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THE **Lundby** LETTER

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

Bridal Dolls Celebrate the Rite of Marriage

JUNE IS A POPULAR MONTH for weddings and bridal couples. During almost 60 years of production, Lundby created two sets of bride and groom dolls. The first bridal pair was introduced in the 1987 catalog, Lundby's 40th anniversary. The bride and groom are shown with a musical stereo system (item #9430). According to Elisabeth Lantz, Sweden, the vintage couple was sold for only two years, so it's rather rare.

The newer couple was first sold in the year 2000, after Micki Toy Company took over the Lundby line. The bride and groom (item #60.8014) were featured in catalogs for three years. The couple does not appear in the 2004 catalog, so they were apparently discontinued.

This one thing rings true—"How bridal fashions have changed, but stayed the same." ♥



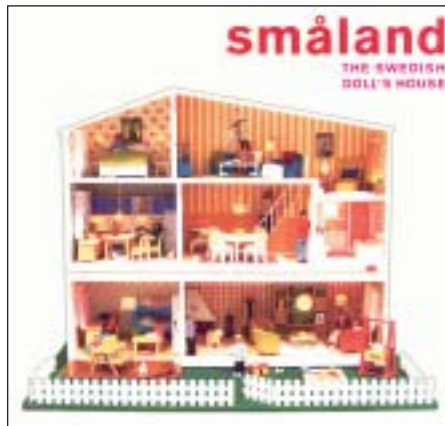
Above: The Lundby bride and groom from 1987.



At left: The Lundby bride and groom from 2000.

Photos by Sue Morse.

Småland Replaces Gothenburg



THE LUNDBY 2006 DOLLHOUSE and furniture catalogs reveal many redesigns by the Micki Toy Company. Complete with an updated color scheme in the wallpapers and furniture, a new version of the Gothenburg has been renamed Småland, after a southern area in Sweden. Future issues will feature more information about the new 2006 Småland line. ♥

The Gothenburg is no more.
From the 2006 Lundby Småland catalog.

Second Annual Mini-Convention To Be Held October 20-22 At Chicago Toy Show

Have you always wanted to attend an internationally famous toy show? Here's your chance! Don't miss the Antique-Collectible Toy & Doll World Show, held 35 miles west of Chicago at the Kane County Fairgrounds in St. Charles, Illinois. Promotion for the Chicago Toy Show calls it "the single best event for sourcing quality antique toys." For more information, visit the website www.chicagotoyshow.com.

For the second year, our club will meet in conjunction with the Dollhouse Toys n' Us group October 20-22. You will be able to network and share the "fun of the hunt" with your fellow members of the We Love Lundby Club. Special thanks to Dollhouse Toys n' Us members Geraldine Scott and Deb Reinhart for welcoming our joint participation with open arms.

If you'd like to attend, please contact toysmiles@aol.com for further information on hotel accommodations and the meeting agenda. ♥



What does a working artist have to do with Lundby? Read Patricia Harrington's article on page 3 and learn about the connection.

Photo from www.lisarinnevu.com

Lundby Lore

The Manor House Mystery

By Sue Morse

SOMETIMES IT TAKES A VILLAGE OF COLLECTORS to solve a mystery. Twenty-five years ago in 1980-81 Lundby issued a brand new house, the Manor House, (#9990) with its own furniture, also called Manor. Its release in the US, however, has caused some questions because the US distributor didn't list it as a Lundby dollhouse.

From the moment I first saw the magnificent Manor House in the Vänersborgs Museum exhibit in October 2000, I wanted one. A few months ago, Carolyn Frank alerted me to a Manor House on eBay, so I bid and won easily because it was listed as a Jester Toys Manor Dollhouse. There was a valid reason that the seller listed it as a Jester Toys dollhouse. Although she had discarded the box it came in, the manual describing the transformer didn't refer to Lundby, only to Jester Toys International, Ltd.

The short, happy life of the Manor House in the early 1980s is chronicled in only two catalogs in my collection, one published in 1980-81 by Jester Toys International, Ltd. and in the Lundby 1981-82 catalog. When I consulted my Jester Toys catalog, I noticed that the Manor House was referred to as "the dollhouse with a bright future," not as a Lundby dollhouse. Jester also listed some Manor furniture for sale, but the catalog didn't show photos of that furniture. The very same house then appears the next year in the Lundby catalog as "New! The Manor 10-room dolls house." No subsequent mention is made in any Lundby catalog of that special line of furniture for the Manor House.

Therein lies the mystery. What was the true origin of the Manor House and its furniture?

One tremendous value of a club network is that one never has to be in the dark for very long. Usually another collector has catalogs or photos that provide needed information. Three other club members, Patricia Harrington, Maine, Elisabeth Lantz, and Lisa Boutry, Canada, own Manor Houses, Manor House furniture, or both and have provided information that will be of great interest.

Patricia owns a Manor House and a British Lundby Manor House catalog, marked 1981-82, printed in Finland in 1981, with a reference that the house was distributed in the UK by Lundby Playtoys Ltd. Blackpool.



Photo by Sue Morse.

Manor House as shown at the 2000 Vänersborgs Museum Exhibit.



Photo by Lisa Boutry.

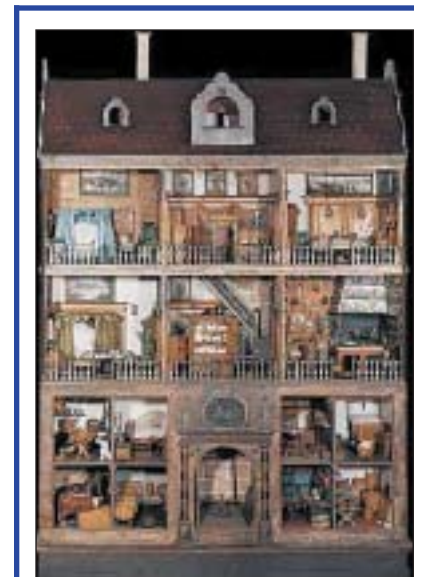
Manor Refrigerator.

Elisabeth's Manor House came in its original carton marked Manor House, "made in Great Britain," with a Lundby label. The house was produced in the Lundby factory in Blackpool. Elisabeth also owns a Jester catalog from 1980, printed in English in Sweden, which shows an entire page of the furniture made especially for the Manor House. The stock numbers of the special Manor furniture are 9930 through 9939.

Lisa has sent photos of her Manor furniture—a brown-tile stove and refrigerator, a red-tile dishwasher, and a boxed set of three lamps (all Lundby designs) manufactured specifically for the Manor House. The boxes have markings, "Made in Hong Kong, designed in Sweden." The item pictured is the refrigerator which is labeled Manor on the inside as well as on the outside.

Because Jester Toys did not attribute Lundby as the maker of the Manor House in its 1980-81 catalog, we are speculating that the distributor may have had an exclusive right to sell it for a short period before Lundby released its own catalog. Elisabeth is certain that the packaging of the furniture in sets with special numbers was done especially for the Jester catalog and the US market. She says it is not particularly unusual that a wholesaler would exclude the manufacturer's name.

Adding to the allure of the Manor House is the fact that the dollhouse and its furniture were manufactured for such a short period of time; therefore, it is difficult to find the house, and, even more so, to come across boxed furniture. Thanks to our village of sleuths for clearing up another Lundby mystery. ♥





The Children's Corner

By Caitlin Butchart

HELLO AGAIN.


I hope spring has been warm and cheerful for everybody! It certainly has been warm here! My mum and I have recently cleaned our doll's houses of dust that had been growing there. And it got me to thinking, "where did doll's houses begin and why?"

So my mum and I started to research facts about old doll's houses and what originally they were created to do. They were, once upon a time, meant to be given to girls to teach them how to be good household managers. It also depended on wealth. If girls got fantastically detailed, beautiful doll's houses, they were considered very wealthy. So it was also another chance for the parents to show off their money!

The oldest doll's house recorded was made in 1557-78 for Albert V, the Duke of Bavaria. It is known as the Munich House. It was burned down in 1614, but there was a list of contents. The oldest house we found still in existence was made in 1611 and is shown in the German National Museum in Nuremberg. This house has some rooms decorated with murals, which tell us important facts about the way their lives were lived.

Looking at my mum's furniture collection, I can really see the differences between the older and the modern Lundby pieces. So, it seems to me that, as Lundby lovers, we aren't just playing with our toys, but we are actually creating an image of the late 20th and early 21st centuries. Think of it like this. A perfect modern kitchen to us is a dishwasher, washing machine, coffee maker, drying machine, and other things like refrigerators, but a person in 300 years' time will look back at us and say, "Look at that old-fashioned kitchen from the 20th century!"

Caitlin

 This is a picture of the German dollhouse from 1611, oldest still in existence. (www.gnm.de)

Artist's Inspiration Appeals to All Ages

By Patricia Harrington

with many thanks to Ms. Rinnevu, Södra Galleriet in Stockholm, and Micki Leksaker AB (Lundby).

LISA RINNEVUO, a renowned Scandinavian artist, currently works in Stockholm, Sweden. Two of her paintings have been reproduced in miniature for the Lundby "Stockholm 2005" dollhouse.^{1,2}

Both paintings were produced with acrylic paint and spray paint and the texts were handwritten with a felt-tip pen. Lisa says children are her greatest inspiration, both in her artistic work and how she functions in her daily life. She was delighted when the Box Design architects (see the September 2005 issue of *The Lundby Letter*) asked her if they could use her paintings for the new Lundby "Stockholm 2005" dollhouse. After Lisa agreed, Lundby bought the rights to produce the paintings in miniature format for the new dollhouse, according to Kristina Aronsson, Micki Leksaker AB.



Tre



Prinsessan

The first painting is called "Tre," meaning "three," which the artist says is her lucky number. The original was created in 2002 and is 80 × 80 cm (approximately 32" × 32"). The text around the border of the painting is in English:

pretty girlie applecheek • sing a song • jump around • stay merry • have joy • be your honest you forever • sing if you want • stay pure and simple • be a friend • love your neighbor he is nice too • climb a tree • stay forever fine

"Prinsessan," which means "The Princess" in English, is the title of the second painting. The original was done in 2001 and is 60 × 70 cm (approximately 24" × 28"). The text around the border of the painting is in Swedish. The artist approved Patricia Harrington's translation into English as follows:

When I grow up, I am going to be a princess and live in the coolest castle, where you can eat chocolate pudding for dinner, and if you begin to feel ill and throw up, there isn't any strict old know-it-all who says, "What did I tell you?!" Lovely!



Meet the Artist: LISA RINNEVUO

Born in Stockholm in 1972, Lisa Rinnevu is represented by Södra Galleriet in Stockholm, where the artist had her first exhibit in 2002. In 2003 and 2005, her work was part of the huge annual Stockholm Art Exhibition. There have been several other exhibits, including two in New York City in 2004.

In a recent Södra Galleriet catalog about Rinnevu, Ann Widerström wrote that "urban culture and art [are] a big part of her inspiration." Ann continues, "the pictures speak directly to the beholder and are filled with messages that aim to honor and support the individual within each of us." Examples of these messages are shown in the text written on the miniature paintings. The artist uses the theme of "stay pure and simple," for example, in several of her paintings (see her website: www.lisarinnevu.com).³

If you would like to see more of Lisa's paintings, do a "Google" search using her name. You may purchase a print, at Södra Galleriet in Stockholm (www.sodragalleriet.se). The gallery will ship prints worldwide at an advantageous price because you don't have to pay Swedish sales tax. Patricia (newswedepat@yahoo.com) would be happy to help anyone who needs assistance with Swedish text on the paintings, on the websites, or in contacting Södra Galleriet.



¹Permission to reproduce copies of the paintings in mini-format granted by Kristina Aronsson, Micki Leksaker AB.

²Permission to print the text of the painting, "Tre," and the translation of the text for the painting, "Prinsessan," granted by the artist.

³Permission to use the photo from her website granted by the artist.

Members in Focus

SIXTH IN A SERIES OF INTERVIEWS

ELISABETH GARNER, born in Bedworth, England, doesn't remember NOT having a Lundby dollhouse. When she was six years old, her parents gave her a Gothenburg dollhouse with a Continental kitchen for Christmas. Now she is passing this Lundby legacy to two of her own children, Caitlin, 11, and Brodie, 5, who both own their special Lundby dollhouses.

From the age of 10, Lis was brought up in London. She reminisces about visiting a very posh department store in the center of Coventry. In the store's toy display was a fully-stocked Gothenburg complete with lights. Every time she went into the city with her mum, auntie, or grandma, she made them take her for another look, and she's been chasing its perfection ever since. Lis gets that same feeling of wonder now whenever she gazes into her own Lundby house.

While Lis owns the enormous Gothenburg shown in the photo and the new 2005 Stockholm, she continues to collect 1950s and 1960s furniture with a view to obtaining the older house on legs! Although Lis thinks the red leatherette suite is "to die for," her favorite Lundby piece "has to be an entire room! It's a toss up between the kitchen (in my dreams I have one like that!) and the teen girl's bedroom." Lis adds, "Caitlin's best bit is her Brasilia suite, while Brodie says her house is the best and she loves all of it!"

By Sue Morse

All Lis's own children were born in Hackney, "within the sound of the Bow [church] bells." Lis explained that is the way a Londoner classifies a true Cockney! Just three years ago, the family, including Lis, her girls, her husband, Scott, and two sons, Stook, 18, and Brin, 15, moved to Plymouth, Devon, where the Pilgrim Fathers set sail for America!

A few years ago, after discovering her childhood Gothenburg in the attic and renovating it, Lis's father, who will soon retire as Vicar of Bow church, gave it back to her for Christmas. The following February of 2003, Lis began buying and selling on eBay. While she was browsing for books, Lis discovered the dollhouse section. Lis shares her excitement of that moment in her own words, "I spotted some furniture I had when I was a child, and it was full on from there. I started buying houses to get the bits I wanted and



Two Generations of Lundby Lovers—Lis Garner, with her daughters Caitlin (left) and Brodie Butchart (right). Lis's current Lundby dollhouse takes up an entire corner in their living room and sits on a custom-made table. Caitlin owns the Stockholm with basement and a home-made 16th scale cottage. Brodie has the older Gothenburg and a homemade bungalow.

needed to sell the remainder to fund my habit! Now I cannot think what life was like before!"

Wherever Lis's family goes, they help her spot dollhouse pieces by scouring the boot sales and newspaper ads. Collecting miniatures is truly a family affair! Lis's eBay ID is tink4tatt.



Current Membership at 55

After six renewals and one new membership, we are now 55 members strong. Each member is special! Spread the good word about Lundby by wearing your We Love Lundby pin!

A hearty welcome to our new Club member: **Carina Viklund**, Sweden. Look for contact information on our additional members and a few changes in the enclosed Update to the 2006 Membership Directory.

Interested readers can obtain membership information by emailing Sue Morse at toysmiles@aol.com.



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.

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Coming Up in the September 2006 Issue

-  Reflecting Furniture Design in Miniature
-  Plans for 60th Anniversary
-  Website Launch
-  Member Interviews
-   Gothenburg Variations by Marion Osborne
-  And much more