

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

First International WLLC Gathering

Draws 12 from 4 Countries to Gemla, Sweden



Standing in a birch forest across the street from Micki headquarters are the We Love Lundby Club delegates to Gemla, Sweden: first row, left to right, Tristin Evans, Spain; Julia Holloway, UK; Maria Cannizzaro, North Carolina, USA; Sue Morse, Virginia, USA; Birgitta (Bibi) Akerud, Lund, Sweden; Jennifer Rosskamp, Georgia, USA. Second row, left to right, Lis Garner, UK; Frank Holloway, UK; Stina Johansson, Malmö, Sweden; Paul Schreiner, North Carolina, USA; Wayne Rosskamp, Georgia, USA; Peter Pehrsson, Nybro, Sweden; Hal Morse, Virginia, USA.



Our Home in Sweden: S:t Sigfrids Folk High School

S:T SIGFRIDS FOLK HIGH SCHOOL, located seven kilometers from the train station in Växjö, provided our group with a very special immersion into Swedish culture.

We were assigned rooms in a dorm adjacent to a field of horses surrounded by woods, ate breakfast with the students, and heard the chapel bell ring, as the rooster crowed down the road at a working farm.

Food was prepared from organically grown vegetables and fruits. On the wall of the reception area, a poignant message greeted us, "Earth, wind, sun, rain turns to gold our living grain." A lovely Swedish glass bowl full of the new apples was used as much for decoration as for consumption. We had to leave our rustic and peaceful accommodations much too soon, as well as the gracious people who cared for us.

S:t Sigfrids is one of 150 campuses in Sweden dedicated to offering courses to adults 18 years and older prior to attending a university. ♥

A dog watches as a student takes instructions on how to build a log house at S:t Sigfrids.



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

LIKE EAGER CHILDREN, carrying good luck symbols and gifts, twelve bold adventurers followed their dreams and stepped into an enchanted forest. After months of anticipation, they arrived September 6 at their destination, Micki Leksaker in Gemla, to celebrate Lundby of Sweden's 65th anniversary. Greeting them was a smiling cadre of Micki staff members, headed by Kristina Aronsson.

By the end of the day, their hearts were overflowing! They had been whisked into the Micki factory for a tour by Per Aronsson, heard the history of the company from Ola Aronsson, tasted a delicious buffet lunch, had seen the new exhibit of vintage Lundby dollhouses purchased from Yvette Wadsted, viewed prototypes of Lundby designs by Ann Morsing and Beban Nord, received special gifts, visited the Micki outlet store, toured the nearby Gemla Toy museum, and were congratulated by US ambassador to Sweden Mark Brzezinski. They will never forget that day!

To top it off, the local newspaper, *Smålandsposten*, published an article about their visit the next day. The headline read, "Dollhouse enthusiasts visit Gemla." There is no question that the visit exceeded everyone's expectations.

For the rest of the story of the fantastic journey, go to the inside pages for more photos and articles! ♥



Congratulations Sent to WLLC and Micki from US Ambassador to Sweden

(Editor's note: The US Ambassador to Sweden, Mark Brzezinski, sent the heart-warming message below to the WLLC to congratulate us on our trip to Sweden.)

DEAR SUE MORSE
AND ALL MEMBERS
OF THE
"WE LOVE LUNDBY CLUB,"

I would like to extend my heartiest congratulations to all of you as you celebrate the 65th anniversary of Lundby of Sweden!

I am delighted to welcome you all to Sweden, a country I am honored to call home. In our brief time here, my family and I have come to love Sweden and the Swedish people, so it is easy for me to understand your deep affection for them.

You have traveled many miles to come here as a visible expression of your love for Lundby. Your journey here is a reminder of the thousands of Swedes who once traveled many miles in the opposite direction to reach the shores our nation, the United States, which I am so proud to represent.

Over the years, it has been those personal journeys in both directions that have deepened and strengthened the friendship between our two great countries, which I am glad to say are deeper and stronger now than ever before.

In closing, let me also congratulate Kristina Aronsson and all the fine folks at Micki Leksaker AB. I know that you and your dollhouses have friends all over the world, but perhaps none so dedicated as your We Love Lundby friends from the United States of America!

With warm regards,
Mark Brzezinski
Ambassador



Photo by Kristin Horn Sellström

A Group Welcome to Micki

WLLC members snap first photos inside Micki headquarters.



Photo by Peter Pettersson

Many admirers, even Micki's photographer, study the vintage dollhouse exhibit on display.

Lundby Dollhouse Collection is Windfall for Micki

KRISTINA ARONSSON shared the story about the new dollhouse exhibit now showing at Micki headquarters. A few months ago, Yvette Wadsted, after publishing her book, *Scandinavian Design in the Doll's House*, asked Micki if they were interested in buying her collection. Micki hadn't owned a vintage Lundby collection before so they were very happy to have a good start. Their future plans for the exhibit include creating a permanent place for their collection at the nearby Gemla Toy Museum and possibly acquiring the collection from the Vanersborgs Museum.

Kristina brought many smiles to the visitors' faces when she unveiled their additional gift of a copy of Yvette's book to each member. We were overwhelmed by Micki's generosity! ♥

Småland Area Toy Industry Preserved at Gemla Toy Museum

AFTER A VISIT TO THE MICKI OUTLET STORE, where everyone added many purchases to their collections, we headed to the Gemla Toy Museum. Sven Aronsson, cousin of Ola Aronsson, conducted the tour through the exhibits for the museum, started in 1984. Most of the 800 toys in the museum were manufactured in Gemla from the late 1800s to the mid-1900s. ♥

Sven Aronsson provides the history of the Gemla Toy Museum to his guests from the WLLC.



Photo by Julia Holloway



Photo by Sue Morse

With samples of the earliest Micki toys in glass shelves in the background, Ola Aronsson provides the compelling Micki story of more than 65 years in the toy business.

Micki Emboldens Visitors to “Go Tell the World about Lundby”

“WE ARE VERY GRATEFUL to have you here today. Please go out and tell the world about Lundby!” These words of Ola Aronsson, former CEO of Micki, offered tremendous inspiration to all of us who love Lundby dollhouses. Ola told their visitors the history of Micki Toys, a family business founded in 1944 by his father. An article based on Ola’s talk about Micki’s history will be published in the April 2013 newsletter.

Other members of the Aronsson family also participated in the early years of the small company, including the father of Per Aronsson, Micki’s current Export Sales Manager. Per not only conducted a tour of the Micki factory, but he also later presented the story of how Micki acquired Lundby. After Lundby went into its final

bankruptcy in 1993, officials at Micki realized that “Micki and Lundby would be a perfect match.” After negotiations with a Danish government-owned company were finally successful in 1997, Micki revealed their acquisition of the Lundby name at the Nuremberg Toy Fair that year.

Lundby has been a success story for Micki for 13 years since the 1999 introduction of a newly designed line and the creation of the new Stockholm dollhouse in 2005. The Stockholm dollhouse generates one third of their Lundby business. ♥



Photo by Sue Morse

In the spacious Micki factory where childhood toys and children’s furniture are produced, Per Aronsson shows the early stage of a wooden building. Because of costs, Lundby items are manufactured in China.

Two More Exciting Days Were Spent in Osby, Älmhult, and Nybro

BRIO Lekoseum Whisks Us Back to Childhood

This early Lerro kitchen set was a gift to the Lekoseum from Elisabeth Lantz, Sweden.

VISITING THE BRIO LEKOSEUM was like walking into a time gone by. Solveig Nordh, manager of the museum, welcomed our group with enthusiasm and generosity. Not only did we tour an area with animated elves making BRIO toys and the dollhouse exhibit, we also saw their awesome Barbie collection, which includes one of each Barbie through the years.

Solveig did much more for the group than conducting a wonderful tour of the BRIO Lekoseum. She first treated us all to lunch, and then led us through the back roads and forests to the IKEA museum. While we were touring the IKEA museum, she hunted all over Älmhult for copies of the *Smålandsposten* for each of us. There were many hugs for Solveig when she said goodbye to return to Osby.



Solveig Nordh smiles in front of the BRIO dollhouses so beautifully displayed in the Lekoseum.



Photo by Sue Morse



Photo by Sue Morse



Photo by Sue Morse

A Surprise Visit to IKEA Gives a Big Kick

An IKEA dining room with the chandelier that Lundby copied in miniature.

“IT IS SUCH FUN TO FIND THERE IS REALITY behind each Lundby object, everywhere in the bathroom, as well as in the kitchen, in the garden. That is what inspired me to write the book,” says Yvette Wadsted.

Our visit to IKEA, at its first location in Älmhult, was not originally planned. We acted quickly on Julia Holloway’s request that we spend some time at a museum with retro life-size furniture that inspired Scandinavian design. Yvette told us about the IKEA museum in Älmhult, and we knew we could stop there on our way back to Växjö from Osby.

We learned so much that day about the history of this household furnishings empire, founded by then 17-year-old Ingvar Kamprad in 1943. A favorite feature of the museum is the painting of an IKEA store on the stark soil of the moon, with the title, “Most things remain to be done.”



This view of the IKEA parking lot shows not any old IKEA store, but the original.



Photo by Wayne Rosskamp

What Do The Attendees Say About



Photo by Kristin Horn Sellström

Kristina Aronsson, Product Development Manager, smiles as she welcomes Sue Morse to Micki headquarters.

"We were so honored to receive the congratulation letter from the US ambassador! Thanks so much for your visit! It was lovely to finally meet you all!" The Micki website, www.micki.se, features an article about our visit at <http://micki.se/sv/nyheter/lundby-dockskap-65-ar-langvaga-entusiaster-firar> and at Micki's Facebook page, <http://www.facebook.com/mickileaksaker>.



Photo by Sue Morse

Julia and Frank Holloway, UK

"Many, many thanks for making the trip such a great event. I thoroughly enjoyed myself (and Frank admits he did too). The generosity of our hosts was extraordinary and much appreciated. I look forward to meeting up again and meanwhile will treasure the mementos you have given me."



Photo by Kristin Horn Sellström

Maria Cannizzaro and Paul Schreiner, North Carolina, USA

"I loved meeting the people on our trip and seeing Peter's collection. Going to Micki Toys and the BRIO Lekoseum were very special to me too. I want to see everyone again. These are memories I will have forever. Paul and I had a magical experience and it was wonderful meeting all of you."



Photo by Kristin Horn Sellström

Jennifer and Wayne Rosskamp, Georgia, USA

"Thank you WLLC members! Wayne and I had the time of our lives and could not have shared it with more fabulous people. Our special thanks to Sue and Peter who made all this possible. It was reassuring to meet so many others who also have a deep fondness for Lundby...Notwithstanding having to spend a whole night in the Amsterdam airport on the return, our space available trip went off without a hitch. The flights, rails, and buses were all smooth and on schedule. Most of all, we departed feeling like we were a part of a great community. Would we do it again? In a heartbeat!"

Their Experiences in Sweden?

Lis Garner, UK

"Wasn't it an awesome trip and over so quickly--just like Christmas when I was little. You spend so much time waiting for it to arrive and then it's over before you can breathe! It was amazing to meet you all. We're so different, but all with that common interest. It was all brilliant (even falling asleep on the train), so I'll start saving for my next Lundby adventure."



Photo by Kristin Hom Sellström

Tristin Evans, Spain

"This was the best trip I've ever had, and I've been on a lot of trips," exclaims Tristin.



Photo by Sue Morse



Photo by Sue Morse

Peter Pehrsson, Nybro, Sweden

"Hi! I just want to express my great thanks! I feel like I made friends for life after the WLLC gathering. Too bad that the time passed so quickly at each visit. We meet again, I hope!"



Photo by Peter Pehrsson

Bibi Akerud, Lund, Sweden

"I was so lucky to be included in your group...some of you had to travel for a really long time. You are certainly experts in this field. Peter's collection was really something to see—amazing!" We thank Bibi, who has created a PDF which captures the text of the article in the Smålandsposten, written by Margitta Lennartsson, plus most of the original images by Filip Sjöfors. The PDF is posted on the Members Only page of the website for exclusive use by WLLC members.



Photo by Sue Morse

Stina Johansson, Malmö, Sweden, is our newest member. She was invited by Micki to join the group when they saw a Retro magazine article about her vintage Lundby collection. The article is attached as a special publication on the Members Only page. You can also visit Stina's blog at www.Alltdetgamlagoda.blogg.se. Photo shows Stina with "Mums" wooden toy (ice cream kiosk) from the 1940s in the Gemla Toy Museum.

We Needed to See Peter's Houses!

ALL LUNDBY COLLECTORS YEARN to see what another collector has accumulated. As every day of our visit passed, we got closer to seeing **Peter Pehrsson's** Scandinavian dollhouses. Even though Peter lives in Nybro, in the middle of the Kingdom of Glass, our group wanted desperately to see Peter's dollhouses much more than the glassworks of Kosta Boda and Orrefors.

We revised our schedule on the last day so we could go directly to Peter's two storage areas where he keeps 50–60 dollhouses! Every one of his houses was beautifully furnished. Some had been restored to their original brilliance. During our visit, **Bibi Akerud** started humming, "I'm in Heaven, I'm in Heaven," and we all agreed that we were indeed in heaven!

After lunch at the Grand Hotel, we stopped at the Nybro Glassworks and then went on to the Orrefors outlet store. We didn't go home empty-handed!!

Not only did we take home wonderful Swedish creations, we received heartfelt welcomes from all the people. We cannot thank Peter enough for all he did to make our visit so magical! We will see you again! ♥

Our group lunches at the Grand Hotel in Nybro. All the European members ordered a veal dish while the Americans opted for hamburgers! Wayne and Jennifer Rosskamp are missing because they had to catch an early train to Copenhagen. Bibi Akerud also had left for Lund after seeing Peter's houses, her Heaven!



Photo courtesy of Peter Pehrsson

Peter stands in a narrow corridor with shelves filled with dollhouses in his collection.



Photo by Sue Morse



Photo by Wayne Rosskamp

located a lovingly used, already once restored, classic Lundby Gothenburg from a "wunderbar" seller in Germany. With the help of her furry assistant, Tia, Jennifer enjoyed giving this mid-century treasure a new-century face lift.

Here is the link to the pictorial highlights of this transformation:
https://picasaweb.google.com/115443976211367588999/ModernLundby2012?authkey=Gv1sRgCjyYzI_jY8u3eggE#

Because time ran short at our show and tell meetings, Jennifer wasn't able to share these photos in Sweden. However, she hopes that all our members can now see her handiwork.

Thanks, Jennifer, for your patience. We see your Lundby Santa is also waiting for Christmas to come! ♥

What Is Old Can Become New Again!

TWO YEARS AGO, one of our Gemla meeting attendees, **Jennifer Rosskamp, GA**, located a lovingly used, already once restored, classic Lundby Gothenburg from a "wunderbar" seller in Germany. With the help of her furry assistant, Tia, Jennifer enjoyed giving this mid-century treasure a new-century face lift.

TACK! TACK!

THE ENTIRE We Love Lundby Club sends big Swedish thank yous to **Sue Kopperman**, Maryland owner of Klaradal, our favorite Swedish antiques store. Her travel tips and loan of the Garmin that knew all the Swedish road names gave us confidence to undertake the trip. Sue, and her husband Peter, were with us in spirit guiding us through the enchanted forest. ♥

Tristin's Visit to the USA

By Sue Morse

WHAT A THRILL it was to host one of our Gemla attendees a little more than a month after returning home. **Tristin Evans**, Spain, has family and friends in the Washington, DC area, so she stopped with her friend, **Stephanie Babcock** from Woodbridge, VA, to see Sue's collection. **Don Christian**, graphic designer for *The Lundby Letter*, came to meet Tristin; and of course, we had to reminisce for a few hours too!

On our way home through Copenhagen, Hal and I found flags of only three of the countries, Sweden, UK, and USA. Tristin completed our collection of flags for the four countries by bringing a Spanish flag from the Barcelona airport. Thanks so much, Tristin! ♥

Tristin Evans, left, and Stephanie Babcock, surround Sue's Manor House, the largest of all the Lundby designs.



Photo by Sue Morse

An Early Christmas Gift from the 1970s

By Sue Morse

ONE OF THE BIG ADVANTAGES of having a website is that people find you wherever you are! I always marvel when someone who lives near my home will send an email saying they'd like to join the **We Love Lundby Club** or they have a question about Lundby. It's even nicer when they have a Lundby dollhouse to give away!

During our visit to Sweden, I received this email: "I'm getting ready to move from Virginia to Chicago and would love to find a home for my mid-70s Lundby dollhouse. I'm not interested in selling it, but would rather it go to a collector than to a heap at the Salvation Army. Do you have any ideas? Know of anyone willing to adopt one that needs a little TLC?"

When I returned home, I quickly followed up with the owner, **Lynne Mecum**, who didn't feel she could tote her 1970s Lundby dollhouse along with her this time. Before Lynne handed over her pre-



cious Lundby dollhouse to me, she shared a Christmas photo of her receiving the dollhouse in the mid-70s, which her father brought home from Germany just for her. In the second photo, Lynne appears next to the dollhouse with her early photo on her computer screen. The Lundby Gothenburg still remains a precious commodity, just as the memories!

Thanks to Lynne for sharing this wonderful story with all of us. Good luck in Chicago! Photos courtesy of Lynne Mecum and Sue Morse. ♥

REMINDER ABOUT LIBRARY LOAN PROGRAM

Scandinavian Design in the Doll's House by Yvette Wadsted

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.



Royal Visits to DC and Minneapolis

By Sue Morse

THE SWEDISH ROYALS have been busy this fall. On two separate occasions they have appeared in the U.S. to honor American enterprises. On Saturday, October 6, King Carl XVI Gustaf and Queen Silvia attended a dedication of the Minneapolis-based American Swedish Institute. Bruce Karstadt, ASI President/CEO, acted as emcee of the celebration of the new Nelson Cultural Center and other recent campus enhancements.

During the live streaming of the event, I was pleased to see the US Ambassador to Sweden, Mark Brzezinski, who wrote the letter of congratulations to the club and Micki. He addressed the audience, along with Minnesota Senator Amy Klobuchar and the King of Sweden.

On a separate visit to the Nation's capital, Queen Silvia arrived on September 21 to meet with students enrolled in an engineering program at the District of Columbia's Phelps High School. The students have been interning with Skanska, a Swedish firm that is managing the \$300 million 11th Street Bridge project, under the auspices of the Queen's Mentor Foundation. The international non-government organization aims to empower young people to make healthy decisions and avoid substance abuse. ♥



Their Majesties King Carl XVI Gustaf and Queen Silvia of Sweden.

Photo by Paul Hansen

Members in Focus

THIRTIETH IN A SERIES OF ARTICLES

By Sue Morse

NO OTHER MEMBER IN THE WLLC has attended more club conventions than **Maria Cannizzaro, NC.** That also includes this year's visit to Gemla, Sweden!

During the last 8 years of the club, Maria has been present at 7 conventions—Morristown, NJ (2005); Elgin, IL (2006); Mount Olive, NJ (2008); Coldwater, MI (2009); ScanFest at Budd Lake; NJ (2010); Allentown, PA (2011); and Gemla, Sweden (2012). She's missed only one, the 2007 convention in Washington, DC.

When asked what special experiences from our visit to Sweden she would like to share with our members, Maria said, "We just loved every minute. Our trip to Denmark went well and England was very nice. We saw so many dollhouses at the Bethnal Green Museum that I had only read about."

Maria explains her eclectic tastes in miniatures by stating, "This Lundby collection doesn't have to be vintage to appeal to me." Maria's favorite Lundby pieces are the cars (she would like to see Micki design a newer model), the pool, the swings, and now her newest acquisitions from the Micki Outlet store: three chairs, some accessories, and, of course, the new Stockholm dollhouse. She does regret, however, not purchasing the bed with the heart-shaped pillows. News flash...Maria couldn't resist buying it from Cheeky Monkey Toys after she got home!



Paul Schreiner and Maria Cannizzaro pose outside the entrance to their guest room at S:t Sigfrids folk high school in Växjö, Sweden.

Maria likes the fantasy of the Micki Leksaker designs because they are so very different. The modern decorative style is not how she would furnish her own home, but she loves looking at them. Sharing a secret pleasure of hers, she admitted, "Sometimes I just go to our local IKEA store to look around and sit down all by myself while my husband is volunteering at the hospital."

Perhaps the real reason that Maria loves miniatures is that she was born two months premature, and she was always small as a child. Therefore, she had an affinity for small toys. As an only child, she had a normal but sheltered childhood. Her mother was a school teacher and wanted her only to have educational toys. Never did she have a dollhouse as a child or a Barbie doll, but she longed for both.

Over the years since she earned two degrees in biology and chemistry at Fairleigh Dickinson University, she has been a



Peter Pehrsson of Nybro personally helped Maria ship her new Stockholm dollhouse box from southern Sweden to the US. It arrived within two weeks. Now the dollhouse is all assembled and almost completely furnished and decorated. Mixing some vintage items among the new is Maria's style. The swing on the roof top was a gift from friend George Mundorf and the blue bathroom was a swap from Bibi Akerud of Lund.

wife, mother, teacher, soccer mom, Girl Scout leader, professor, science supervisor, school district administrator and consultant, as well as, currently, a happily retired person who now can play with her dollhouses whenever she wants. Now she actually does whatever she likes!! In addition to dollhouses, she collects unusual bud vases and items from World's Fairs.

Maria and her second husband, Paul, who is quite tolerant of her dollhouse obsession, live in Mooresville, NC. Together they have four grown children, and four grandchildren, ages 2 to 12. In their travels to visit family and friends, they love to discover members' collections, so if you'd be willing to show yours, let Maria know.

Practically at the drop of a hat, Maria will conduct tours of her own collection. Since there is a big Metrolina Expo on the first weekend of each month near their home, she suggests that we have a Lundby gathering there. She can alert the dealers ahead of time and then they'd be prepared to bring their dollhouse items. There are reasonable hotels and places to eat in the area. Sounds like a great destination for next year's convention! Maria would definitely be able to keep up her good attendance record! ♥

Membership Update

WELCOME NEW CLUB MEMBERS, **Per Aronsson**, Export Sales Manager at Micki, and **Stina Johansson**, Malmö, Sweden. 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. ♥

Coming Up in the April 2013 Issue

- 🏠 Advisory Members
- 🏠 New Stockholm Designs from Micki
- 🏠 Julia Holloway's Lundbynette
- 🏠 The History of Micki Leksaker
- 🏠 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

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

© 2012, We Love Lundby Club. All rights reserved.
Permission has been granted to use the Lundby logo.

Photo by Frank Holloway

Photo by Maria Cannizzaro