

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



TLL Last Edition- We Gave It Our All

By Sue Morse

YOU'VE PROBABLY ALL BEEN WONDERING what will happen to the club. No one has stepped forward to keep the newsletter tradition going, so we must modify our mission in order to survive. Here are our plans for the future of the club and the website.

All current members will remain as WLLC members as long as they are interested, dues free (although donations are always welcome!). There will no longer be newsletters, but I will keep the club website, www.toysmiles.com. The Members Only page will be updated occasionally with news of interest to all Lundby collectors. The Looking for Lundby shop, our online sales page, will remain open with a promise for more items. Remember all members continue to receive a 10% discount on orders over \$40.

No words can ever fully express Carolyn's and my gratitude to all the membership of the WLLC who have supported the club for 10 years, and to you all for having the faith that Lundby news would be always there for us. We hope to have inspired others like Mervi Pirinen, Finland, and Paige Baird, UK, who have so successfully introduced the LundbyLovers Group to Facebook. We encourage other Lundby Lovers to keep Lundby on the cutting edge.

There is still much left to do to keep Lundby alive for all WLLC members and fellow collectors! ♥

Photo by Sue Morse



Flowers for WLLC

We deeply appreciate California member **Sharon Barton Maggio's** generous contributions of the 10th anniversary flower bouquet and additional financial support for the convention. Sharon wrote on her card, "No words can express how thankful I am for our club."

Photo by Eric Pehrsson



Eric Pehrsson, Peter's brother from Kalmar, Sweden, snapped many of our photos during the convention. Those in the group who toured our home/Lundby museum are posing in the Virginia woods in remembrance of our photo in the Gemla woods at Micki headquarters two years ago. Pictured left to right. Back row, Paul Schreiner, Scott Gilbert, Per Aronsson, Beau James. Front row, Hal Morse, Peter Pehrsson, Maria Cannizzaro, Sue Morse, and Rose Gillis.

Exploring Swedish and American Treasures during Each Convention Day

By Sue Morse

THE WASHINGTON, DC AREA weather couldn't have been more perfect, and our tour guides kept us fully informed and entertained. Twelve attendees of the 10th anniversary celebration of the We Love Lundby Club thoroughly enjoyed as few as one or two or up to five fun-packed days during the WLLC convention, September 17-21, 2014. The major highlights of three days of activities in Virginia, the District of Columbia, and Maryland will be reported on the inside pages of the newsletter.

One of my fondest memories of the convention was welcoming to our home in Virginia two special guests from Micki Leaksaker, Per Aronsson, Lundby Export Sales Manager, and Beau James, Lundby North America Managing Director of Distribution. After touring several Eastern coast cities to market Lundby to sales outlets, Per and Beau scheduled a half-day visit in Falls Church during the convention.

Our tour the following day of the beautiful House of Sweden on the Potomac River in Washington, DC, was another highlight. A second group photo was taken outside the Swedish embassy after our tour. ♥

Several in the group are very proud to be in both group photos! This year Maria Cannizzaro secured her record attendance of 9 out of 10 WLLC conventions. Maria wishes to keep a good thing going by hosting the next Lundby meeting in North Carolina in a couple of years. Pictured left to right. Back row, Paul Schreiner, Eric Pehrsson. Front row, Rose Gillis, Scott Gilbert, Nanci Wilkinson, Sue Morse, Maria Cannizzaro, and Peter Pehrsson.



Photo by Ann-Sofie Cox

Our Photo Gallery Records the Story of Virginia Day Treasures

Photo by Peter Pehrsson



Lundyby Export Sales Manager **Per Aronsson** asks questions about vintage Lundyby during the house tour in Sue and Hal's Falls Church home. **Eric Pehrsson** and **Maria Cannizzaro**, NC, look on.



Photo by Sue Morse

Long-time WLLC member **Nanci Wilkinson, MD**, represents true Virginia hospitality for the We Love Lundyby Club convention. Here Nanci displays the 10th anniversary tote bag and the Swedish and American flags.

Attendees toured through Sue's Lundyby museum of 20 houses, which were displayed in almost every room of the house. Many of her dollhouses were moved to a temporary home on her dining room table.

Photo by Sue Morse



Paul Schreiner, NC, wears a Scandinavian shirt from the 2010 ScanFest while visiting the Carl Milles statue, *The Sun Singer*, at National Memorial Park in Falls Church.



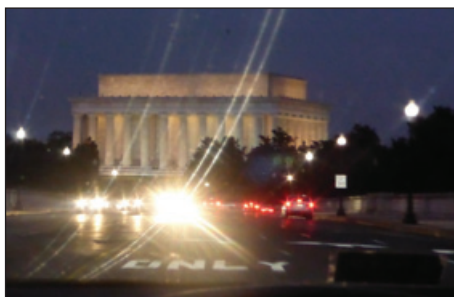
Photo by Sue Morse



Photo by Sue Morse



Hal Morse, VA, drove those not attending Show and Tell into the District of Columbia for his "famous" night tour. This sparkling image of light refractions from car headlights at the Lincoln Memorial was snapped by our photographer extraordinaire, **Eric Pehrsson!**



During Show and Tell at the Best Western Falls Church Inn, **Peter Pehrsson**, Sweden, shows an image on his tablet of the Lundyby book, *Salame & Signor*. Peter also explained new features of his website, <http://dollhouse.mine.nu>, which is dedicated to Swedish dollhouses. On the black band across the top of the Home Page, click on Inspiration. To view Peter's movie of the 65th anniversary celebration of Lundyby, click on the WLL Club Visit to Sweden 2012. Enjoy!

Embassies and Monuments Excite During District of Columbia Day



Photo by Sue Morse

Eric Pehrsson chats with our tour leader, Elody Crimi, VA, about the cathedral's beautiful Gothic architecture. Elody co-authored a book, *Jewels of Light*, the story of the stunning stained glass windows in this national treasure.



Photo by Eric Pehrsson



At the Washington National Cathedral in northwest DC, a small statue of the Swedish saint, St. Birgitta (1303-1373), is shown in one of the bays of the main level or nave.

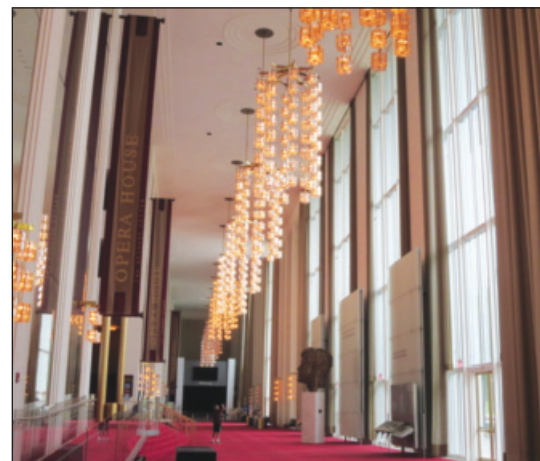


Photo by Sue Morse

The expansive Grand Foyer (630 feet long, 40 feet wide and 60 feet high) of the John F. Kennedy Center in Washington, DC, is lighted by 16 Orrefors crystal chandeliers, a gift of Sweden.



Photo by Peter Pehrsson

House of Sweden concierge and tour guide Ann-Sofie Cox, at right, explains to Nanci Wilkinson and Sue Morse the exhibit of recyclable and sustainable fashion by Swedish designer Matilda Wendelboe. An example is that a dress can become a fashionable cape, depending upon the wearer's whim.

In the IKEA Suite at the Embassy of Sweden, Maria Cannizzaro, NC, and Rose Gillis, VA, relax for a few minutes in comfortable Swedish style!

At the end of the day, nine attendees enjoyed a delicious meal at a charming Scandinavian/Polish restaurant, Domku Café. The photo shows Hal Morse in front of the restaurant.

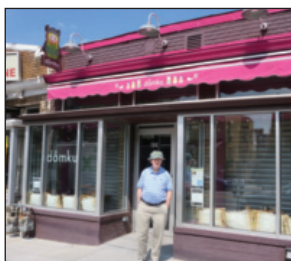


Photo by Sue Morse



As our tour guide Robin Fetsch, VA, provides information, Scott Gilbert, DC, looks into a box tier seating area, which is provided for the President of the United States and guests.

Photo by Eric Pehrsson



Photo by Sue Morse

What Could Be Finer than Antiques and Cake During Maryland Day?

Photo by Paul Schreiner



The Svenska Skolan (Swedish School for adults) meets in a middle school in Falls Church on Saturdays during the school year. Here left to right, Sue, Eric, Peter and Maria are welcomed by the director of the school, Ann-Catrine Skoog Ehmer, in the middle. Perhaps there is a Swedish language class in our future?



Photo by Sue Morse

Peter and Maria beam after finding dollhouse treasures at Becraft Antiques in Gaithersburg, MD. Both of them said they could have stayed there for two hours or more!

Moving on from Gaithersburg to Klaradal in Olney, MD, is almost like going home to Sweden. Sue Kopperman and Sue Morse talk about antique shopping trips in Sweden

Photo by Eric Pehrsson



We Love Lundby Club 10th Anniversary Cake.

Hal's niece and Lundby dollhouse owner, Kimberly Bullman, MD, serves slices of the We Love Lundby Club 10th birthday cake to eager party goers at Clyde's Restaurant at Tysons Corner.



Photo by Sue Morse

Photo by Eric Pehrsson



Photo by Sue Morse

Eric and Peter meet Sue's daughter, Angie Long, for the first time at our lunch at Riccuitis in Olney. No doubt the younger generation will carry on our passion for Lundby!



Per Börnfelt (1926-2005)

Lundby and Lerro— Per Börnfelt's Unheralded but Lasting Contributions

Editor's Note: *Yvette Wadsted, Sweden, author of Scandinavian Design in the Doll's House, granted permission for The Lundby Letter to excerpt a section from her book that discloses more information about Per Börnfelt. While she was writing her book, Yvette interviewed Per Börnfelt not long before he died in 2005. Yvette's reflections of that visit and recollections from his son, Oliver Börnfelt, reveal his father's transcendent contributions to Lundby and Lerro.*

IN 1949, AGED 23, PER-HUGO BÖRNFELT began producing modern doll's house furniture in the basement of his parents' home in Lerum, on the outskirts of Gothenburg. His idea was to make furniture exactly resembling Swedish and Scandinavian homes of the time, and it was adapted to the scale of the doll's houses on the market. Börnfelt named his firm Lerro. To begin with, he sold his products partly through several of the large mail order companies then operating in the west of Sweden, as well as BRIO in Osby, and he also collaborated with Thomsen/Lundby. Lerro grew quickly, and Börnfelt engaged more and more jobbing manufacturers to assemble, paint and upholster the prefabricated parts.

For BRIO and Lundby, Börnfelt designed a two-storey house with a spiral staircase, identical in appearance and atmosphere to the prefabricated houses which more and more families were moving into. This was presented in



Published in 2012, *Scandinavian Design in the Doll's House* by Yvette Wadsted was presented to the public amid vintage dollhouse furnishings in the windows of Arvinius Forlag Publishing House in Stockholm.

the first Lundby catalog in 1957-58. Lundby modernized the house in 1960, raising the old roof, replacing it with a more modern one and putting the bathroom on the far right downstairs. The result was a detached house of one-and-a-half storeys with a staircase behind pine slats, as was so often the case in reality. This was the first variant of the so-called Gothenburg house, and its appearance has changed little since. Both BRIO and Micki AB followed suit, fitting their first houses with new stairs and a new roof.

The firm of Ivar Thomsen & Co., located in the Gothenburg suburb of Lundby and producing wooden toys, was run by Ivar's son, Axel Thomsen, and in 1945 had changed its name to Lundby Leksaksfabrik. Thomsen & Co. moved the Lundby factory to Lerum, a northeastern suburb of Gothenburg, in 1949. Collaboration with Lerro and Per-Hugo Börnfelt probably started then, with production of furniture and doll's houses under the Lundby label.

In 1959, just before the Christmas season, Börnfelt's parental home was destroyed by fire. Workshop and inventories—everything went up in smoke. But this disaster signaled the opportunity for a necessary expansion. In 1953 Lerro and Per-Hugo Börnfelt, together with Bror Åsberg, the Swedish general agent for Danish Lego, had joined forces with Axel Thomsen and Lundby. The new firm was dubbed LL-Bolagen and incorporated Lerro and Lundby for production and Svenska Lego AB for office facilities. Lundby became the trademark, eventually with "of Sweden" added.

Investments were made in a new factory, office and warehouse in Lerum, commissioned in 1961. Lundby went on growing, and during the 1970s it reached out in the world market, where its modern doll's houses soon became market leaders. In 1979 Lundby grossed MSEK 30, an impressive figure in those days. Börnfelt, Thomsen and Åsberg had succeeded in creating an international enterprise.

Per-Hugo Börnfelt's work attracted international attention, and Harrods of London nominated him the world's best toy designer.

Åsberg retired in the mid-1970s. A new

managing director took over but made a succession of mistakes. Axel's son, Björn Thomsen, took over in 1982, but the difficulties persisted, and in 1983 the firm was sold to the Karlsten family, who had great plans for further development and for creating the world's biggest toy company. Rather a naïve hope, perhaps, in an industry dominated by American giants like Mattel. In Scandinavia, Danish Lego alone succeeded in pulling off such plans. Several factories were acquired in the 1980s: Barton in the UK, Hanse and Lisa in Denmark, and a plastics factory, Vilhelmina Plast, in Sweden.

From the beginning of the 1980s until the turn of the millennium the new additions to the product range dwindled, the biggest difference being that more and more items began to be made of plastic. It was Börnfelt who kept on developing Lundby's range and products into a wealth of variety and diversity which could not be sustained after he left. The company went into decline, so much so that the Lundby toy factory went bust in 1993. But the name and production were taken over in 1997 by Micki AB, which today is still running Lundby and developing new concepts.

In connection with the Karlsten takeover, Per-Hugo Börnfelt retired and moved to Stockholm. There he set up a studio and concentrated on his great interest, painting. He had several separate exhibitions and his work is represented in a number of Stockholm hospitals and institutions. Per-Hugo Börnfelt died in February 2005. ♥



Watch Your Mail

This souvenir decal of the 10th Anniversary of the We Love Lundby Club will be sent to all members during the holiday season. ♥



What Were Your Favorite Convention Activities?

Eric—“Thank you for a wonderful week in Washington. We really appreciated all the work you did to make the week such an interesting experience. Our trip back to Sweden went very well. We arrived home two hours earlier than scheduled!”

Peter—“Ten years is a milestone in the We Love Lundby Club history. The whole trip was an adventure for me—to see your collection of dollhouses and all the visits on the various day trips. Not in the least, I owe a big thank you to my brother, Eric, who made the trip possible.”



Peter and Eric at the newly renovated White House Visitor Center.



Maria and Paul at the White House

Maria & Paul—“The convention was so much fun! We went to interesting places, shopped until we dropped, and ate wonderful food. Seeing old friends was the best part. We loved meeting new people as well. Paul loved spending time with Hal, and I had a great time seeing Sue’s collection. This convention had so much to offer everyone and Sue did a great job putting it all together. Thanks for a lovely time.”

Rose—“My favorite parts of the convention were seeing Sue’s marvelous collection again, the “share time” when the other collectors did their presentations, the visit to the Swedish embassy, the visit to the National Cathedral, and of course the meal at the lovely Domku restaurant which is now my favorite restaurant!”

Scott—“I just wanted to take a moment to thank you for a wonderful We Love Lundby Club Convention. I had a wonderful time thanks to all your hard work and hospitality. We look forward to more fun!”



Scott and Rose with 10th anniversary party goes at Clyde’s Restaurant.

Charlene Williams Visits Lundby Display at Smart Toys

A WEEK LONG TRIP in July to Washington, DC, for a visit with her brother gave Charlene Williams, FL, a perfect opportunity to take a day from sightseeing to do some shopping. Not far from her Arlington, VA hotel was the impressive shopping mall, Tysons Corner.

It was great fun for Sue to take Charlene on a tour of the shopping center, especially because one of the Smart Toys stores selling Lundby items in the Washington, DC, area occupies space there.

Any time you are able to come to the Washington, DC area, please let me know and we’ll go for lunch and shopping for Lundby! A note of caution: Lundby is no where to be seen on the shelves during Halloween season which starts in mid-September and goes through November 1.



Charlene Williams stands by the Lundby display at the Smart Toys store in Tysons, VA.



Photo by Sue Morse



Photo by Peter Pehrsson

Three Honorable Guys with WLLC Pins!

FOR THEIR EXTRAORDINARY EFFORTS on behalf of the We Love Lundby Club, above and beyond the call of duty, Sue Morse bestowed honorary membership by “pinning with the WLLC club pin” three 2014 convention attendees. They are left to right, Paul Schreiner, husband of Maria Cannizzaro; Eric Pehrsson, brother of Peter Pehrsson; and Hal Morse, husband of Sue Morse. We thank them for their encouragement and support throughout the entire convention! ♥



Photo by Sue Morse

Photo of Gemla Gathering Creates Shrine

DURING THE CONVENTION, everyone stopped by the photo arrangement to honor “Small Homes, Big Heart Day,” September 6, 2012, when we visited Micki headquarters in Gemla. Some new items, flowers from Sharon Barton Maggio’s bouquet and gifts from Sweden, were added to the scene: a Mats Jonasson Måterås crystal candle holder and two waving tomtes. ♥



November 2014 Membership Update

WELCOME to our most recent new club members, Maureen Vivona, British Columbia; Joyce Wagner, MI; Dia Metz, CA; Roseanne Gillis, VA; and Jeanine Brothers, PA. Adding the new honorary members, our membership total is currently 70. An updated 2014 Membership Directory, including address and email changes, will be emailed or mailed to all members.

Each new member has her own story!

- ♥ **Maureen Vivona** started collecting Lundby when she bought at a small farm auction a fully furnished Lundby dollhouse for \$25! She wants Canadian collectors to know that Lundby is now sold at Mastermind toy stores.
- ♥ **Joyce Wagner** learned about the WLLC from her friends in the Lundby Lovers group on Facebook. She purchased her first Gothenburg on a Buy It Now listing and is "hooked."
- ♥ **Dia Metz's** background with a Lundby Gothenburg goes back to her childhood in North Dakota. Fourteen years ago she found a Lundby dollhouse at a consignment store exactly like the one she had as a child. She joined the WLLC to get help with restoring it to its original beauty.
- ♥ **Rose Gillis** from Virginia decided to join while attending the 10th anniversary convention with her doll collecting pal, Scott Gilbert from DC. She has a natural affinity for Scandinavian dollhouses because her sister had a Lundby dollhouse and her mother's father was Swedish.
- ♥ Another new collector, **Jeanine Brothers**, has purchased Lundby from eBay, Etsy, Smart Toys, and from Sue's list on the website. She loves Lundby lights! ♥



In honor of the 10th anniversary convention, Peter created a special version of the Lundby bat chair for all the attendees.

Photo by Sue Morse

Four Lundby Friends Aided Our 10-Year Journey: Linda Hanlon, Carolyn Frank, Don Christian and Cheryl Miller

By Sue Morse

WITHOUT THE CHANCE MEETING in 1998 resulting in Nanci and Dick Wilkinson's making contact with Palle Linck in Gothenburg, Sweden, we would not have been able to launch our plans for a Lundby Club. For more details, see the article in the July 2014 newsletter. To make certain that the club was launched, four more Lundby friends had to be in the right place at the right time!

Linda Hanlon Introduces Sue to Lundby in 1996

My first Lundby friend, Linda Hanlon, goes back in our history together even earlier. In 1996 I bought my first Lundby dollhouse and some furnishings from her. Linda became a fan of Lundby when looking for a dollhouse for her daughter Kellie in the 1980's. Before Lundby was available in our area, Linda's husband Bob brought Lundby items back from his business trips to San Francisco.

Linda sold me her first Lundby dollhouse when she found a second dollhouse with a box! The first time I gazed upon this beautiful ¾ inch scale asymmetrical structure, I fell in love at first sight! Little did Linda realize that she launched me into one of the most exciting periods of my life—my quest for more Lundby!

Linda has remained a faithful friend throughout all the years since, and she has had great influence on my Lundby life. She and I have attended three WLLC conventions together, the first in Morristown, NJ; the second in Elgin, Illinois, and the third in Washington, DC. Before the beginning of the We Love Lundby Club, Linda and I attended several conventions of the Dollhouse Toys n' Us (our mother club). Memorable locations were in Des Moines, Iowa and Reno, Nevada. Geraldine and Bob Scott are still hosting fabulous conventions; this year is their 16th!

Even though Linda and Bob moved from Northern Virginia to Williamsburg six years ago, we've kept in touch several times a year to talk about our love of miniatures. Just a year ago, she became a grandmother and now delights in spoiling granddaughter Adelyn, the apple of her eye!! I believe there will be lots more Lundby in their futures! Lundby truly links the generations!



Photo by Sue Morse

On many occasions Hal and I rendezvoused with Linda at Mimi's restaurant in Fredericksburg, half way between Falls Church and Williamsburg. Here she stands beside her beloved red Volkswagen.

Carolyn Frank Wholeheartedly Supports the Launch of the WLLC

After I retired in 2003 and had more time to search for more things Lundby, my collecting friend Carolyn Frank, who lives in nearby Alexandria, and I began talking about starting the We Love Lundby Club. We spent many lunches talking and planning how we could connect Lundby lovers all across the world. After putting together an initial list of collectors we thought would be interested in a Lundby Club, we wrote many letters and started planning what would happen next.

One huge piece of the process was finding just the right persons to transform our written creations into a beautiful product through the layout and online process.

The first issue was launched in Autumn 2004 and then there's the rest of the story!!

From the First Issue to the Last, Don Christian Sets High Standards for Design

Our club couldn't have dreamed of a better production team anchored by Don Christian, who happens to be a neighbor and fellow collector, not of dollhouses, but of stamps and other objects. He understands our passion, so he has been the perfect conveyor of our message. What more could we ask?

Continued on page 8

Photo from the Morse Collection



Carolyn and her late husband William (in front row) joined our group at the House of Sweden visit in 2007. She looks back on those years fondly and shares her thoughts, "I have many memories of the We Love Lundby Club—a really wonderful period in my life, and yours as well."



FOUR LUNDBY FRIENDS

continued from page 7

Welcome to We Love Lundby. The first issue of *The Lundby Letter* was originally in black and white with red accents. One issue later, the newsletter was published in full color. Archived photo

Cheryl Miller Takes Us into the Electronic World

The final addition to our team was our "Window to the Web," Cheryl Miller, VA. We launched the club website in 2006 to rave reviews from the members. Many thanks to Cheryl for making the pages so inviting to the hundreds of visitors who have sent emails in praise of the information the club website provides.

Five years ago in 2009 we created the Members Only page so we could post the first online version of the newsletter. That move led to much more convenience for our members and a reduced dues cost. We wish Cheryl a deserved rest from the website responsibility as she retires after this last issue.

Coming aboard will be Amy Connelly, who will take over Cheryl's website presence. It won't be an easy task to succeed Cheryl's wonderful talents, but Amy and Sue already have ideas that you'll notice in the coming months. ♥



Don and Cheryl are all smiles after one of our planning lunches this past summer.

Photo by Sue Morse

A Big Thank You to All Our Authors

SO MANY of our wonderful members and supporters wrote articles over the 10 years of publication of *The Lundby Letter*. All of their efforts enhanced our knowledge and excitement about Lundby! Thanks to each and every one! Here they are in alphabetical order.

Paige Baird
Caitlin Butchart
Jessica Cartage
Carolyn Frank
Renee and George Ganim
Lis Garner
Patricia Harrington
Jim Hughes
Christina Krohn
Elisabeth Lantz
Camryn Long
Jennifer McKendry
Judy Mosholder
Marion Osborne
Julie Plovnick
Anna-Maria Sviatko
Andrea Voinot
Yvette Wadsted
Charlene Williams

Plus anyone else I've sadly missed!



More Decades of Delightful Packaging

By Sue Morse

IN THE JULY 2014 ISSUE, we had available space to feature photos of Lundby packaging from only one decade in Lundby's history, the Decade of the 1960s. The current issue also presented us with time and space constraints.

Therefore, the promised article, More Decades of Delightful Packaging—Part II, about packaging from the Decade of the 1970s through the packaging by Micki Leksaker from the Decades of the 2000s and 2010s will be added to the Members Only page of the We Love Lundby Club website, <http://www.toysmiles.com> in the near future. ♥



The **Lundby Letter** is published triannually 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
6347 Waterway Drive
Falls Church, VA 22044

www.toysmiles.com Email: toysmiles@aol.com

Editor: Sue Morse
Advisory Members: Kristina Aronsson
Carolyn Frank
Sue Kopperman
Elisabeth Lantz
Marion Osborne
Peter Pehrsson
Yvette Wadsted

Design: Don Christian
Website Design: Cheryl Miller Web Design

© 2014, We Love Lundby Club. All rights reserved.
Permission has been granted to use the Lundby logo.



A Mini Tour in Småland

NOT ONLY DID PETER TRAVEL to the USA for the 10th anniversary convention, he revisited some of the sites from the Gemla Gathering, along with three other Lundby lovers in July. The group meets every summer in one of their respective countries to search for more dollhouse treasures for their collections.

One of their stops was at Micki headquarters, where Sven Aronsson snapped a photo in front of the dollhouse exhibit started in 2012, left to right, Sieglinde Nedomansky, Austria, Elisabeth Lantz, Sweden, Peter Pehrsson, Sweden, and Linda Bancroft, UK. ♥