

Press Release **UPDATE** from the Nordic Pavilion
August 6, 2005

The Moomin Family Visits EXPO 2005

"Without Moomin troll I wouldn't have been able to be part of such a rich life"
Tove Jansson

This year marks the 60th Birthday of the beloved Moomin troll. As part of the Birthday celebrations planned for the autumn of 2005, the Moomins will travel to Japan where they will make a special guest appearance at the Aichi EXPO on August 9th and 10th.

The official celebration of this important milestone begins on August 9th - i.e. Moomin Day. The date is not coincidental: it is the Birthday of the creator of the Moomins, professor Tove Jansson, who both wrote the Moomin stories and produced a unique series of Moomin drawings. Her first Moomin novel, "The Little Trolls and the Great Flood", was published in the autumn of 1945, sixty years ago. Professor Jansson, author and artist, dedicated her life to the Moomins and her lifework and humane spirit lives onwards through them. She died on 27.6.2001 at the age of 86.

The Moomin troll will travel from Finland to Japan with Moominpappa and other friends from their present homestead, the extraordinary Moominvalley Collection that is a part of the Tampere Art Museum. The Moomins will be accompanied by Dr. Janne Gallen-Kallela-Sirén, Director of the Tampere Art Museum. This will be the Moomin Family's second visit to the EXPO – the first visit being on the Finnish National Day on May 12th.

EXPO visitors will have many opportunities to meet the Moomin. On both August 9th and 10th the Moomins will stage a theatre performance for the younger audience and visit the Nordic Pavilion. On the 20 metre wide superscreen on the EXPO Plaza Moomin fans will have a unique opportunity to see some of Tove Jansson's original Moomin drawings. At the Nordic Pavilion guests will be able to mail Moomin postcards to friends and family that will arrive from Finland with an original Moomin stamp. The cards are presented by Post Finland (ca 5000 postcards will be distributed from the "Moomin Post Office").

Program for the Moomins' EXPO visit

(Please note that there might be changes due to weather or other factors, see our website for updates)

August 9 (Tue)

12:00-14:00, Moomin theatre and display of original Moomin drawings at EXPO Plaza*

(Program starts at 12:00 and 13:00)

16:00-16:20, Moomins visit the Nordic Pavilion

17:00-17:20, Moomins visit the Nordic Pavilion

August 10 (Wed)

12:00-12:20, Moomins visit the Nordic Pavilion

14:00-14:20, Moomins visit the Nordic Pavilion

16:00-16:20, Moomins theatre at Global Common 4 Event Space*

Tampere – the City of the Moomins

The Tampere Art Museum's Moominvalley Collection, donated by Tove Jansson and her colleagues, is an important feature of Tampere's cultural scene. The Moominvalley Collection was opened to the public in 1987 and is comprised of some two thousand objects ranging from original illustrations for the Moomin novels and other fairytale books as well as magazine illustrations and sketches for the Moomin comics. The Moominvalley also houses several extraordinary three-dimensional tableaux that rank among the most highly valued 20th-century art objects produced in Finland.

The Moomin novels, which capture the minds of children and adults alike, have been translated into more than thirty languages – including Japanese. The Moomin philosophy appeals to those with a mind for sensitivity, tranquillity and love of nature.

Tampere, Finland's third largest city is known internationally as the home of the famous Moominvalley. Thousands of visitors from around the world travel annually to explore the treasures of the Tampere Art Museum's Moominvalley Collection. In addition to being a home of the Moomins, Tampere is well known as a centre of industry, education, research, tourism, arts and culture. The city boasts an illustrious history and pulsates with the vivacity of contemporary life and culture. Located close to nature on a ridge between two beautiful lakes, Tampere has won over the hearts of both Finns as well as visitors from abroad. Presently Tampere is applying for the status of European Cultural Capital in the year 2011, a title which the city already embraces in spirit and in mood.

The Moomins journey to Japan in August 2005 is made possible by The City of Tampere, the Tampere Art Museum, the Moomins Friends Association and JCI Finland.

Moominvalley Collection info site:

www.tampere.fi/muumi & www.tampere.fi/muumi/japanese (Japanese)

For further information, please contact:

The Nordic Pavilion

Kristin Ingvarsdottir / Director Media & Events

Email: kristin.ingvarsdottir@nordicatexpo2005.org

Tel: +81 (0)90-9139-6105

Tampere Art Museum & the Moominvalley Collection

Dr. Janne Siren Gallen-Kallela / Director

Email: janne.gallen-kallela-siren@tampere.fi

Tel: + 358-20-716-6677