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THE **Lundby** OF SWEDEN LETTER

A Quarterly Newsletter Published for Members of the We Love Lundby Club

WHAT'S NEW AT LUNDBY? Ett Nytt Dockskåp (A New Dollhouse)



The new Stockholm dollhouse has its own terrace and swimming pool. Photos from the 2005 Lundby catalog.

Come to the We Love Lundby Club Mini-Convention in September

ONE OF OUR CLUB'S biggest supporters is **Geraldine Scott**, the editor of the Dollhouse Toys n' Us newsletter and coordinator of the club's annual convention, to be held this year September 15-18, in Morristown, New Jersey. In conjunction with her meeting, Geraldine has graciously invited all of our club members to a We Love Lundby Club mini-convention on Friday evening, September 16, and Saturday morning, September 17. Our special thanks to "Mom" Geraldine for the opportunity to have our very first meeting with our parent organization!

This year's convention is being hosted by **Maria Cannizzaro**, also a member of both Clubs. If you'd like to attend, please contact us at welovelundby@aol.com and we'll send more information.

LUNDBY OF SWEDEN has exciting news for collectors. Projected for release in late summer or early fall, there will be a *redesigned* Stockholm dollhouse with its own coordinated line of furniture, dolls, and accessories.

Members may see a preview of the new products by accessing **Peter Pehrsson's** website, <http://dollhouse.mine.nu>. Peter is a New Member of the We Love Lundby Club, and his website is a treasure trove of vintage catalog pages and related information materials. Peter has also generously posted a brightly-colored advertisement for the We Love Lundby Club on his home page.

The Lundby Letter will have further coverage of the new Stockholm in the September 2005 issue. ♥

Micki Leksaker AB, Gemla Designed 1960s Dollhouses

SECOND IN A SERIES

By Sue Morse

IT IS ONE OF THE MOST IRONIC FACTS of Scandinavian dollhouse history that the company that made Micki Leksaker AB, Gemla dollhouses would eventually become the owner of the Lundby of Sweden trade name. Lundby, Brio, and Micki Gemla created five-room dollhouses for the toy market during the 1960s. While Lundby and Brio incorporated furniture and accessories into their product lines, Micki concentrated on manufacturing only the houses. Today in 2005 the Micki Toy Company produces all the items in the Lundby line.

Although several variations of Micki houses have appeared on eBay and are owned by our members, we are concentrating on only two major designs. One has a spiral staircase and the other has a wooden ladder-type staircase leading to the center room of the top level. The dimensions of Micki houses are 26.5"/67.3cm wide × 18"/45.7cm tall × 10.5"/26.7cm deep. Although the Micki house is taller and slightly deeper than the Lundby house, the width is exactly the same. See

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Lundby Lore

By Carolyn Frank

Continuing our search for interesting items from the Lundby archives, attention should be given to the extraordinary Classic and Vision Collections. The Collections were shown in the 1986 catalog, and they were designed to commemorate the 40th anniversary of the Lundby of Sweden line in 1987. The Collections contained three items each, and the pieces are now considered to be rare and valuable by miniaturists.

The Lundby Collectors' Classics consisted of a Breakfront Cabinet (#1001) for china or display and a traditional Desk with Chair (#1004). The Chair was the office-type with a swivel base. The handsome pieces were made of wood and possessed functional doors and drawers. The Classics will be discussed in further detail in the September 2005 issue of *The Lundby Letter*.

The Lundby Vision Collection featured items with working parts: a Television Set (#1050), a Radio (#1051), and a Grandfather Clock (#1052). The Television Set was given in the 1986 catalog as: "Sinclair pocket TV 2", black and white reception. It receives UHF signals anywhere in the world except France and the communist bloc." The caption for the Radio read: "Panasonic RF-12." Members who own the Television or Radio (or both!) are requested to email or write *The Lundby Letter* with further information, as distribution of these items was limited in the United States.

When Lundby of Sweden USA, Inc. was located in Chantilly, Virginia, I was fortunate to have received the Grandfather Clock as a gift from the firm. The little Clock stands 4.5" / 11.5cm x 2.5" / 5.7 cm at the base. The wooden body of the Clock is painted white with gold



The Lundby Vision Clock

From the collection of Carolyn Frank



The logo with the red smiling bear face appeared on Micki's 1960s doll-houses. The Micki Toy Company still uses this popular image.

This Micki house featured a red wooden piece spanning the pitch of the roof to enable the cover to slide into place. Other design characteristics included the arched doorway and the wooden rail staircase leading to the second floor.

Permission to reprint has been granted by Lilian Ericson who photographed this Micki house and its current owner, Elisabeth Lantz from Sweden.

Micki Leksaker AB, Gemla — continued from page 1

how the Micki house and Lundby extensions fit together perfectly in the photo of George Mundorf on page 3.

Micki houses have three rooms on the top level and two on the bottom level (versus Lundby and Brio with just the opposite floor plan). The windows are constructed with only openings and no "glass" coverings. Some Micki houses came with a wooden cover to slide over the front of the house to keep it safe and clean when not in use. The cover, designed in red brick with green vines trailing

upward to the second floor, had three open windows on the top level and a center door and two open windows on the first floor.

Look for the Micki logo, the smiling red bear face, on the chimney or the front of the house, as well as for the words written on the back of the house, "Tillverkare: Micki Leksaker AB, Gemla Made in Sweden," meaning, in English, "Manufacturer: Micki Toy Company, Inc., Gemla. We again thank Patricia Harrington for her translations in this issue. ♥"

filigree; it has a quartz battery, Arabic numerals, and the Lundby logo (scarcely an 1/8" / 0.3cm wide). The design is reminiscent of the rococo style of decoration. A similar item in the Lundby line was the non-working Grandfather Clock (#4203).

The Grandfather Clock is a delightful piece, however, the battery has proven to have a short "life span," and replacement batteries are both elusive to find and expensive to buy. Nonetheless, it remains a treasured piece in my miniature collection.



Post Scriptum: The children's author and illustrator, Elizabeth Orton Jones, passed away on May 12, 2005. She was 94 and lived in Mason, New Hampshire. She is best known in the world of miniatures for her delightful story, "Big Susan." The text, a tale about a family of dollhouse dolls, has

endeared itself to generations of children since it was first published in 1947. I was privileged to meet Ms. Jones, an avid Lundby collector, some years ago. She was a most gracious and talented lady.

The We Love Lundby Club expresses its deep appreciation to Rowland L. Edwards, a well-known collector of clocks, for his generous donation of \$100.00. Mr. Edwards requested a viewing of the miniature Grandfather Clock, and he was intrigued by Lundby's excellent workmanship.

Under Construction
Help us design your website by completing enclosed questionnaire

Our goal is to provide a website where our members and other interested miniaturists can find answers to their many questions about their collections.

Members in Focus

SECOND IN A SERIES OF INTERVIEWS

By Carolyn Frank

GEORGE MUNDORF, collector *extraordinaire*, has an extensive assemblage of vintage and contemporary dollhouses, furniture, and accessories in his New York City apartment. His impressive collection has accorded him considerable prominence in the miniature world—as has his “hanging shelves.” The need for available space, always at a premium in Manhattan, inspired George to construct shelving along the ceiling of his apartment walls to display the collection.

George graciously responded to our Questionnaire, and a compilation of his comments has been made for inclusion in this column. Space, like George’s apartment, is limited in *The Lundby Letter*, so we regret that his complete interview could not be printed. George, our first Charter Member, is an ardent supporter of the We Love Lundby Club, and future issues will contain many of his valuable insights in miniature collecting.

A native of New Jersey, George was raised in Englewood Cliffs. “I guess you could say I was from the *Petite Princess* dollhouse generation,” he told us. He was drawn to miniatures in his childhood, and, in that era when boys did not play with dollhouses and girls did not play with toy cars, he only “mentally” collected. Viewing displays in toy departments, George would inwardly calculate the expense of furnishing a complete house.

At present, in this more enlightened age, George’s collection comprises nearly 40 dollhouses. Four of the houses were made by Lundby, and he possesses the original electrified model with the spiral staircase. Among his other vintage models, he has examples of Brio, Lisa, Rich, Schoenhut and Tri-ang.

His major interest in dollhousing, however, is the Art Deco period of construction. He likes “...the simple but sophisticated design elements of Deco, and the challenge of building a Deco collection is formidable.” He owns 10 of the rare Deco houses and has lectured on the subject.

George told us that he also likes furniture that “shows short lived trends that pinpoint times in (decorative) history. This is where Lundby shines. Take a look at the



Photo from the Mundorf collection

What makes George Mundorf smile? His Micki Gemla dollhouse with the spiral staircase, fabulous red wallpaper, and two Lundby extensions, full of Lundby furniture.

psychedelic bed cover on the double bed with the round mirror and built-in clock (how many pieces of dollhouse furniture scream out 1969?), the lamp I call the Rocket Ship, the barrel chair with orange cushion, the pedestal television...all are so retro-modern that they transcend most dollhouse furniture in terms of what was considered ‘new’ and ‘modern.’”

George in his further thoughts on Lundby said, “It has a long history, so while getting a complete collection is theoretically possible, it is not too probable. So the fun is in the *searching!* It is also a toy, so that, unlike collectible miniatures made for collectors, Lundby may be found in the toy chest or sandbox just as well as under glass in some formal display cabinet. Lundby has muscle.”

He also expressed in his comments, “...my collection wouldn’t be the same without the generosity, knowledge, and patience of Patricia Harrington and Sue Morse.” ♥

All We Want Is More Lundby

To all of you who helped our members with their wish lists, thank you. We’re hoping that Lori, George, Veronica, and Louana found at least some, if not all, of their wants, from the March 2005 issue. If any of our members have extras to sell of the following, please consult the Member Directory and contact the person requesting them.

Anna-Maria Sviatko of Australia wants the stairs and diving board for the large Lundby swimming pool, the Lundby range hood, Brio red kitchen (including the sink, fridge, stove, overhead cupboard, and drawer extension or bits thereof), Brio Jacobsen red stool, and Ericofon phone.

Deniece Love of Indiana requests #4310 black grand piano, #5776 black enclosed fireplace with lighting, and #5260 sofabed.

George Mundorf of New York City has added the following to his wish list: the Lundby range hood, coat rack, long table with attached TV, house with rails on the stairwell, rubbery swimming female (if there is one), and the Brio ottoman for the egg chair.

Charlene Williams of Florida desperately wants the Stockholm basement, the original one with the burgundy wallpaper in the main room. She’s also looking for the brown striped patio furniture, the leather swivel chair, and ottoman. Her daughter, **Joelle**, who just turned 7, is ready for a Lundby PenPal her age. Her e-mail address is joellerwilliams@yahoo.com.



IN MEMORIAM

Per Börnfelt, 79, original designer of the Lundby of Sweden furniture, passed away on February 20, 2005, in Åkersberga, Sweden. The funeral was held March 15 at the Vallentuna Church, Vallentuna, Sweden.



Mr. Börnfelt’s career with Lundby was chronicled in the March 2005 issue of *The Lundby Letter*. His furniture designs for Lundby gained him recognition by Harrod’s of London as “one of the world’s best toy designers” in 1978.

He was also noted for his work in oils and watercolors. He won First Prize in the Täby Spring Salon 1997 with a watercolor of Täby’s old church. He had numerous exhibitions, and many of his paintings are now in hospitals and other institutions.

The We Love Lundby Club extends our condolences to his companion of fifteen years, Marianne Ahrneteg, family members, and friends.

Patricia Harrington



The Children's Corner

By Camryn Long

Hello readers:

The Children's Corner is growing! In addition to **Caitlin Buchart's** e-Pal letters, I have also received two emails from **Catherine McNeil**, daughter of a new member, **Sabina Pace**.

From the oldest to the youngest, here are the names and birthdays of all nine of the children in the We Love Lundby Club—**Shannon Long** (my sister and daughter of **Angela Long**), born November 30, 1993; **Catherine McNeil**, born June 5, 1994; **Caitlin Butchart**, born December 20, 1994; **Camryn Long**, born June 2, 1995; **Natalie Schlager** (daughter of **Amy and Jerry Schlager**), born November 10, 1995; **Kristina Bowdon** (friend of **Carolyn Frank**), born November 15, 1995; **Charlotte McNeil**, born August 17, 1996; **Joelle Williams** (daughter of **Charlene Williams**), born

April 24, 1998; and **Brodie Butchart**, born September 24, 2000.

Lis Garner, Caitlin and Brodie's Mum, shared with us that Caitlin has framed her membership card and is displaying it in her Lundby house. Her sister, Brodie, placed hers on her precious shelf.

Here is Caitlin's letter back to me, along with a photo of her:

Dear Camryn:

Thanks for writing back! I love horses too and wish to have one of my own. My favourite subject at school is literacy. I love writing poems and stories. At the moment I'm trying to write a book with short stories, but I'm nowhere near the finish. I've never had a dog, so I'm not entirely sure what a 4-H show is. Could you tell me?

We used to have a cat when we lived in London. She was nearly 18 years old, but she died just before we moved to Plymouth (3 years ago). It was very sad. Mum says we are going to get another cat soon, but Dad wants a dog!

I've had my dollhouse for over 2 years. I got a stable extension for Christmas. I

will take some pictures for the next time I write. I have a little sister. Her name is Brodie, she's only 4 years old, and she's got a Caroline's Home dollhouse.

I'm 10 and my birthday is 20th December 1994. I also have two older brothers, one named Brin and one named Stook, but sadly enough they don't see the thrill of dollhouses!

I'm learning to ride a horse, but I've never been in a horse show. What type of stories do you like to write and read? I like magical stories, usually with fairies in them.

I love my Lundby Stockholm dollhouse. It's one of the best things I own. I don't have a pet, but in the past I've had a rabbit named Floppy. She was the first rabbit I'd seen with droopy ears. Please reply back.

From *Caitlin*

P.S. I think the Lundby club is great. It's nice to know someone else likes dollhouses as much as me, somewhere else in the world.



Seven New Members Update WLL Club Membership to 51

A special welcome to our seven new members: **Stella Goodman** (UK); **Kerstin Olsen** (Sweden); **Peter Pehrsson** (Sweden); **Amy and Jerry Schlager** (Minnesota); **Richard Smith** (UK); **Sandra Victor** (Florida); and **Susan Walrad** (West Virginia). For contact information, please see the New Members June 2005 list in the enclosures. ♥



Many thanks to **Lis Garner** for traveling the long distance from Plymouth to London so she could photograph the Home Swede Home exhibition for us! Her Mum accompanied her on the trip.


"MIDSOMMAR" CELEBRATION DECORATES 1950s LUNDBY HOUSE AT EXHIBITION

Member **Lis Garner** photographed this 1950s Lundby house, decorated with a Midsummer Pole, when she visited the 2004-2005 Home Swede Home exhibition at the Bethnal Green Museum of Childhood in London. The house was furnished and accessorized to show one of Sweden's most popular national holidays, "Midsummer." The celebration takes place during the third weekend of June, when everyone escapes to the country to enjoy nature.

The celebration of the Summer Solstice is a very ancient practice, dating back to pre-Christian times. People gather to sing and dance around the "Majstång" or Midsummer Pole, which is covered with flowers and greenery. Many women wear flower wreaths on their heads and some people dress in traditional folk costumes. ♥

Lundby Connections

The miniature collection of **Maria Cannizzaro** from New Jersey was featured in the March 2005 issue of the *American Miniaturist*.

 The Lundby Letter is published quarterly for members of the We Love Lundby Club. If you have any inquiries about an article, or if you are interested in submitting a story or project of your own, please do not hesitate to write or email us.

THE LUNDBY LETTER
We Love Lundby Club
P.O. Box 7429
Alexandria, VA 22307
Email: welovelundby@aol.com

Editor: Sue Morse
Associate Editor: Carolyn Frank
Advisory Members: Patricia Harrington
Larry Hotaling
Marion Osborne
Richard Smith
Yvette Wadsted
Design: Don Christian

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Coming Up in the September 2005 Issue

-  Furniture for the redesigned Stockholm house
-  Hanse & Lisa dollhouses, Danish rivals of Lundby
-  Dating your Lundby houses and furniture
-  Judy Mosholder tells how she discovered Lundby
-  Member interview
-  Wish lists
-  And much more