

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



Party-time! Shown is the birthday celebration theme displayed in a 1960s Lundby dollhouse, one of the houses in the Bethnal Green exhibit. Photo by Lis Garner, UK, who attended the exhibition in 2005.

#### "Home Swede Home" Dollhouse Exhibition — A Revisit

FTER DELIGHTING DOLLHOUSE COLLECTORS in London for more than four months, the "Home Swede Home" exhibition at the Bethnal Green Museum of Childhood closed five years ago on February 6, 2005.

It is so interesting to note that the launch of the We Love Lundby Club and the opening of the "Home Swede Home" exhibit occurred about the same time in late 2004 and early 2005. Both have had an important impact on the heightened knowledge and understanding of Lundby's history in the dollhouse collecting world.

At the time of the exhibit, the creator **Yvette Wadsted**, Sweden, described her work in London as consisting of four showcases showing Lundby, Brio, and Micki Gemla dollhouses and four cases containing Lundby and Brio furniture from 1950 through 2000. Each of the four dollhouses was creatively furnished and accessorized to show different Swedish customs.

Since the closing of the exhibit, Yvette has been working on a book, "Scandinavian Design in the Dollhouse: 1950-2000," which is based on the original theme of "Home Swede Home." Even though the publishing process has run into numerous delays, Yvette assures us that the minute she knows when and if the book is in production, we'll be the

first to know!

In a recent interview, Yvette, also an Advisory Member of the WLLC, reflected on her experiences at the exhibit:

"The idea of an exhibition in a museum came naturally as my research was about Scandinavian design in miniature. I sent an email to the Victoria and Albert Museum (which houses the Bethnal Green Museum of Childhood) without really expecting an answer. The response was instantaneous from the world's largest museum of decorative arts.

With the go ahead from the museum and the help of Johanna Finne, graphic designer at the Nordiska Museum in

Stockholm, in less than three months the exhibition was prepared and packed. Micki AB sponsored the exhibition and underwrote the transport back and forth. The Swedish Institute paid for Johanna's trips to London, where she reproduced what we had prepared in my flat in Stockholm.

The exhibition, which was named "Home Swede Home," included four furnished dollshouses each with a theme. The first dollshouse, a 1960s Micki AB with a spiral staircase, was decorated for the annual celebration of Midsummer. The second dollshouse was a Brio from the 1960s and the theme commemorated the graduation day of a traditional student arriving in a decorated Lundby car. The third and fourth dollshouses were Lundbys, one from the 1960s celebrating a child's birthday, and the last from the 1970s honoring Christmas Eve.

The exhibition was appreciated by both young school children as well as older visitors. I had lots of fun putting the exhibition together."

Thanks, Yvette. ♥

# A Gotland All Dressed Up For Easter Glåd Pask!



Thanks to Patricia Harrington, ME, for sharing a photo of her decorated Gotland. Happy Easter and Glåd Pask, everyone!

#### Looking Back: Five Years Ago

- ▼ The headline article of the March 2005 issue featured the subtle differences between Lundby and Brio dollhouses in the 1960s. Yvette Wadsted's help with identification was enormous.
- ♥ Patricia Harrington, ME, translated an existing article about Per Börnfelt, the founder of the dollhouse company, Lerro, and later partner of Axel and Grete Thomsen, who created the Lundby dollhouse. Börnfelt worked for many years as a designer of early Lundby furniture.
- ▼ The Children's Corner received a letter from Lis Garner's 9 ½ year-old daughter, Caitlin Butchart, who shared her love of Lundby dollhouses.

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## "But It Looks So Real!"

It LOOKS SO REAL. All cozy and snug in the alcove you have chosen for it, your Gothenburg house sits looking like you could just step right in. It has everything, floor after floor of lovely rooms, fully furnished, living rooms, play rooms, a nice laundry room perhaps, more bedrooms for the kids, etc. Just perfect...

But how the heck do you get from floor to floor? Who designed this thing? What do you do? Hurl yourself out of a window and then climb a rope ladder running up the side of the house to get to the desired floor ... or just plain vault down or up from window sill to window sill? I mean, this is getting very aerobic and dangerous, not to mention very hazardous to your wardrobe. Just think of all the clothes you'll ruin!

By Renee Ganim

Ah, but wait, someone at Lundby had a brainstorm and realized this window to window thing could be a problem, so they came up with an answer... a detached wood "staircase," actually a ladder with a railing. Well, this should solve the problem. I will put up my "stairs," climb them, and bang my head on the ceiling.

And it looks so real!





This adorable 1990 advertisement for Lundby of Sweden would entice any mother to give a dollhouse to her daughter. Patricia Harrington, ME, purchased this two-page ad (the second page has a list of US dollhouse stores where the items can be purchased) on eBay several years ago.

## This Lundby Lifts the Spirits!

By Marion Osborne

LONG TIME AGO, I had been on Athe lookout for an old dollshouse to start my collection. Because my quest was without success, I decided to buy the Lundby Deluxe dollshouse, model #6040, later named the Stockholm, in August 1980. I knew it would be the collectors' item of the future. The garage extension, #6041, was swiftly added to my collection. During Christmas 1980 the Lundby with furniture was set up on a coffee table (which actually was a wedding present back in 1964) as a joint gift among myself and the two children.

To start with, I added only Lundby items, but in July 1981, my horizons were widened when we visited a Doll and Dolls' House fair. I discovered other dollshouse manufacturers and later purchased a Car-

oline's Home pram. Then in 1982, I started writing to a lady in Edinburgh, Scotland, who sent me lots of bits and pieces to turn the house into a home.

Once set in the right direction, I was launched into my building mode. In Sep-



tember 1982, I added the second garage extension. I noticed that Lundby items were fast disappearing from the shops by early 1983, so I purchased a third extension. The skyscraper was now five stories tall and the furniture was far more mixed,

#### **Ads Are Great Resources**

IF YOU ARE LUCKY ENOUGH to find magazine ads, remember that they make wonderful reference materials for identifying Lundby items and placing them in the correct year of production. Many of these ads are lovely framed, but in the very least, they should be saved in a reference file.

♦ In the December 2009 issue, we pictured the front of Marion's 9-story skyscraper. Here Marion's high-rise is shown from the "lift side." Over the 20 years between 1980 and 2000, she had great fun shopping and looking for items that would eventually furnish the 40 rooms. Marion is a great Lundby fan because she believes all the items are so well-proportioned and well-made.

with other firms being represented, including Jean of Germany; Mattel of the US; Spot On, a division of Tri-ang in the UK; and Barton of the UK, to name a few.

Yes, I have vandalized the garage extension, but piling one on top of another extension meant that the fronts were useless and the front area a waste of space. Hence, removal of some walls, extension of others, and various general changes were made to suit the circumstances. I am sure the serious collector would frown upon the very idea.

arion Osborne

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MARION'S HIGH-RISE

continued from page 2

## The Lift Gives the Dolls the Imaginary Run of the House!

My daughter complained that the dolls could not logically move from one extension floor to the next, so we constructed the wing on the left side. This does have a lift shaft, and one day the lift will work! To date the small box (lift) is there, but no mechanism for raising it exists, though the plastic string sitting on the roof is the wire.

Finally, in July and August of 1985 the next four floors were added in two sections. The last section does include a Claremont Chalet extension made by Barton and the wall support is used in the garden room above. So now logically the dolls can go up the lift to the 8<sup>th</sup> floor, up the stairs in the Claremont Chalet extension to the 9<sup>th</sup> floor, along the floor to the right hand side. Here there is a ladder leading to a trap door in the roof.

Originally the garden was on this roof, but in January 2000 I had to dismantle the high-rise as the first granddaughter was showing signs of crawling and the combination of baby and the skyscraper conjured nightmares of its crashing down to the floor. Now the garden is on the coffee table shelf.

The top floors are a bit sparse compared to the rest of the house, with no wallpaper and no real theme to each room, particularly on the 9<sup>th</sup> floor. The scarcity is worse now since I have removed most of the Dol-Toi items. I am writing a book on the firm and need the items to be accessible in the study, not downstairs in the extension.

The granddaughters, two in number, are now growing up. Georgina has stopped her handstands, cartwheels, and similar contortions for her gymnastic sessions. Luckily, Charlotte has never followed the same path. Hence, I've resurrected the Lundby, which has taken a long time as one can well imagine.

What will happen to the Lundby Skyscraper in the future? That is unknown, but I do worry that the lower sections may collapse under the weight, so it is likely that the top sections will have to be removed. We will overcome the problem when it arrives. In the meantime; I hope our readers and fellow collectors will enjoy the frivolity of this high-rise building.

# WLLC to Meet in New Jersey at September ScanFest

Our Sixth annual We Love Lundby Club mini-convention will be held Sunday, September 5, 2010, at ScanFest, an all-day celebration of Scandinavia with vendors from the six Nordic nations—Denmark, Estonia, Finland, Iceland, Norway, and Sweden. It's located in Vasa Park, Budd Lake, NJ. This is the 26<sup>th</sup> year of ScanFest, which is the largest Nordic event in the eastern United States.

Details about ScanFest are available as a link to <a href="www.scanfest.org">www.scanfest.org</a> on the WLLC website. Please email us at <a href="toysmiles@aol.com">toysmiles@aol.com</a> if you plan to attend. We hope you will come to meet your fellow WLLC members.

#### Members are Encouraged to Plan Regional Gatherings

One of the richest benefits of the We Love Lundby Club is learning from each other. The best way to do that is to occasionally meet to share our newly found knowledge about Lundby. Because our members are scattered all over the world, it's much more likely that small groups in the same areas would try to get together.

In past years we have tried to interest our readers in trips to Sweden, but not enough members could get away from their busy lives, and/or the cost was too high. However, several small international groups of members have already successfully met in various locations, such as Stockholm, Sweden; Dublin, Ireland; Vienna, Austria; Dorset, UK; Washington, DC; and Coldwater, Michigan.

We encourage you to use the 2010 Membership Directory to contact other Lundby lovers who live in your country or state. If you do get together, remember to take notes and photos of the event and send them into the newsletter. It's a wonderful way to acquire new friends and new Lundby!

#### The WLLC—A Truly International Group

As of March 1, 2010, the total number of countries represented by members is 12—Australia, Canada, Denmark, Finland, France, Germany, Ireland, Israel, Sweden, Switzerland, United Kingdom, and the United States! And, we have members in 20 US states—Arizona, California, Florida, Georgia, Hawaii, Indiana, Illinois, Iowa, Kentucky, Maine, Maryland, Minnesota, Nevada, New Jersey, New York, North Carolina, Pennsylvania, Vermont, Virginia, and Wisconsin.





This little Lundby still-life sold for about \$25 on eBay recently. Photo courtesy of eBay seller.

# A Rare Lundby Painting Excites the Collector

The Lundby Letter has featured several articles about the well-known artworks that Lundby reproduced during the 1970s, 1980s, and 1990s. The pictured painting is one that we had not seen before, either in a catalog or in its miniature form. Does anyone own this painting or know its background?

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## **Micki Offers New Lundby Products**

Here's exciting news for 2010 plus updates on previous articles!

By Patricia Harrington

#### STOCKHOLM 2005 DOLLHOUSE:

The Micki Toy Company showed its new Lundby products in February 2010 at the Toy Fair in Nuremburg, Germany. The Stockholm dollhouse, which was new in 2005, has been redecorated, and a new assortment of furniture was introduced.

According to the company internal newsletter issued in January 2010, the Box Design architects Beban Nord and Ann Morsing are responsible for the new designs (see *The Lundby Letter* September 2005 and September 2008, for earlier articles about these architects who designed the Stockholm 2005 and the Gotland dollhouses, respectively).

The designers say their focus was on making the house and all its furniture and accessories easy to play with and, at the same time, appealing to children. Nord and Morsing state a more modern milieu has been created with the new interior decoration and some newly-designed sets. Obviously, it will appeal to Lundby collectors, as well.

Look for it late summer or autumn of 2010. No photos were available at this writing, but will be published in upcoming issues of *The Lundby Letter*. Keep watching the Micki website, www.Lundby.com.

#### **SMÅLAND DOLLHOUSE:**

New furniture and accessories for the Småland dollhouse were introduced in 2009 and were featured in two previous articles in *The Lundby Letter*, June and September 2009. In autumn 2009, this author received her shipment from Sweden and was delighted to discover some extra features not apparent in the catalog descriptions.

The bunk beds come apart and can be used as single beds or they can be reassembled in whichever color combination one chooses (see photo). The seats on the little stools in the children's room set are made of a soft foam-type material, very nice to touch.

In the new refrigerator, the shelves are re-arrangeable at different heights, which allows for more play value. The packing has been improved, colorful as ever, but with additional pieces of clear plastic which hold everything in place during shipment.



Three different ways to assemble the Småland bunk beds.

Last, but not least, the electrical cords are a bit thicker which makes them more

stable; however, the bulkiness makes them harder to conceal.

#### **GOTLAND DOLLHOUSE:**

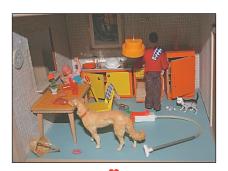
The original Tip Sheet on assembling the Gotland Dollhouse is in *The Lundby Letter*, December 2008, and there is also a link to it on the Home Page of our website at <a href="https://www.toysmiles.com">www.toysmiles.com</a>.

WLLC member **Amy Korn** bought a Gotland house on sale from Cheeky Monkey Toys and it came with free shipping! She followed the tips in the article and related that it really helped her, so much so that she could assemble it herself in record time.



## **Lundby Connections**

THIS YEAR BOTH THE UNITED STATES AND EUROPE suffered through historically snowy winters. Thank goodness, the signs of spring are finally all around us! Karin Schrey, Germany, sent us this amusing photo of a Lundby family which needs some spring cleaning help! Or it could be captioned, "What happens when Mum is gone..."



THE COFFEE-TABLE BOOK, "Magic Land of Toys" is available on www.Amazon.com. It celebrates The Musee des Arts collection in Paris of over 12,000 toys, including a Lundby Stockholm dollhouse surrounded by dinosaurs, which are wrecking the peaceful existence of the Lundby family!



Thanks again to Reina Olthof in Holland for alerting us to the photo in a blog owned by Rebecca, who lives in Darwin, Australia. Readers can view more at <a href="http://rebeccascollections.blogspot.com/2010/01/drive-through-mountains.html">http://rebeccascollections.blogspot.com/2010/01/drive-through-mountains.html</a>. Be sure to go to Rebecca's Blog Archive from February 2009 to read about her 1960s Lundby Gothenburg, the one with legs and fabulous red wallpaper.

Here's a Flickr page with some tantalizing Lundby images from German toy catalogs, <a href="http://flickr.com/diepuppenstubensamm-lerin/sets/72157623161615188">http://flickr.com/diepuppenstubensamm-lerin/sets/72157623161615188</a>. Heike Krohn, Germany, writes that many of these catalogs were printed at Christmas time.

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## **Jubileum Packet Produced in 1987**

By Patricia Harrington

UNDBY ANNIVERSARY 1987: When in 1987, it released some special products, like the gold chair shown in the June 2009 The Lundby Letter, and special groups of furniture and accessories. This author owns a large carton containing themed items, #9801 (see photos) labeled "Jubileums-Packet Vi fyller 40 år."

Translated from the Swedish, the label says "Anniversary Packet. We are 40 years old." The anniversary set is not shown in the catalogs, but was heavily advertised, according to Lundby's own promotional material sent to retailers (many thanks to Elisabeth Lantz in Sweden who visited the museum in Vänersborg, made copies of the promos, and shared the information with the author).

The Anniversary box measures 16.5 x 12 x 3 inches, compared to ordinary Lundby sets from the 1980s, which measure 10 x 7 x 2.5 inches. The Jubileum set #9801 contains items for a bathroom, laundry room, and hobby room, plus two child dolls. All of these items were available separately or in small sets from Lundby in the 1980s: three-piece bathroom #9883; bathroom accessories #6836; sewing-room set #5181; child dolls #1244 & #1252; washer #2570 & laundry-room sink unit #1571; the ironing board and iron, plus a red plastic bucket and hand-basin seen in the kitchen set #9285 and shown as a NEW item in the 1987 catalog.

What is interesting is the inclusion of an upright Hoover vacuum cleaner usually sold in Caroline's Home sets, and not

shown in any Lundby catalogs that I have or that can be seen at www.swedish-dolls houses.com in the old catalogue section. If anyone has any additional Lundby catalogs or ads showing the Hoover, or a Hoover in a sealed Lundby package, please send information to the author at newswedepat @yahoo.com or to the We Love Lundby Club at <u>Toysmiles@aol.com</u>. ♥

## **Lundby Design** Was Often Copied

THE DESIGNERS working for toy companies, such as Blue Box, frequently imitated the style of the Gothenburg dollhouse. Another example of this tendency to model after Lundby design is seen in the mini-dollhouse kit. Its manufacturer and date of production are unknown.



One could pretend that someone who lives in his/her Lundby has a dollhouse hobby!

## **March 2010 Membership Update**

WELCOME TO OUR FOUR NEW CLUB MEMBERS, Carol Rosenblat, PA; Amy Korn, IL; Mervi Pirinen, Finland; and Amy Murphy, MN.

Check out Amy Korn's blog at http://amysminiaturesandsmalls. blogspot.com. It's all about the life and times of the little people who live on Lundby Lane. Amy says her childlike behavior is inspired by Lundby. Her Lundby craze began with one Lundby Gothenburg during Christmas of 2008. Since then, she has added two Stockholms and a Caroline's Home. Sounds like Amy truly has been bitten by the Lundby bug! \(\nsigma\)



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## Members in Focus

TWENTY-FIRST IN A SERIES OF ARTICLES

By Sue Morse

NNA-MARIA SVIATKO'S INNER CHILD has A always spoken to her. At the tender age of 9 or 10, she discovered a discarded dollhouse in the shed of the people next door. Since her neighbor's children had grown out of the hand-made miniature, she adopted it as her own. A self-confessed "library addict," she read up on the subject of dollhouses by borrowing books on Queen Mary's dollshouse and Colleen Moore's Fairy Castle.

Those books delivered quite a high standard for a young girl. She remembers failing miserably, but she did make a table out of balsa wood and embroidered sheets and pillowcases from a cloth from the rag pile. Anna-Maria will never forget the fuss when her mother discovered that her creation was from the Irish linen piece that she was using for rising bread!

In the 1980s Anna-Maria saw Lundby and Caroline's Home furniture in Venus and Martin Dodge's 1983 book, "The Dolls' House Do-It-Yourself Book," and it affected her miniature collection evermore. She remembers being mesmerized

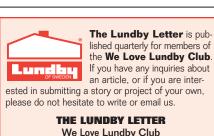


World of Play

More German Lundby

Lundby Packaging

Member Profiles



## We Love Lundby Club

6347 Waterway Drive Falls Church, VA 22044

Advisory Members:

Sue Morse Kristina Aronsson Carolyn Frank Patricia Harrington Elisabeth Lantz Marion Oshorne Peter Pehrsson Yvette Wadsted

Don Christian Design:

© 2010, We Love Lundby Club. All rights reserved. Permission has been granted to use the Lundby logo. by the picture of the modern house with the swing bin. Dollhouses could reflect modern day life! How earth shattering! From that moment on, it became her mission to reflect in her miniatures what was happening in current social history and domestic architecture. As she was living in New Zealand at the time, she was not aware that Lundby or Caroline's Home was even available in her little corner of the world.

Anna-Maria moved to Australia in 1996 (after selling her dollhouse to pay the shipping costs!) and found her first Lundby items on eBay about 2002. Her initial purchase was a pair of orange crystal lamps. In March 2003, she attended a Canberra miniature doll show, where she found a 1977 Gothenburg, and in her own words, her miniature collecting "suddenly made a huge turn into what has been an expensive side street."

For many years Anna-Maria had wanted to share her ideas about modern dollhouses with others but knew that displaying her collection at the usual dollhouse shows wasn't an option as the pieces were too vulnerable to disappearing.

Spin forward about five years, and after amassing a collection of 17 houses, Anna-Maria's dream became a reality when her collection was accepted by the Canberra Museum and Gallery as part of their "The Cabinet of Curiosities" series of exhibitions. "Playing House, Contemporary Dolls' Houses 1957–2007," ran from October 2008 to January 2009, all safely behind Perspex. See the article in the December 2008 issue of The Lundby Letter.



Anna-Maria shows her unabashed enthusiasm for dollhouses during the filming of the upcoming April 4th airing of her collection on the Australian TV show, "The Collectors," <a href="http://www.abc.net/au/tv/collectors">http://www.abc.net/au/tv/collectors</a>. See more at http://theshoppingsherpa.blogspot.com/2009/ 10/our-creative-space-because-i-just.html.



Anna-Maria's most recent projects include taking over the stewardship of the website, http:// dollshousespastand present .webs.com, founded by Wendy

Gater from the UK; and curating an exhibit at Craft ACT called "Call of the Small" (she thanks the Call of the Small blog for the use of her name) where she's building a 1/12<sup>th</sup> scale craft gallery. Ten artisans who normally work in either full size or miniature have been invited to create pieces for display.

In her spare time, Anna-Maria also maintains one of the neatest blogs in existence, <a href="http://theshoppingsherpa.blogspot">http://theshoppingsherpa.blogspot</a> .com. Her passionate love of dollhouses has presented many new exciting opportunities for her all her life.

We know we'll hear and see even more contributions to the world of dollhouse collecting because Anna-Maria will never stop listening to her inner child. \(\nspecific \)



Here's a miniature version of the first page of the price list. A portion of the top line has minor damage. It reads LUNDBY SCHWEDENMÖBEL.

Special Bonus Online:

### 1974 Lundby Price List From German Factory

Thanks to Patricia Harrington for sending the 1974 price list for items produced in the factory in Hohenwestedt, Germany. Two pages from the price list have been added to the Members Only Page on the website, www.toysmiles.com.

Photo courtesy of Patricia Harringtor