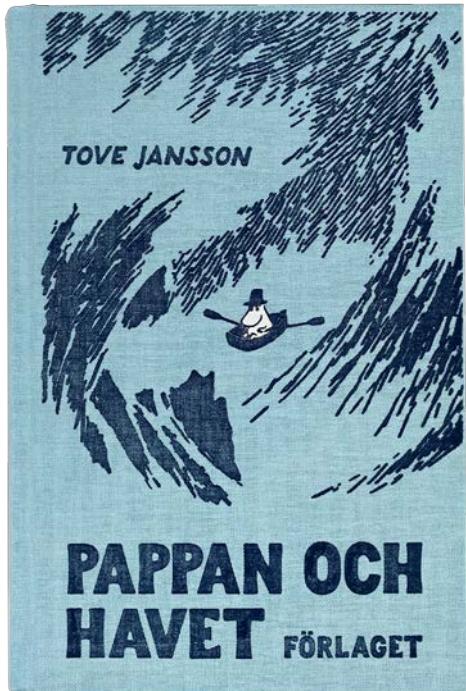
#OURSEA products

The sea is a vital part of the Moomin universe. 2020 marks the 75-year anniversary of Tove Jansson publishing her first Moomin novel. To celebrate this Moomin Characters has launched the campaign #OURSEA, to save the Baltic Sea and its heritage for future generations.

The aim of the campaign is to raise awareness of the condition of the Baltic Sea and raise one million euro for the Finnish maritime organization John Nurminen Foundation, whose mission is to save the Baltic Sea and its heritage for future generations.

Moomin licensees who make #OURSEA products commit to donating to the campaign and thereby support the important work to save one of the most polluted seas on the planet.

Artwork category: #Oursea





FILM

# COMET IN MOOMINLAND

Comet in Moominland is a completely remastered animation of the world famous Moomin classic from 1992, a Japanese-Finnish-Dutch animation based on one of Tove Jansson’s most loved stories. The film was created and produced by Dennis Livson, whose son Tim Livson (Kindernet Entertainment), is now co-producing the new film with Antti J. Jokinen and Sara Norberg (Cinematic). While keeping the classical hand drawn cel animation style by director Hiroshi Saito, animator Yasuhiro Nakura and writer Akira Miyazaki, the re-mastered Comet in Moominland (2020) will be updated for today’s 4K cinema standards, including sound, music, songs and dubbings. The new film will be released in fall 2020 celebrating Tove Jansson and the 75th anniversary of the Moomins.



# TOVE

## The first feature film about Tove Jansson

When Finnish production company Helsinki-filmi decided to portray Tove Jansson on the big screen, it was clear from the start that they wanted to film on location in Jansson’s hometown Helsinki, Finland and in her native language Swedish. In the feature drama TOVE, Jansson is portrayed by Alma Pöysti, a rising Finnish actress.

“I was looking for someone who would have that right Tove-like energy, and who could credibly play a person who created something as amazing and imaginative as the Moomins. Alma Pöysti’s version of Tove combines intelligence and melancholy as well as humour and flirt in a wonderful way. I am very excited to be able to present such an incredible actress to a large audience”, says director Zaida Bergroth.

TOVE takes place in the 1940’s and 50’s in the graphic, jazz-filled city of Helsinki. The artist was in her thirties and forties at the time.

“We focused on the ambitious and determined young artist who starts receiving recognition for the Moomins instead of her paintings. I find this cross-draught between the Moomins and Tove’s career as a painter very interesting”, says Bergroth.

TOVE premieres in Finland in October 2020 and will be distributed internationally.

TV SERIES

# MOOMINVALLEY TV SERIES

Moominvalley is a brand new, award-winning animated drama series consisting of two seasons and 26 episodes, 13 per season.

The series is the creation of executive producer Marika Makaroff, Oscar-winning director Steve Box (Wallace & Gromit), Emmy award-winning producer John Woolley (Shaun the Sheep), and award-winning scriptwriters Mark Huckerby and Nick Ostler (Peter Rabbit). The shared passion for the family of white and roundish trolls brought on board a stellar voice cast, which includes Rosamund Pike (Moominmamma), Taron Egerton (Moomintroll), Matt BERRY (MOOMINPAPPA), AND KATE WINSLET (MRS. FILLYJONK). THE ORIGINAL music score was composed by two Finnish composers, Pekka Kuusisto and Samuli Kosminen and the dedicated soundtrack was created in collaboration with Sony Music Entertainment and Columbia Records, including original music from Tom Odell, First Aid Kit, Alma, Delilah Montagu, Declan McKenna, MØ, SOAK, and many more.

Moominvalley won the TBI Content Innovation Award in 2019 for Best Animated Kids Programme. It also won the Finnish award Golden Venla for the Best Childrens’ and Youth Programme in 2019. Moominvalley has been nominated for the Magnolia Awards (Shanghai TV Festival) and the British Animation Awards to name but a few.

The commissioning broadcasters Yle and Sky, started broadcasting the series in spring 2019. In Finland, the series saw record-breaking ratings, with one in four Finns (1,5 million people) tuning in to watch the first episode. Moominvalley was the most watched programme on Finnish national broadcaster Yle’s VOD platform (Yle Areena) in 2019. In addition to this, the series was the most watched TV series and fourth most watched programme across all channels in 2019 in Finland according to Finnpanel. The series enjoyed similar success in the UK, as broadcaster Sky’s second most downloaded box set in its launch week, behind Game of Thrones.

Moominvalley is currently available in the following countries:

- China
- Israel
- Poland
- Finland
- UK
- Japan
- Hong Kong
- Estonia
- Latvia
- France
- Netherlands

For updated distribution information and news on Moominvalley, please visit [moomin.com](http://moomin.com)







# MOOMIN MUSEUM

– Tampere, Finland

Where did the ancestors of the Moomins live? What was Moomin-pappa's stormy youth like? What do Hattifatteners do during a thunderstorm? These and many other secrets are revealed in the world's only Moomin Museum, located in Tampere, Finland.

The Moomin Museum's first permanent exhibition What Happens Next? retells the entire story of the Moomins, starting from the Great Flood and the mad midsummer's floating theatre to the puzzle of the lighthouse and the mysterious disappearance of the Moomins one grey November day.

Tove Jansson and her partner, the graphic artist Tuulikki Pietilä, donated a sizeable collection of art to Tampere Art Museum in 1986. The collection comprised of 1009 drawings and paintings and 38 three-dimensional tableaux. The collection was first displayed in The Moomins exhibition at Tampere Art Museum along with other original sketches and book illustrations by Jansson. The tableaux are miniature Moomin-themed dioramas crafted by Jansson, Tuulikki Pietilä and their friend, the physician Pentti Eistola.

Tampere Art Museum displayed the collection in a museum called Moominvalley from 1987 to 2016. Moominvalley closed in October 2016 and moved to its new permanent home at Tampere Hall in 2017, whereupon its name was officially changed to the Moomin Museum.



# MOOMINWORLD

– Naantali, Finland

Moominworld, the first Moomin theme park in the world, is located on a beautiful Island called Kailo, just outside of Naantali's old convent. Since starting operations in 1993, it has welcomed millions of visitors who come here to see Moomin magic come alive. Here, visitors can meet the Moomin family and their friends, enjoy theatre plays, adventure walks and visit central Moomin locations like the Moominhouse and the bathing house by the beautiful seas. For many children, hugging the well-known fairy tale characters is the

highpoint of the summer, and during a well-visited magic week in February, the place comes alive with winter activities, as the Moomin family wake up from their customary hibernation.





# MOOMINVALLEY PARK

– Hanno, Japan

The Moominvalley Park opened in March 2019. Located in Hanno, Japan, around 50 km from the Tokyo city center, it is the first Moomin theme park outside of Tove Jansson’s native Finland.

Moominvalley Park includes the Moominhouse, several attractions based on the original books, live shows and greeting events with the characters, replicas of the bathing house and the lighthouse and an exhibition facility where one can learn about the thoughts of the Moomin creator Tove Jansson.

Moominvalley Park is filled with the charm of the original stories and art where Moomin fans can make new experiences and discoveries. With one of the largest selections of Moomin related merchandise, the Moomin gift shop has many original goods that cannot be purchased anywhere else.



# KOKEMUS

– Moominvalley Park, Hanno, Japan

The name of the three-story exhibition center in Moominvalley Park, ‘Kokemus’, is Finnish for ‘experience’. Visitors can experience and learn more about the Moomins in an exhibition where Tove Jansson’s passion for both work and love and a life spent with Moomins intertwines with the Moomin books. After coming through the interactive space and different exhibitions, visitors can recall the experience in the café and concept store. There are also Moomin workshops based on the Moomin stories and artwork, for guests to bring home a special memory of their own.

The exhibition center also boasts a Moomin shop that carries one of the widest selections of Moomin merchandise in the world. The restaurant called Moominvalley is inspired by the Moomins’ mid-night party in the forest. An over 8 meter tall, big scale diorama of the Moominvalley, as well as art pieces borrowed from the Helsinki Art Museum in Finland, are on display.

The exhibition is planned together with Mayumi Tomihara, who has published many Moomin comics, novels and research pieces about Moomin and is also known as the greatest Moomin scholar in Japan.



## INTERVIEW

# THE DIGITAL SIDE OF MOOMIN

Moomin.com and its offsprings have made great leaps in the past five years, going from a static website with little traction to a dynamic web portal reaching millions annually and delivering Moomin products to all corners of the world.

“When we were doing research for the new moomin.com, we found that there were some 20 other sites writing about Moomin and Tove Jansson, which in turn made us realize that there was this huge fanbase that didn’t really have anywhere to meet each other and engage in the Moomin universe”, says Jonas Forth, Managing Director of All Things Commerce, ATC, and the architect of moomin.com



“Although we manufacture very few items ourselves and mainly rely on our brilliant Moomin licensing partners to provide us with new and exciting things for the online shop, we see this as a Direct To Consumer operation”, says Jonas Forth.

One of the most popular Moomin products are the Moomin mugs. For example the Moomin One Day Mug, which was sold for only one day in 2018, was sold out in just 90 seconds.

“It was a stock of thousands of mugs, and we could probably have sold tens of thousands of them, if not hundreds of thousands, in the same amount of time, proving that fans will purchase directly from a brand if they believe in the brand and the brand offers a good experience”, Jonas comments.

## The long tail of Moomin content

When the Moomin team started making content for Moomin, they had a slight fear that the brand would be too niched and that there wouldn’t be enough to write about. But it turns out that it’s just the opposite!

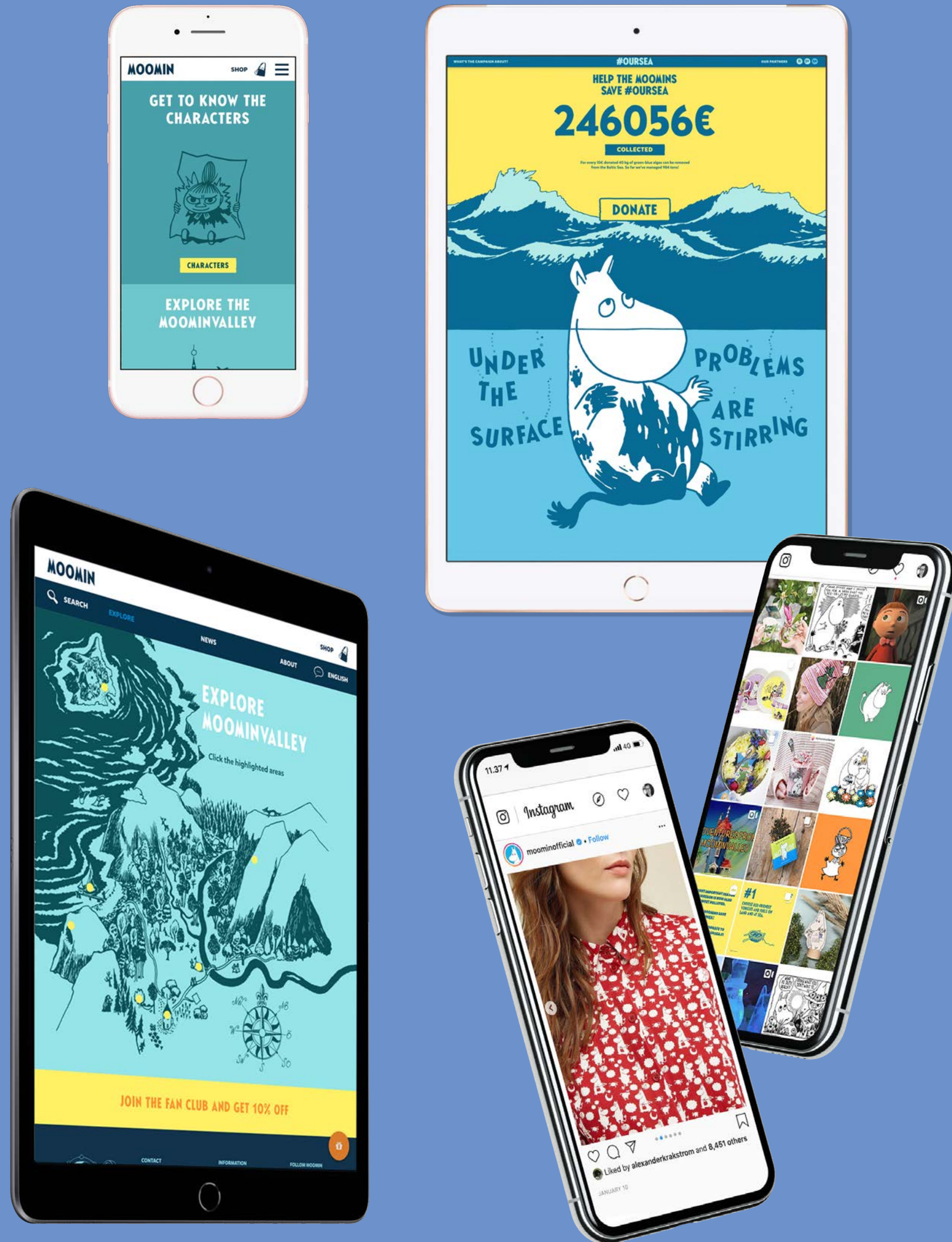
Over the years, the list of story ideas just keeps on growing and the team can’t really keep up with everything that’s happening around the brand. There are trivia posts and articles on the history of Moomin, products news, events, campaigns and fan stories.

“We very much believe in the idea that we don’t create content for the moment, but that it lives on online. Someone might google a phrase in twelve years and find that one thing about Moomin that they’ve been wondering about”.

He talks about “the long tail” – a term popularized by Chris Anderson about 15 years ago – to illustrate that the internet can provide everyone with that one thing that they’re interested in.

“We’re creating the long tail of Moomin and Tove Jansson content. So far it’s proven to be the right way to go, as our traditional marketing spend is very low compared to our turnover”, says Jonas Forth.

The Moomin team is now taking on other brands that Rights & Brands represent, in order to create the same kind of experience that they were able to create for Moomin.





MOOMIN CAFÉS

MOOMINOUS COFFEE  
ALL OVER THE WORLD

What could be more inspiring than having a coffee in the magical surroundings of Moominvalley? At the moment, this unique Moominous experience is available in Moomin cafés Helsinki, Finland, Tokyo and Hakata in Japan, Seoul in Korea, Bangkok in Thailand, Taipei in Taiwan and Hong Kong. The Moomin cafés offer an opportunity to enjoy delicious food and café products in a relaxed and warm ambiance, together with plush toys versions of your favorite Moomin friends.



MOOMIN SHOPS

ALL THINGS  
MOOMIN

Found in venues from Helsinki to Honolulu and Tokyo to London, the Moomin shops are where Moomin fans from all over the world come to indulge in all things Moomin. In Tove Jansson's home country Finland, there are already six Moomin Shops – many of which are visually inspired by Jansson's Moomin books, such as the newest shop located in the city centre of Helsinki, lending its sheer mint green colours from the first Moomin story The Moomins and the Great Flood. The new Moomin shop at the Non-Shengen area of Helsinki Airport in contrast lends its bright red and yellow visuals and round-formed walls from Tove Jansson's iconic picture book The Book about Moomin, Mymble and Little My.

As a place for people sharing a love for the Moomin way of life, the Moomin Shops have also inspired long-lasting Moomin friendships that defy language barriers. Shop Manager Sanna Vento has been working in the Moomin Shops for 18 years, and some of her customers have become lifelong friends. She recently came back from a trip to Japan, where she met customers who have become dear friends.

"It's funny because they don't speak English and I don't speak Japanese. But in Moominvalley you don't need language. You can just be who you are. We are friends for life", she says.





# THE R&B TEAM

## The Rights & Brands team and offices

Rights & Brands represents iconic Nordic brands, artists and authors and is the worldwide master agent on behalf of Moomin Characters. Other representation includes Tove Jansson, Stig Lindberg, Carl Larsson-gården Sundborn, Ilon Wikland, Mauri Kunnas and many more.

With its headquarters in Stockholm, Sweden and local branches in Helsinki, Oslo and Tokyo, R&B was founded in 2016 by Moomin Characters and Bulls, combining over 70 years of licensing experience. Since January 1, 2020, Bulls Licensing has merged with Rights & Brands.

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Moomin master agent Rights & Brands will be your main partner in global licensing matters. Local sub-agents will also be happy to assist you with any questions you may have concerning Moomin licensing.

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