

THE

Lundby™

JULY 2012
Volume 9
Number 2
LETTER

www.toysmiles.com

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



We Love Lundby Club Salutes Lundby's 65th Anniversary, 1947-2012

Attractions in Southern Sweden Lure Us to Småland in September

FOR THREE WONDERFUL DAYS, September 6-8, attendees of the Lundby's 65th anniversary trip to Sweden will be treated to thrills beyond their imaginations. To date, 11 members and spouses have registered for the celebration. Please let us know by July 31 at toysmiles@aol.com if you'd like to join us.

DAY 1, September 6: Kristina Aronsson, Product Development Manager at Micki Leksaker AB, will welcome us to the headquarters in Gemla for a tour and luncheon. Ann Morsing and Beban Nord, the Lundby designers from Stockholm, will be on hand to tell how they work when they design for Lundby. (See the article on page 2.)

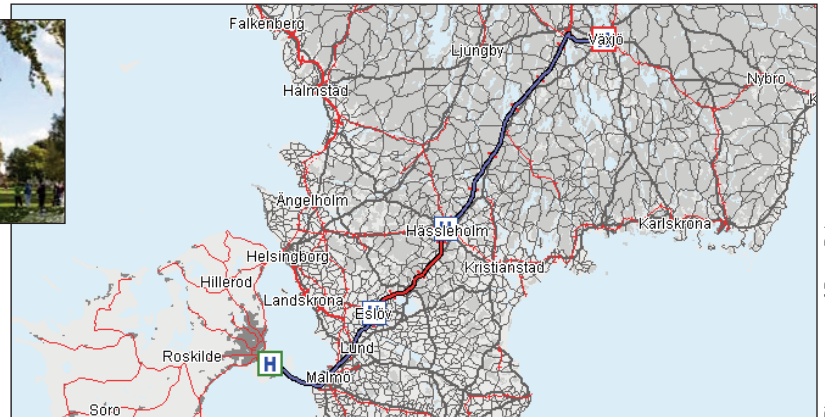
An exhibition of vintage Lundby, purchased from Yvette Wadsted's collection of dollhouses from 1950 to 2000, will be on display in Micki's showroom. There will also be plenty of time to shop in the outlet store and browse through the nearby museums.

DAY 2, September 7: The group will travel south to Osby to visit the BRIO Lekoseum. For a peek into the museum, go to <http://www.BRIO.se> and select Lekoseum. Solveig Nordh, museum manager, sends us a hearty welcome and has generously waived the entry fee for our group. A beautiful exhibit of dollhouses and other toys awaits us.



At the edge of the forest where the city of Växjö meets the countryside, S:t Sigfrid's Folk High School brings its students and its visitors closer to nature.

Photo courtesy of S:t Sigfrid's.



Near the top of the map of the Oresundstag train route is our destination of Växjö, the nearest big city to Gemla, the home of Micki headquarters.

Photo courtesy of Peter Pehrsson

DAY 3, September 8: We will head east to Nybro in the Kingdom of Crystal (Glasriket) to spend time at Kosta Boda Glassworks, <http://www.kostaboda.com/visit-us/factory-outlets/kosta.html>, where the beautiful Kosta Art Hotel is located. Later in the day we will enjoy a personal tour conducted by member Peter Pehrsson, who will show us his Lundby collection.

Our home away from home in Sweden will be at the campus of S:t Sigfrid's Folk High School, which has an excellent reputation for its high standard of food and good service. It is also well known for the beautiful surroundings, the cozy atmosphere, and close access to Växjö. For more information about Swedish Folk High Schools, visit www.folkhogskola.nu.

We wish that all 61 members of the We Love Lundby Club could gather together in Sweden for this important event. The reality is that those of us who are actually there will be on Cloud Nine for a good time afterward. Everyone will be taking photos so we will share them with all of

you! Please let us know if there are any messages you would like to send to Lundby headquarters. ♥



A New Lundby Logo Earns a Place in History

Lundby has thrilled all ages for 65 years from both the twentieth and the twenty-first centuries!

Based on your votes, after nine years of publishing *The Lundby Letter* with one of the first Lundby logo designs on its banner, we have replaced the vintage logo with the newer design. ♥

Note from Don Christian: I first ran across the term "quadrimestrial" years ago when reading a publication designed for artists. I thought it was an interesting word and remembered it. It means three times per year and can be found on the website: definition-of.com.

“But It Looks So Real!”

By Renee Ganim

SUMMERTIME IN LUNDBY LAND with the swimming pool, redwood patio furniture, umbrellas and many more luxury accessories comes as a pleasant surprise. Was summertime in Lundby land intended only for the American and Canadian markets? Was any consideration given to the Swedish climate, culture, and living conditions?

When one takes a closer look at an individual piece, the attention to detail is remarkable. Put the lawn chair on “train set” grass. Photograph it and pass it off as a real lawn chair. Even Barbie had the camper van but that still looked like a toy. But somehow, when we put the Stockholm and all its accessories together; taken as a whole, it still looks like a fairy tale toy.

So maybe it isn't such a surprise that the country of Sweden, which abolished slavery in all parts of its empire well before the Civil War in the United States, became a leader of women's liberation, and, of course, built a better car, has brought to

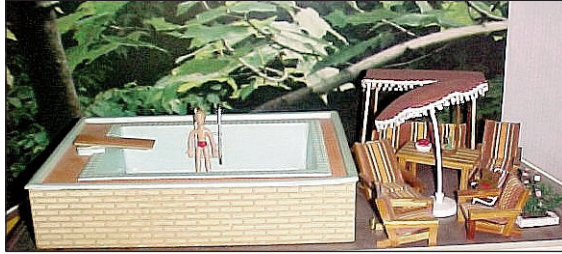


Photo by Renee Ganim

The Swedish summer is far too short, but there are many pieces of Lundby furniture and accessories that celebrate the season, such as the pictured pool, the rare boy swimmer doll, and the wooden patio set.

children the best dollhouse toys ever made. In so doing, the accomplishments of one country have raised the aspirations of children all over the world. Now their dreams were to be the Lord of the Manor or Mistress of the Estate, not just to live in an ordinary household.

My ramblings are intended to address the thought processes that separate the “collector” from a child playing with a toy. In this instance Lundby has lived up to Swedish tradition by producing the best dollhouse toys ever seen. ♥



The July 2011 issue of the newsletter showed a 1983 photo of five Lundby leaders. Two of them were sons of Axel and Grete Thomsen, the founders, who were no longer involved with the business at that time. The family had sold the Lundby Corporation to Stephan Karlsten in 1982.

This photograph of Grete Thomsen, holding her first handmade upholstered chair, is from the early years of the Lundby company, perhaps in the late 1940s. The exact date is unknown. Photo from a 1987 Lundby publication.

What Will Lundby Designers Think of Next?



Photo by Camilla Lindquist

Left to right, Ann Morsing and Beban Nord, Box Design.

TWO TALENTED WOMEN are behind the modern design of Lundby at Micki Leksaker. They are Ann Morsing and Beban Nord, interior and product designers from Box Design in Stockholm. Ann and Beban have been working with Micki for several years, ever since they were commissioned to design the first new design for a Lundby dollhouse in 15 years. The result of their creative design was the 2005 Lundby Stockholm dollhouse.

Other projects coming from Ann and Beban's drawing boards are fresh designs in the Micki and the Lundby nursery, renovations in both the Småland and 2005 Stockholm dollhouses, and the creation of the summer cottage, the Lundby Gotland.

The assembled group celebrating Lundby's 65th birthday at Micki headquarters in September will hear all about what Ann and Beban have in mind for Lundby's future. ♥

Join Our Quest for Discoveries about Lundby's Founders

By Sue Morse

ONE YEAR AGO, in the July 2011 newsletter, we appealed to members to help us uncover more information about Lundby's founders, Axel and Grete Thomsen. Knowing full well that the quest would be difficult, we launched our search with hopes that the availability of new investigative tools would yield results. However, no fully accountable information has yet come to light.

In answer to our question, “Lundby genealogy anyone?” Peter Pehrsson emailed me earlier this year that he had acquired a new program for his computer, The Swedish Death Index, 1901–2009. Very early in Peter's search, he thought he had discovered the right Axel Thomsen because there was only one “hit” in his search. Born May 28, 1905, in Denmark, the Axel in the database became a young widower on January 19, 1931. He could have remarried, and possibly Grete was his second wife. Axel Thomsen's death on December 14, 1965, is registered in a

Continued on page 4

Elisabeth: “At 54, I have almost 200 doll’s houses”

By Jessica Cartage
with photos by Johanna Berglund

Editor’s Note: We thank Elisabeth Lantz, Sweden, and the editors of the magazine, Expressen Söndagsbilaga, for their permission to reprint a section of an article that appeared in March of 2012. The English translation from the original Swedish is by the Google translator.



English translation of caption inset in the photo above:

Almost every room in Elisabeth’s real house is furnished with a doll’s house, except the bathroom and kitchen.

When Elisabeth’s daughter acquired her first dollhouse about 15 years ago, Elisabeth herself became interested in revisiting her own childhood interest. Her daughter got some old furniture from Elisabeth’s brother’s wife, but it was just stuff. Elisabeth looked for furniture in stores and flea markets. Her daughter did not want to furnish her dollhouse the same way that Elisabeth wanted to. She eventually realized, with amusement, that she would need her own dollhouse.

We sit in her kitchen in Elisabeth’s house in Åkersberga outside Stockholm. The kitchen is one of two rooms without dollhouses. The second is the bathroom. Everywhere, in the living room, work room, hall and bedroom, however, there are houses all stacked on shelves.

They are carefully edged into the shelves which stand side by side on the floor in long rows. I try to count, but cannot keep up. When I ask about the exact number of dollhouses, Elisabeth smiles cleverly. “Come, you shall see,” she says, and points the way downstairs.

There, in the basement, are still an untold number of dollhouses. They fill the entire basement space, from floor to ceiling in neat rows. In total, approximately 150 square meters of her house is furnished with over 200 dollhouses.

Are you ever ridiculed for having your collection?

“No, but it could be that people are too well behaved. Often, they are very interested. In the collection there’s a piece of Swedish history. For many it will be a trip down memory lane,” Elisabeth says. “The oldest are the pieces from the last century. The dollhouses and furniture represent each decade until the 2000s. These include the royal couple’s wedding photograph, the typical 60’s TV, and gaudy furniture from the ‘80s. In the really old houses are some dolls that are replicas of maids. There are 60 items of furniture that were in my own parents’ home. Manufacturers have been so clever and have constantly updated the styles and trends.”

What is it that attracts you to this miniature world?

“First, it is cultural history as reflected in the houses and furniture, and I like to research each piece, in order to find out the manufacturer and year. Moreover, one can indulge

in things that do not happen in reality, such as designer furniture that costs a lot,” she says.

Indeed, in several of the small living rooms are miniatures of Arne Jacobsen’s Egg chair, Swan and Ant in different colors. There is also a bat chair from the ‘30s. Elisabeth takes care of her hobby more or less every day. She renovates houses, fixes broken lights, and keeps in touch with other collectors. She has noticed that her hobby also has a relaxing effect. “I have colleagues who dream about the job at night, but I never do,” she says. ♥



English translation of the caption inset in the photo at left:

This dollhouse follows the calendar year’s festivities and will soon be decorated with Easter decorations, in miniature, of course.

English translation of the captions insets in the photos below, counter clockwise from the top:

Three favorites in the collection

A living room in the 50’s style from Lerro. “It is beautiful with old items. Here you can see how it would look like at that time,” says Elisabeth.



Designer armchairs are from left to right, the Butterfly Chair, a Seven chair, the Egg Chair, and a Swan chair.

One bedroom environment from the beginning of the 1900s.

Collectors Snap up Scandinavian Design



“I FEEL THAT IT WILL NOT be forgotten,” says Yvette Wadsted, about her book, *Scandinavian Design in the Doll's House*. She is very satisfied about the sales reports from the Stockholm publisher, Alvinus. To date they have sold 500-600 copies in Swedish and 200 copies in English. Ram Publications, the exclusive distributor in the US, reports their book-sellers have sold about 50 copies.

Although prices vary worldwide from a low of \$60 to a high of \$170 on eBay, Yvette explains the high prices because Arvinus was very keen on good quality paper and good quality printing.

Although Yvette will be unable to attend the Lundby gathering at Micki, she is very excited that Micki has purchased her collection to create a permanent exhibit of Scandinavian miniatures from 1950-2000. Her work will be enjoyed by all who visit the exhibit at Micki.

Yvette, your passionate zeal to tell the world about how Lundby, Lerro, and BRIO dollhouses and miniatures reflect Scandinavian style is a long-awaited dream come true for all of us!

Scandinavian Design in the Doll's House Loan Program

Ram Publishing Company generously donated an extra book to the club, so we have established a book loan program for two-week intervals. If you are interested in borrowing the book to review it, please let us know, and you will be placed on a waiting list. ♥

SEARCH FOR FOUNDERS

continued from page 2

church in Gothenburg. However, no further credible information about Axel, Grete or their sons has emerged from the data in the Swedish Death Index.

Regrettably, the search has stalled at this point, but we hope to have provided just enough details to encourage others to dig deeper! Stay tuned. ♥

Lundby Connections

ALL FOR THE LOVE OF MINIATURES! A Russian website, www.in-miniature.ru, whose aim is to acquaint the people of Russia with the world of miniatures, has recently translated and added to its pages an interview with Jennifer McKendry, Canada, and photos from her website, www.mckendry.net.

Jennifer was contacted in April by the operator of the website who asked permission to use some of her information about dollhouses. Jennifer agreed, so they posted her articles on the history of telephones and lighting in dollhouses, all in Russian. What a feather in Jennifer's cap!



MARIA CANNIZZARO, NC, recently sent a magazine from the past, a *Nutshell News* from March 1986. Inside there is a six-page article, “Miniatures in Scandinavia,” written by Dee Snyder. Among the glowing remarks about Scandinavian miniatures, the author makes these comments about Lundby:

“Sweden is the home of Lundby dollhouses, dollhouse furniture, accessories, dolls and animals in ¼” scale. It is probably the most attractive and complete line of manufactured toy dollhouse items made today and reflects the excellence of Swedish design and workmanship in the furniture and house ware fields.” Clearly, Dee Snyder was a big fan of Lundby! Thanks, Maria, for sharing this neat discovery.

Please email us if you'd like to read the entire article, and we'll send you a copy.



SUMMER ISN'T SUMMER without riding on a carousel. Imagine finding a miniature carousel, entirely peopled with Lundby dolls! While Lis Garner, UK, and her

family were experiencing a wonderful holiday at Efteling in Marerijk, Holland, they discovered this gem tucked into the Efteling Museum.



THANK GOODNESS for the Google Translator to help us with translating Swedish websites. See how the translator works by visiting the Swedish website, www.dockhus.dinstudio.se, owned by Ewa Andresen, a Lundby collector for 35 years and who has lots of 1950s and 1960s vintage Lundby items for sale.

Check to see if there are any pieces you want, and, if you are attending the celebration in September, she will send them to Peter Pehrsson for pickup.



DID ALL OUR READERS identify the mistake in the Leksaklandet catalog in the April issue? The Lundby dollhouses are flipped to the opposite sides, making the Gothenburg resemble a Lisa or Hanse dollhouse!



CALLING ALL TRI-ANG Collectors. Marion Osborne, UK, has completed her latest project, *The Book of Tri-ang Dolls' Houses 1919 to 1971*. If you're interested in purchasing the book, email Marion at mike.osborne@ntlworld.com.





Children's Birthdays Keep Adding Up

By Sue Morse

Third in a Series:

MY DAUGHTER and her husband, Angie and Craig Long, gave me a lifelong gift—my two wonderful granddaughters, who inspired me to create my second childhood! In a way, I've grown up with them. Just yesterday they were playing with my Lundby dollhouses, and then their very own, but now they have matured before my eyes. The years have gone by and loves have changed, mostly toward horses rather than dollhouses (for them, not me!).

Shannon Long,

granddaughter of Sue Morse, US

Born November 30, 1993 (18 ½ years old)

My older granddaughter, Shannon, is the serious one with a playful side. She has never forgotten that she and her younger sister would visit my house and play with all my dollhouses. She loved all the miniature pets and animals, especially the Lundby horses. Could this be the reason behind the evolution of devotion from dollhouses to horses? Shannon has owned her horse for six years, and between getting him ready for shows and taking care of him at the barn, he definitely keeps her busy.

As for other activities in her life, she played volleyball for her high school team for all four years. One of those years she won most valuable player. During high school, Shannon also developed an enthusiastic interest in anything that has to do with water. She loves fishing and boating, and is fascinated by the animals that live in all the earth's waters. Last summer she served as an intern at the National Aquarium located in Baltimore, Maryland, (www.aqua.org). Her favorite places in this popular tourist destination are the Rain Forest and the Shark Tank.

Last month Shannon graduated with honors from Glenelg, Maryland, High School. In the fall she will pursue a major in environmental science at the University of Wisconsin in Madison. Her aspirations are to become a marine biologist working with the oceans and lakes. This



Photo courtesy of Bill Messey of Redline Event Photography

Shannon Long, left, with her Palomino horse, *Winning Cool Colors (Beau)*, and Camryn Long, right, with her thoroughbred horse, *Thunder Cap (Cap)*, at the farm where they keep their horses in Woodbine, Maryland.

budding explorer believes, "There is so much out there in the ocean waiting to be discovered!"

When all that is done, she may join the Peace Corps. Shannon, there is no assurance of success like enthusiasm!

Camryn Long,

granddaughter of Sue Morse, US

Born June 2, 1995 (17 years old)

Thinking fast on her feet is one of the charming qualities of Camryn, Shannon's younger sister. Not only have Camryn's comments graced the pages of *The Lundby Letter*, she also thought up the name of our club. Once "We Love Lundby" popped out of her lips, we all knew it was the perfect designation for our club!

Camryn relates that her early experience composing the column, "The Children's Corner," in the first year of issues of *The Lundby Letter* "helped her start to develop her love for writing, which has helped her immensely in her school work." Camryn also remembers that when playing with Lundby dollhouses, (she still thinks are so beautiful), she would create hundreds of story lines. Using all the furniture and dolls as inspiration, her imagination soared!

Since writing for "The Children's Corner," Camryn has also changed her focus to horses. Her family's love of horses (sister Shannon, Mom, great-aunt, and great-grandfather), influenced her greatly. Now

she realizes how fortunate she is to have owned or leased her own horse since December of 2006. Her summers have always been full of equestrian events, and she hopes to take her horse with her to college the fall of 2013.

Having her horse nearby won't keep Camryn from the challenges of her college endeavors, however. She hopes to go into medicine or psychiatry because she loves working with people and, most of all, helping them, which is another way to keep Camryn thinking fast on her feet and coming up with the right words!



Membership Update

WELCOME to our four new club members, **Alex Curran**, Australia; **Linda Orr**, CA; **Birgitta Akerud**, Sweden; and **Scott Gilbert**, Washington, DC. An updated 2012 Membership Directory 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. ♥

Members in Focus

TWENTY-NINTH IN A SERIES OF ARTICLES

By Sue Morse

IT ALWAYS AMAZES ME to hear the stories of how Lundby has brought fellow collectors together. In my book, the following story tops them all. Two Lundby lovers now living thousands of miles apart came together by their membership in the We Love Lundby Club. One member noted in the 2011 Membership Directory a new member's address, which was on a street in a subdivision where she herself had grown up in the 1950s.

Lisa Sturm, MI, and Martha Stern, Israel, have an unbelievable connection to the Franklin Knolls subdivision in Farmington Hills, Michigan. Martha grew up about one block from where Lisa currently lives. Martha's father, Dick Frenkel, still lives in their original home built in 1954.

Some years later after Martha grew up, Lisa also spent her childhood in the Franklin Knolls Subdivision in Farmington Hills, and after her parents passed away, she moved into the family home with her family (husband, son, and daughter) in 2008.

Once Lisa settled in, she found her original Lundby in the basement. She cleaned it up and set it up for her eight-year-old daughter. As Lisa remembers, "It was not long before I realized I was 'playing' with it far more than her, and I quickly wanted to build my own collection. Since then I've added three more houses by buying them off Craig's list."



Lisa and daughter Briana proudly share space with three of their four Lundby dollhouses.

Photo courtesy of Lisa Sturm

One day, when Lisa was trying to date her Lundby houses, she discovered the We Love Lundby Club through Google. After deciding to join the We Love Lundby Club, Lisa remembers being contacted via email by Martha, who had seen her contact information in the Membership Directory and recognized the street name of Gilchrest as one in the same neighborhood where she had grown up in the 1950s. They quickly made the connection that they were "neighbors."

At the same time, Lisa was trying to piece together a historical article for the subdivision newsletter. Since Martha's father still lived only a street away, Lisa interviewed Mr. Frenkel for the article. His information was invaluable to her as she researched the past history of the subdivision. Martha also sent photos of their house in different stages of construction, which were included in the newsletter.

Lisa loves that she now shares this wonderful story with not only Martha and her Facebook friends, but also with all of her fellow members in the We Love Lundby Club. ♥

King and Queen of Sweden to Visit American Swedish Institute

THEIR MAJESTIES the King and Queen of Sweden will be part of a dedication ceremony for the new Nelson Cultural Center at the American Swedish Institute on Saturday, October 6. The grand opening of the NCC was held June 30.

If you are a member of ASI and/or live near Minneapolis, go to the website www.asimn.org to get further information about obtaining tickets to this celebration, and a chance to meet the King and Queen! ♥



Martha Stern at the 2009 We Love Lundby Club meeting held near her home town in Michigan.

Photo by Sue Morse

Applause for Our Advisory Members

By Sue Morse

WHENEVER A QUESTION ARISES for which I need a quick answer, I can go to a WLLC Advisory Member. Here are the dedicated members I call upon: Kristina Aronsson, Carolyn Frank, Sue Kopperman, Elisabeth Lantz, Marion Osborne, Peter Pehrsson, and Yvette Wadsted.

In the coming issues, you'll find out more about the Lundby expertise of our advisors. Kudos to our diligent staff! ♥

Coming Up in the October 2012 Issue

- Photos and Report of the September Trip
- Member Profile



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

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