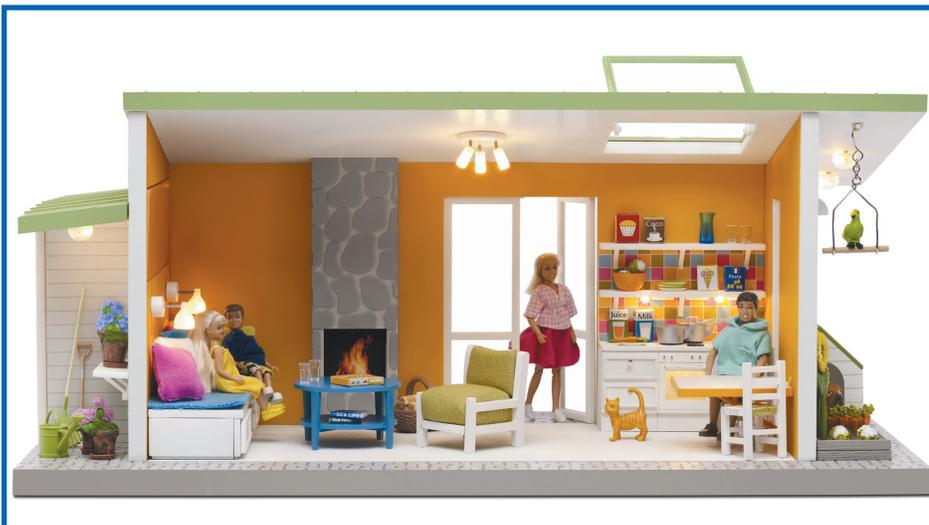


**A Quarterly Newsletter Published for Members of the We Love Lundby Club**

# Micki Introduces Visionary Lundby “Doll Cottage” for 2008

*Dazzle Your Collection With the “Gotland”*



By Patricia Harrington

**T**HERE'S EXCITING NEWS FOR LUNDBY collectors. A new house, called “Gotland,” will be on the market during late summer 2008. It was shown at the Toy Fair in Nuremberg in February and has already caused quite a stir.

The house, furniture, and accessories were designed by the Swedish architects, Ann Morsing and Beban Nord (Box Design), who also designed the Stockholm 2005 dollhouse for Lundby (see *The Lundby Letter*, September 2005). According to **Kristina Aronsson**, Product Manager for Lundby, the marketing and packaging of the “Gotland” house is designed to attract a new group of purchasers in the Nordic countries, those who want a completely furnished ready-to-play house.

The export model will be unfurnished with the complementary sets sold sepa-

*The 2008 “Gotland” dollhouse will be marketed in Europe at the end of the summer. Photo courtesy of Micki Toy Company.*

rately, as usual. Kristina explained that the “Lundby Gotland” may also be interesting for Lundby customers who want to add on a summer house to a dollhouse they already have.

“Gotland” will be featured in more detail with more photos in the September issue of *The Lundby Letter*. Readers may also be interested to know that the real Gotland is an island in the Baltic Sea, approximately 50 miles from the Swedish mainland. **Patricia Harrington**, ME, author of this mini-article, stayed in a tiny cottage on Gotland in 1990 and she can't wait to add the “Gotland” doll cottage to her collection! ♥

*Editor's Note: WLLC member Maria Cannizzaro has shared an article from the December 2007 issue of the International Guild of Miniature Artisans (IGMA) newsletter, “The Cube.” Here are some excerpts from “Miniatures in Sweden,” written by a Swedish miniaturist, Marie Källberg, who has been an IGMA member since 2001. For more information, you can email Marie at [marie-kallberg@telia.com](mailto:marie-kallberg@telia.com).*

## **Miniature Clubs in Sweden**

By Marie Källberg

Excerpted by Sue Morse with thanks to the International Guild of Miniature Artisans (IGMA) for permission to reprint.

**I**N SWEDEN, MINIATURES are not a very big hobby, but we do have a Miniature Society, fairs, and a magazine.

### **A LITTLE HISTORY**

The oldest known Swedish dollhouse is from the early 18<sup>th</sup> century. We have a couple of manufacturers who make miniature furniture. The most well-known is Lundby, founded in Sweden in 1947 by a Danish couple. As you know, they make mostly modern furniture and accessories for children in 1:16 scale. Today Lundby is owned by another Swedish company, “Micki,” and they sell around the world. Micki also made dollhouse furniture earlier.

### **TODAY**

The Miniature Society, founded in 2001 and with 170 members, makes it possible for us to take classes, meet and discuss miniatures, share ideas, show things made or bought, and have a lot of fun.

*Continued on page 2*

## “But It Looks So Real!”

By Renee Ganim

**G**REETINGS FELLOW LUNDBY LOVERS! I have been an avid miniatures collector since childhood. Over the years I have managed to hook my father into Lundby, such that he is probably the only father who can go into an entire box of junk and find a single fire log for a Lundby fireplace.

Sometimes I am able to give up duplicate pieces to my eBay store at <http://stores.ebay.com/airmont-graphics-corp-with-renee5>. The results of some of my sales have been quite amusing! Imagine getting these responses after selling miniature items on eBay!

One purchaser bought a Lundby stereo with speakers and cabinet for \$50.00, to be shipped for \$4.00. Before sending payment, he emailed me with a question, “What is the quality of the sound I am to expect? I am using the stereo in a paneled room, 15x22 feet.”

The next potential customer wrote, “What are the dimensions of your Lundby tire swing? My granddaughter will be 18

months old next week. Would this be suitable? How much will it cost to ship to New Zealand?”

Here are some comments from customers who have received packages:

A Lundby wood cradle with baby in blanket, about \$30.00, shipped for \$3.00. “Do you mind if I return this cradle and doll? There is nothing wrong with it. It is very nice, great quality; however, I cannot use it as the window display for my antique baby store...” Sometimes one wonders, even if she didn’t notice the price, who in her right mind would expect to get a real antique baby cradle with a life-size doll shipped via US mail for \$3.00?

Even better, a Lundby painting, \$12.00 and \$2.00 for shipping, the reproduction of a museum quality composition. This customer threatened to call the FBI and sue us because he expected the actual painting! Some things you really can’t explain, and this is definitely one of them!

What are your stories? Email Renee at [rganim@aol.com](mailto:rganim@aol.com). Until next time! ♥

## Lundby Connections

**H**AS ANYONE ACCESSED through Google.com the recent Lundby submission on Wikipedia, the free encyclopedia? Our own **Paige Baird**, UK, penned the enticing description about Lundby (company), a Swedish maker of dollhouses. A photo of her 1960s Gothenburg dollhouse also appears on the page.

Paige also wrote an article in the current issue of *Miniatur Världen*, the magazine discussed in the article on Swedish miniatures. Paige’s 1974 Lundby dollhouse is on the front cover. For more information about *Miniatur Världen*, contact Kerstin Söderlund at [redaktion@miniaturvarlden.com](mailto:redaktion@miniaturvarlden.com).

So many of us have fond memories of a Lundby benefactor who indulged our childhood fantasies. **Lis Garner**, UK, sends us a wonderful story about her favorite auntie who bought Lundby for her at the big department store in Coventry City Centre. Lis wanted the Brasilia Lundby miniatures just like her glamorous aunt’s real brown leatherette furniture. Now that her aunt has passed away, Lis can tell us that she found out later how her aunt was

rich enough to buy Lundby for her. She was a very high class escort! And that’s how Lis discovered Lundby!

The **Schlager family**, Jerry, Amy and Natalie, Minnesota, sent us a photo of a dollhouse table they acquired along with some other doll furniture. Can anyone identify the maker of this collectible with splayed legs and curved top edges? Photo by Jerry Schlager.



Our club has been honored with a generous gift from **Lisa Boutry**, Canada. Furniture specifically made for the 1980-1982 Manor House is very hard to find. Lisa donated several pieces from her collection to our “virtual museum.” Very soon photos of the Manor stove, dishwasher, and refrigerator and a boxed set of lamps will be posted on the club website. A million thanks, Lisa! ♥

## Miniature Clubs—

*continued from page 1*

**Scales**—we work mostly in 1:12 scale, but as we “in the real world” work in metric, we also have 1:10. Lately, smaller scales are becoming popular.

**Magazine**—Sweden has a magazine, *Miniatur Världen* (The Miniature World), which is now into its 10<sup>th</sup> year. Here we can read about many different things about miniatures in Sweden and abroad.

**Fairs**—These are held in Stockholm twice a year, and sometimes in other cities. The fair in Stockholm is held during one day, with around 40 stallholders. Most of them come from Sweden, but lately also from Finland. Many of us also try to visit fairs or take classes abroad. We go to Kensington Dollhouse Festival in London, the Miniatura in Birmingham, the 1:12 in Soest, Germany, or to the fairs in the States.

Even though we are not so many, we really enjoy our hobby in Sweden. Here are a couple of web addresses: The Miniature Society, [www.miniaturysallskapet.nu](http://www.miniaturysallskapet.nu) (In Swedish, but with many pictures and links); and Mini Things at [www.minst.com](http://www.minst.com).

♥



## WLLC to Meet at ScanFest on Labor Day Weekend

OUR FOURTH ANNUAL We Love Lundby Club mini-convention will be held Saturday, August 30, 2008, at the Marriott Residence Inn in Mt. Olive, NJ. Then on Sunday, August 31, the day before Labor Day, our group will take in ScanFest, an all-day celebration of Scandinavia with vendors from the six Nordic nations—Denmark, Estonia, Finland, Iceland, Norway, and Sweden—in Vasa Park, Budd Lake, NJ. This is the 24<sup>th</sup> year of ScanFest, which is the largest Nordic event in the eastern United States.

Information about ScanFest and accommodations at the Marriott Residence Inn are enclosed in the packet with the June newsletter. Please return the registration form or email us at [toysmiles@aol.com](mailto:toysmiles@aol.com) if you plan to attend. ♥

## If It's Pretty and Pink, It Must Be Petra



Petra in rare white bridal dress and shoes (but with a touch of pink in the bouquet) stands beside a box of Petra furniture. From the Morse collection.

THE 11.5-INCH FASHION DOLL PETRA and her dollhouse, the European equivalent of Barbie, came onto the Lundby scene in the 1980s after the company took over the ownership of Plasty GmbH, a German firm.

Petra was clothed in many costumes, most of them in various shades of pink. The 1991 Lundby International catalog shows at least 70 pages of Petra furniture, clothes, boyfriend Fred, teen sister Peggy, little sister Cosima and little brother

Cosimo, dogs, horses, and even a pink convertible.

The very, very pink Petra's electrified dollhouse also was furnished with pink and blue plastic furniture in a style reminiscent of the Jean of Germany brand, also marketed by Plasty. Lundby's design influence shows up in the lamps and electrical hookups.

Although the Lundby label was added to the packaging and to the dollhouse, not much is known about this Lundby sideline. Are there any members who could add to our knowledge about Petra?

Little information is available about another Lundby doll, 17 inches tall and manufactured by the Corolle doll company. She will be featured in a future article.



Phyllis Koehnle of Ohio emailed us last year about a dollhouse she had purchased on eBay. Patricia Harrington identified it as a Petra house because she has one just like it. She pointed out that the plastic railing is missing on the balcony of Phyllis's house—it is white with heart-shaped cut-outs.



Photos by Phyllis Koehnle



### Tips on Photographing Miniatures

JENNIFER MCKENDRY, ONTARIO, CANADA, has done it again! Not only does her excellent photography adorn the new club slogan, "It's Never Too Late to Have a Swedish Childhood," seen on the WLLC website at [www.toysmiles.com](http://www.toysmiles.com), Jennifer has also recently added to her website a helpful illustrated article entitled "Tips on Photographing Miniatures."

All of us who have tried to get good close-ups of dollhouse interiors know how difficult it is to avoid blurry photos. In her article Jennifer tells us exactly how to get the best results. By the way, she uses a Nikon Coolpix 5400 with zoom lens, 5.1 megapixels (top of the line when new, but now 10 megapixels are common).

Jennifer's image for the club slogan is an excellent example of a clear photo of a well-composed scene to create, in Jennifer's words, the impression that "you are there." The candlesticks on the Lundby fireplace are by the American company Chryson, and they are still being produced. The basket is hand-painted china, which came with a lot of vintage 1970s Lundby accessories from eBay. Jennifer expects that the basket is also Scandinavian.

If you'd like to improve your photography of miniature scenes, go immediately to Jennifer's article on her website, [www.mckendry.net](http://www.mckendry.net). ♥

### Cabinets of Curiosities Exhibit in Canberra

TRAVELING TO THE SOUTHERN HEMISPHERE between October 4, 2008 and January 26, 2009? Don't miss Australian member Anna-Maria Sviatko's exhibit of her dollhouses at the Canberra Museum and Gallery. She'll be promoting Lundby in creative ways and sharing information about the We Love Lundby Club. ♥

◀ Pictured is a room from Anna-Maria's early Lundby house with period furnishings. The red wallpaper and spiral staircase are to die for! Photo by Anna-Maria Sviatko.



## Members in Focus

FOURTEENTH IN A SERIES OF ARTICLES

By Christina Krohn

**M**Y NAME IS CHRISTINA and my mum asked me to write some lines about her for *The Lundby Letter*. So here we go with a *Mamas Vorstellung* (Mother's Presentation). Let me introduce you to my mum, **Heike Krohn**.

My mum was born in Westphalia, which is an area located in the middle of West Germany, about 100 km from Düsseldorf, where she currently lives. She had a very nice childhood and spent a lot of time being outdoors, playing with the children from her neighbourhood. As a child, my mum owned only a small one-room dollhouse, which was handmade by her father. But she always dreamed of a "real" dollhouse.

After graduating from high school, she went to college to learn the profession as a governess/kindergarten teacher. After college she worked as a kindergarten teacher.

My mum is fond of her Bernese mountain dog, and she likes riding her bicycle, reading, and spending time with friends and acquaintances. Likewise, she enjoys visiting museums and loves sitting outside at a street café, watching the people walking by. For her holiday vacations, she likes to spend time either at the coast, e.g. Sylt, a small island in the northern part of Germany, or Portugal, or she takes city trips to different European cities.



Photo by Christina Krohn

*Heike admits that she probably liked Christina's dollhouse much better than her daughter did. Every Christmas or birthday, Heike asked her if she wanted more items for her dollhouse. Christina tells us the rest of the story!*



Photo by Heike Krohn

*Although Heike finds it difficult to choose her favorite Lundby dollhouse, she says she likes this 1960s room the best. Can you tell that the wooden piece in the front is a Caco vacuum cleaner? Would you have ever mistaken it for a miniature Dachshund as your editor did?*

### Have you ever coveted your daughter's dollhouse?

So much for her personal life. Now let me tell you something about her dollhouse world. When I was a child, I also owned a dollhouse. My mum kept buying things and decorating the house. One day I must have said to her, "If you want a dollhouse, then buy your own!" My mum was not really thinking about a dollhouse for herself, but she liked my idea. This is how her hobby started.

### Coming Up in the September 2008 Issue

-  German Made Lundby
-  More Gotland Photos
-  2008 Gathering at Scanfest
-  Member Interviews

The first Lundby dollhouse my mum owned was a Stockholm, purchased from a friend of hers. Four children played with that house, but everything was still in very good shape. Only the car is a little wrecked. Probably the two boys played "accident" once too often. My mum really enjoys decorating and redecorating her dollhouses over and over again.

She heard about the We Love Lundby Club from Lisa Boutry, who lives in Canada. They "met" via the Internet and have a really nice email contact. My mum absolutely enjoys being in contact with other "crazy collectors" (mark me, those were her words! 😊), knowing that she is not the only crazy one. Furthermore, she really appreciates the opportunity to gain information about Lundby from other collectors and to share the knowledge she has accumulated about dollhouses and Lundby.

Finding Lundby items in Germany recently has become more and more difficult. Several years ago, when eBay wasn't that big, one could find a lot of Lundby items in flea markets in Germany. My mum still remembers one day when she went to two flea markets and purchased one Lisa and two Lundby dollhouses for a very good price. That was one lucky day.

Now one needs a lot of luck to find Lundby items in flea markets. There are no places such as Salvation Army stores where it would be possible to find vintage houses or pieces. Since one cannot find Lundby very often in flea markets, my mum purchases most of her items on eBay in Germany.

I hope you enjoyed reading this short profile about my mum. ♥

### Norwegian Family Joins The WLLC

**W**E ARE NOW NINE COUNTRIES STRONG! A hearty welcome to our new Club members from Norway, **Tore and Hilde Hansen** and their daughter **Amanda**. Contact information for our new members and a few changes are included in the June 2008 Membership Directory Update. By the way, our members hail from Australia, Canada, Germany, Ireland, the Netherlands, Norway, Sweden, the United Kingdom, and the United States!

Interested readers can obtain membership information by emailing Sue Morse at [toysmiles@aol.com](mailto: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.

#### THE LUNDBY LETTER

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