

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

Breaking News:

Excerpts from *Scandinavian Design in the Doll's House* Featured on Facebook Page

THE NEWS WE'VE ALL BEEN WAITING FOR HAS ARRIVED from Yvette Wadsted, Sweden, author of the dazzling new book, *Scandinavian Design in the Doll's House*, which takes the reader through the changing trends in Scandinavian interior design, miniaturized in doll's houses, from 1950–2000.

The book will be available in bookstores very soon. Members will receive a discount from the publisher, <http://www.arvinius.se>, by mentioning they are members of the We Love Lundby Club. However, the postage costs from Sweden may outweigh the savings. Interested members may want to wait until the book is available in their countries, which will take some time.

Until the book is readily available, take a sneak peek at some of the nostalgic contents on the Facebook page, <http://tinyurl.com/68cry89>, where pictures from the book, such as the one below, will entice you to purchase your very own copy. It is recommended that members shop around on the Internet for the best price. ♥



Photo courtesy of Facebook website

The book's cover, as shown at right, conjures up in the collector's mind enchanting miniatures of the identical furniture found in the showrooms of Scandinavian furniture stores, especially during the 1960s and 1970s when modernist furniture was all the rage.

◀ "In the doll's house as elsewhere, towards the end of the 70s, the children were refused nothing. The horses are called Golden Boy and Golden Girl – one of each; gender equality was a big issue in this decade."



Photo courtesy of Yvette Wadsted

"Will You Still Love Me When I'm 64?" Or 65? Yes, We Will!

THE 2012 SLOGAN CONTEST winner is **Julie Plovnick**, who recently moved from Vermont to Minnesota! She will receive a free year's membership and a full set of five 2012 Lundby calendars by **Jennifer McKendry**, Kingston, Ontario.

Our new slogan is **Small Homes • Big Heart Lundby 1947-2012**. Congratulations, Julie!

Many thanks also to **Claudia Kreda**, NY, **Jennifer Roskamp**, GA, and **Geraldine Scott**, FL, for their enthusiastic submissions. ♥




Dates Set for September 2012 Trip to Sweden

Come Along for a Swede 65th Celebration

SAVE THE DATES, SEPTEMBER 5-9, 2012! Plans for our 65th Anniversary of Lundby Trip to Gemla, Sweden, are progressing nicely. Highlights of the event will be tours of the Micki Leksaker AB headquarters in Gemla and the BRIO museum in nearby Osby. **Kristina Aronsson**, Product Development Manager at Micki, is working very closely with the club to assure that we will have a lovely time.

Attendees may wish to add days for alternative trips around Sweden, which would be on everyone's own time. Come join us next year for the best We Love Lundby Club gathering ever! More plans and details will be revealed soon so you can start making your reservations. ♥



Julie's Tips for Vintage Lundby Facelifts

By Julie Plovnick

Editor's Note: Member *Jennifer Jorgensen, CA*, requested an article about restoring wallpaper and wiring. When she was a youngster, she taped wallpaper on the 2nd floor wall of her Lundby dollhouse. When she removed the newer paper, the original wallpaper was damaged. She finally settled on a replacement wall covering which was an acid-free scrapbook paper. Many other members have asked for tips on restoring wallpaper that has met a disagreeable fate, due to water damage, neglect, or critter damage.

Julie Plovnick, MN, has given permission to reprint her restoration tips in The Lundby Letter. We hope you'll visit her Lundby blog, <http://sites.google.com/site/vintageLundby/Home>, often to read her frequent updates. Thanks, Julie, for these excellent recommendations!

REPAPERING: I have photos of original Lundby papers at <https://picasaweb.google.com/chateauchat68/090815LundbyPapersForRestoration> which you can resize and print, then apply to damaged spots or entire walls.

I have repapered rooms in Lundby dollhouses and extensions using scrap booking paper (which comes in a variety of colors and patterns that are dollhouse scale), but real wallpaper may also be used. Be very careful with paint or wallpaper paste, as it can be messy and might cause the old layer of paper to buckle.

I don't remove old wallpaper, except to peel off any loose bits. Rather than removing windows or doors, I work around them. I make a template of each wall by laying bits of thick paper around the edges of the wall and around any doors/windows and then taping the bits together. I then trace the template onto the paper I want to apply to the wall (always onto the WRONG side), cut it out, completely cover the wrong side of the paper with glue, apply it to the wall, and smooth it all over using my fingers and the edge of a credit card. This also works for floors, whether you recover them with paper or carpet. A glue stick (like UHU brand) is easier to use and less messy than liquid glue or paste.

FURNITURE CLEANING & REPAIR: To brighten dull or stained bedding and rugs without bleaching them, I soak them in warm water with a denture tablet for about 15 minutes. You can wipe upholstered furniture with soapy water and dry with a hair dryer. Hide blemishes on painted wood

with grease/wax pencils of a matching color, then buff up. A good match for touchups to ivory-colored furniture is Plaid's FolkArt series of acrylic paint in Tapioca (color 903). The same brand makes a metallic paint that can be used for gold detailing. To mend broken furniture, I use a clear-drying white craft glue like Aleene's Tacky Glue.

HANGING LAMPS & PICTURES: If your lights (plastic ceiling disks) and pictures keep falling down, you're not alone! If you don't want to use glue or a permanent adhesive like double-sided foam tape, you can try a removable adhesive like Glue Dots, available at craft stores. Glue Dots are nice because they won't damage paint or paper, and they're removable, so you can redecorate as you please. But sometimes they're not strong enough—especially in humid weather.

YOUR TURN! Do you have feedback or tips to share? Let me know at chateauchat@comcast.net. ♥



Photo by Sue Morse

Lundby Lights Up Our Lives

WE ARE VERY GRATEFUL to Lynn Stierman, owner of Once Upon a Time in Vienna, VA, for discovering this 1971 MIP set of lights in the far recesses of the shop's basement.

We're even more pleased that she notified us that it was for sale, along with some other Lundby electrical treasures, heretofore undiscovered. The box itself is an excellent example of 1971 Lundby packaging.

Thanks, Lynn. You truly light up my life!



Photos from the Morse collection



Leksand Décor with Signature

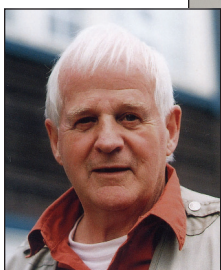
HAVE YOU EVER NOTICED THE TWO LEKSAND SIGNED PIECES?

ONE MUST HAVE excellent eyesight or luck in finding the P.B. that appears in the designs. Could the initials P.B. belong to the one and only Per Börnfelt, the early designer of the Lundby style?

Revisit this important person in Lundby history by reading the article by Patricia Harrington in the March 2005 issue of *The Lundby Letter*. Sadly and unknown to us, Per Börnfelt died February 20, 2005 in Åkersberga, Sweden, shortly before the feature was published. A memoriam appears in the June 2005 issue. ♥

In the design of both the blue and red Leksand open-shelved cabinet, the P.B. signature is placed at the right under the tail of the horse. On the blue and red Leksand rocking chair, P.B. appears under the hearts in the decoration. None of the other Leksand pieces carry the signature.

Per Börnfelt



Watch Your Mail for a Special 65th Anniversary Gift

IN A FEW WEEKS, all members will be sent a gift from the We Love Lundby Club to celebrate Lundby's 65th anniversary. You'll receive a gorgeous full scale 8.5 x 11" 2012 Lundby calendar, designed by Jennifer McKendry, Kingston, Ontario.

We cannot thank Jennifer enough for providing the skill and expertise that we needed to produce these calendars. Not only will everyone receive a full page calendar, but also included with your gift will be a set of five miniature calendars (one of each design) that you can use in your dollhouses! ♥



The Rainbow dollhouse decorates one of the five 2012 Lundby calendars.

Design by Jennifer McKendry

Photo by Renee Ganim



“But It Looks So Real!”

By Renee Ganim

WHEN IT COMES TO REALISM, we have come to expect the impossible. The new photographic technology has made it possible to create paintings and ornate table tops with nothing more than a decal that look so realistic it is hard to tell they are reproductions.

However, this particular concept DOES NOT apply to three-dimensional objects which require perfect scale and realistic looking materials. This is the case with the Lundby fish tank. Ours is article # 5180 with a 5 volt bulb, produced in Hong Kong. Many of Lundby's finest creations were manufactured in Hong Kong, like their bicycles and motorcycle. The fish tank holds up to the standard of excellence.

When measured in “real” scale, the tank is 3 feet wide, 2 feet high, and 1 foot deep. This would not require more than about 20 gallons of water and is not considered that large on its own stand, but the perfect size for a Lundby scale house.

For anyone who knows about collecting fish, they know that the size of the tank determines what type and size of fish you can put in it. Fish need room to grow. This tank fits these standards; it only has a few large fish, which happen to look extremely realistic, colorful and perfectly shaped. Further, the tank “lid” and “light” are also quite real looking. This is one case where Lundby did a fantastic reproduction. Even the greenery and sand bottom are perfect. It looks sooo real, but....

Where is the filtration system! These poor fish would croak in a few days without any oxygenated water! **But**, this is one of those cases where you overlook what should be obvious and just say, “Well, it is really well hidden, built in somewhere.” Perhaps in the sand?

I still say that this is one of Lundby's triumphs. It rates 5 stars all the way, and after all, who the heck would be looking in a dollhouse for a filtration system? I think the beautiful colors that appear when you light it up are way more than perfect! ♥

Editor's Note: We received this response to Renee's column about Rococo furniture that appeared in the July 2011 issue. Special thanks to Karin Schrey, Germany, for sharing.

Dear Sue:

Thank you so much for the new Letter. It's wonderful! I agree with Renee that the white Rococo furniture looks really real. I remember that I wanted such furniture for my room in the mid-60s, but my mother decided to buy me new style ones which made me cry. Rococo style furniture was very “in” in those days. And it was found in many different houses—not all of them castle-like. Most were built like the Gothenburg or other similarly designed houses. To show you how popular this furniture style was in Germany too, I add some pictures of an old catalogue of the Company Flamme dated 1970 and “Schöner Wohnen” (Better Living) magazine of 1970. Don't they look like Lundby?



Red and white Rococo dining room by Flamme. Blue and white Rococo furniture shown in Schöner Wohnen. Images courtesy of Karin Schrey.



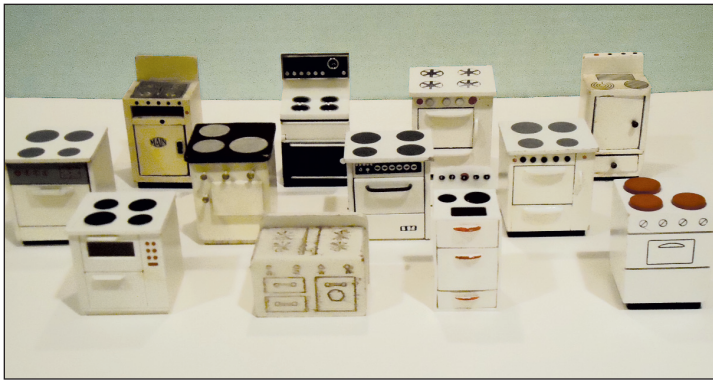
Membership Update

WELCOME NEW CLUB MEMBERS, Jackie McLain-Page, KS; Paige Inglis, Saudi Arabia; Jill Stein, CA; and Rebecca Bosen, MD.

An October 2011 Membership Directory Update will be emailed or mailed to all members.

Annual dues for an electronic newsletter membership are \$15.00 USD. Annual dues for a printed and mailed newsletter membership are \$25.00 USD in the U.S.; \$28.00 USD in Canada; and \$30.00 USD in all other countries. Email Sue Morse at toysmiles@aol.com for further details about paying dues. ♥

Try Our Contest Participate in the Allentown Conference



Guessing Game contest at the 7th annual WLLC mini-convention—1/16th scale vintage stoves from the Morse collection.

HERE'S YOUR CHANCE TO MEET OTHER LUNDBY LOVERS! The 7th annual WLLC mini-convention will be held **Thursday, November 3, from 3:00-5:00 p.m.** at the Comfort Suites Hotel, 3712 Hamilton Blvd., Allentown, PA. The meeting is being held in conjunction with the Dollhouse Toys n' Us convention from Wednesday, November 2 to Sunday, November 6.

Please send an email to Sue ASAP if you can possibly attend at the last minute. She will send you more information about the meeting agenda and directions to the hotel.

If you cannot attend, we invite you to participate in the Guessing Game Contest that all the attendees will be attempting. See how many of the 1/16th scale vintage stoves you can identify. To get a closer look at each stove, enlarge your photo in the online version of the newsletter or use a magnifying glass on the printed newsletter.

If you name the manufacturer and the country of origin of all twelve stoves correctly, you'll be the winner of a full set of five 2012 Lundby calendars described elsewhere in this issue. Good luck! ♥

My Greatest Find in 2011—A Lundby Dollhouse with an Original Hang Tag

By Sue Morse

ONLY ONCE HAVE I SEEN A LUNDBY DOLLHOUSE WITH A HANG TAG. And that was only via a photograph of Linda Hanlon, VA, and our dear collecting friend Judy Mosholder who has a Lundby dollhouse with the original *hang tag*. See the September 2005 issue of the newsletter for the article and photo.



The Lundby doll's house is a lovely, modern-looking style. The house is made of wood, with space for a transformer so that you can have electric lighting in all rooms.

And you can furnish your house with Lundby doll's furniture. Lots to choose from — furniture to make every room complete, with lots of single pieces, accessories, decorative fillings, lamps and rugs. Look through these pages and pick out what you need to make your house genuinely attractive and comfy. Lundby has everything!

Lundby



Sue's 1971 Lundby with the hang tag. Note the stylish spoke design in the never-seen-before paper on the right hand interior wall.

FEEDBACK FORUM

■ Vampires vs. Lundby?

An August email to the producers of HBO's "True Blood" regarding the Lundby dollhouse that was demolished in the Season 3, Episode 8, "Night on the Sun," has gone unanswered. My next email will be a request to purchase the remaining pieces of the prop that was damaged in the filming. Stay tuned!

■ Marion Osborne, UK,

who is busy at work on yet another dollhouse book, this one featuring Tri-ang, writes, "Many thanks for the newsletter. Have gone through it and I do like your mix of the old with the new and bringing in more names such as Shackman, which was a stroke of genius."

■ Genealogy anyone?

So far there has been no response to our request for research into the pasts of Lundby giants, such as Axel and Grete Thomsen, their sons Harald and Bjorn, and Bosse Johansson. If you are interested, email Sue at toysmiles@aol.com.

Imagine my excitement when I met a fellow Northern Virginian, Ann Decker Spivak, who, out of the blue, emailed me that she had a 1971 Lundby dollhouse with an original hang tag for sale. It had been purchased at the Woodward & Lothrop store in Washington, DC, by her late husband for his niece. Unfortunately, the niece held little interest in the dollhouse so it just stayed in its box for 40 years. Ann asked, "Would I like to come see it?" "Absolutely," was my response!

I had to drive only about five miles to get to her house. When I saw that the dollhouse was indeed in mint condition, I jumped at the opportunity to add it to my collection. Then I checked the 1971 catalog pictured here, and I saw it was the same house, except that mine has the *hang tag*!

I just cannot stop admiring it. Now that I've furnished the house with some extra pieces from my collection, it resembles the catalog picture even more so. Not only did I acquire a 1971 Lundby, but I also now have a new friend. There's no question that Lundby opens our hearts to new friends! ♥



Children's Birthdays Keep Adding Up

By Charlene Williams

First in a Series:

April 24, 1998 • 13½ years old

WHAT A DIFFERENCE six years makes! Joelle is now a teenager in her final year of middle school (and still getting straight A's!). She has vastly different interests from when you first met her at seven. Gone are the days of Barbie dolls and dollhouses. Joelle's toys are now of the electronic variety—an iPod, the Nook eReader, her pink laptop, and of course, her mobile phone (thank goodness for unlimited texting plans!). She is also amassing quite a collection of shoes; she's definitely following in Mommy's footsteps!



Joelle also shares my love of travel, and we have taken quite a few exciting trips together. Her favorites are our 2007 trip to the Amazon jungle in Peru, and our tour of Arizona and New Mexico in 2008. Of course, she always looks forward to our yearly visits back "home" to Jamaica—and to being spoiled by Grandpa, no doubt!

Maybe in time my love for Lundby will rub off on her, but for now she's focused on getting ready for high school next year. Boy, how time flies! ♥

Photo courtesy of Charlene Williams



Joelle at 13½ years.

*Editor's Note: During the early years of The Lundby Letter, we included a column called "The Children's Corner," which was written for one year by **Camryn Long**, daughter of **Angela Long, MD**, and granddaughter of **Sue Morse, VA**. Camryn is now 16 years old, while the second author, **Caitlin Butchart**, daughter of **Lis Garner, UK**, is currently 16 ½ years old. Caitlin also contributed stories about her love of dollhouses to the column for one year. Member **Carolyn Frank, VA**, generously remembered each of the children's birthdays for many years.*

*These young ladies' birthdays keep coming every year. Beginning with this issue, we are featuring our children so our members can keep in touch with their "growing up" years. Joelle Williams, daughter of **Charlene Williams**, was born April 24, 1998. Mother and daughter were profiled in the December 2005 issue of the newsletter.*

A Funny Thing Happened in my Lundby Dollhouse

By Sue Morse

"ALL THE INJURED HAVE FULLY RECOVERED," reports **Martha Stern, Israel**, who returned home from a trip to the US only to find a disaster in her Lundby dollhouse. Did one of those nasty tornadoes generally thought to be confined to the States wind up in Israel?

All the "damage" turned out to be the result of Martha's two granddaughters, ages 2 ½ and 5, being allowed to play when she wasn't there "guarding" the house. After the cleanup, Martha was happy that the only casualty was a broken teapot which she quickly replaced through **Renee Ganim's** inventory.



The tornado that struck Martha's Stockholm.

Have you ever had a funny thing happen in your Lundby dollhouse? Please send your stories and photos of your tiny disasters or other happenings! ♥

2011 Småland Designs—Home Sweet Home

THE NEW LOOK FOR 2011 in the Småland dollhouse is to die for! Box Design in Stockholm designers **Ann Morsing** and **Behan Nord** again have added some very charming renovations to the 2011 line.

Note the new features in the 2011 Lundby Småland catalog: there is a new balcony with an opening French door, and the other windows in the dollhouse also open to fresh air. On the exterior, the garden has a fence with an opening gate, a road, and two flower boxes for decoration. All these new designs add to the play value of the Småland, both inside and out!

Cheeky Monkey Toys has announced on their website, <http://www.cheeky-monkeytoys.com>, that they are expecting a shipment of Lundby this month, which includes the newly revised Småland range. Be sure to watch the website for updates about the availability of the Lundby items. ♥

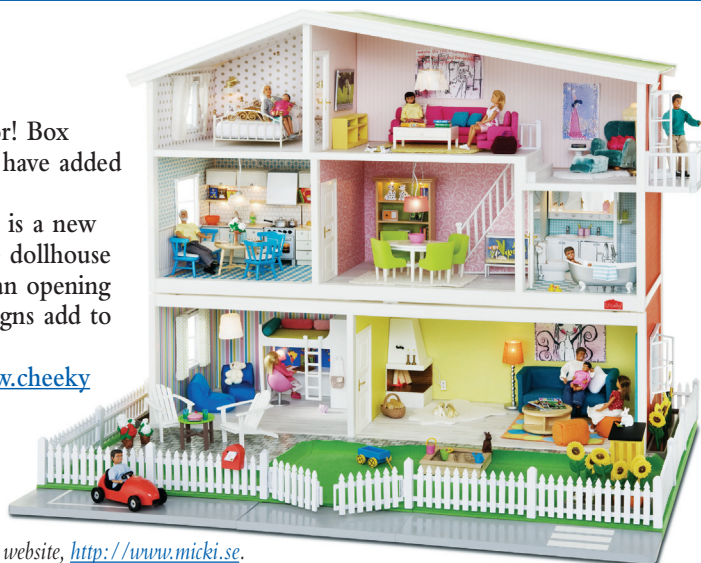


Photo of the Småland dollhouse courtesy of **Micki Leksaker**. See more new Lundby on the website, <http://www.micki.se>.

Members in Focus

TWENTY-SEVENTH IN A SERIES OF ARTICLES

By Sue Morse

NEW MEMBER TRISTIN EVANS was born in Washington, DC, lived her early childhood in Asia, moved to Northern Virginia at age 12 (her parents were in the foreign service), and now lives in Alicante, Spain. After traveling many places worldwide, Tristin has observed that it is a small world after all.

Imagine this: She is living in Spain and she has connected with the We Love Lundby Club because she bought a Lundby house in Virginia 32 years ago.

From her earliest memories, Tristin has been fascinated and captivated by anything miniature. But Tristin never had a proper dollhouse because her family traveled so much that a dollhouse was just not feasible. It wasn't until she was on her own at 19 that she bought her first dollhouse in a toy store in Tysons Corner, VA. She chose a Lundby house because Lundby seemed to capture the essence of the 1970s era, and she believes Lundby still captures contemporary style today.



Photo courtesy of Tristin Evans





Not long ago Tristin purchased this very early 1970s Lundby house in almost perfect condition filled with furniture. She has started doing reproductions of some of the hard-to-find early Lundby pieces such as the leatherette sofa and chair, which came in red and black.

Shortly after Tristin got her first Lundby dollhouse in 1970, she would go back to the store every payday to buy something new for her house. To finance this Lundby habit, she started selling upholstered miniature furniture and other things to a store called "Why Not" in Old Town Alexandria, VA.

This story is reminiscent of how Lundby was born in Sweden in 1947 when Grete Thomsen sold her hand-made upholstered chair to the Gothenburg department store, Ferdinand Lundquist (how NK) for SEK 32.

Tristin carried her Lundby house with her from Virginia to Dublin to Madrid and then to where she lives now (halfway between Valencia and Alicante). It had been stored for many years but recently she got it out. Now she is hooked on Lundby again!

Coming Up in the April 2012 Issue

-  2012 Visit to Sweden
-  Children's Birthdays Keep Adding Up
-  More on Lundby Packaging
-  Member Profile

Even though Tristin has an extensive collection of dollhouses and miniatures that range in scale from 1/12 down to 1/144, she notes, "There's something about a Lundby house. Only a Lundby lover truly knows what I mean. That simple, clean and functional design that the Swedish do so well is part of it. There is an enduring quality of the design that can still capture the hearts of the young and old."

Tristin is a member of a dollhouse club in Spain where she sometimes teaches classes in miniature making. In addition, she works under the name of Martha's Miniature Workshop which features miniatures in several scales and Barbie reproductions. She sells on eBay to clients



Photo courtesy of Tristin Evans

Tristin is pictured in the blue sleeveless top with fellow collector Debra Miller.

all over the world, but mostly her sales are through word of mouth.

Although Tristin has never found many miniatures of any interest to buy in Spain except at dollhouse and miniature shows, she can report that not only does Spain have a few manufacturers of houses and furniture of acceptable quality, but Spain also can boast many exceptional miniature artists who usually display at shows and in a few shops. One dollhouse and miniature store in Barcelona called Ananda (www.ananda-miniatures.com) has quite a few Spanish artisan items.

One thing Tristin has learned in life: "If you want to be a collector and a traveler, collecting miniatures is the way to go! Just as an example, I probably have in miniature at least 60 tea sets. In miniature it is manageable but in full size, I would be considered a hoarder."

After all, Tristin lives in a small world! ♥



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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