

DSIGNHOUSE
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MOOMIN

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Light of My Life

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Tove Jansson was not only known for her courage to live a life true to her own values but also for her delightful stories about the Moomins and the Moominvalley. These stories, beloved by children and adults alike, captured the hearts and imaginations of readers all over the world. Tove Jansson was born in Finland in 1914, and her childhood was marked by a deep love of nature and animals. She was always drawing and painting, and her illustrations became a crucial part of her writing. Her first Moomin story, "The Moomins and the Great Flood" was published in 1945, and it introduced readers to a world of whimsy and magic.

The Moomins themselves were creatures unlike any other. They were round and white and furry, with long snouts and big, expressive eyes. They lived in a valley filled with strange creatures and magical places, and their adventures often involved helping others and discovering new wonders.

Despite the innocence and whimsy of the Moomin stories, Tove Jansson's own life wasn't always easy. Staying true to herself, and loving whomever she chose to, regardless of if they were men or women, came with a price, especially since

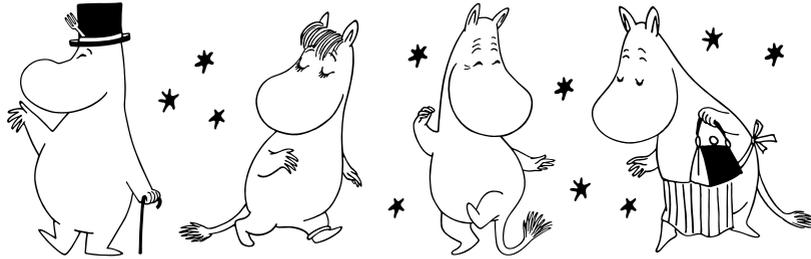
homosexuality was considered illegal in Finland until 1971. But through it all, Tove continued to write and illustrate the stories that had captured her heart. She believed in the power of imagination and creativity to heal and transform, and she poured that belief into her work. The Moomin books were not just stories for children; they were also vehicles for exploring complex emotions and ideas.

In her later Moomin books, Tove Jansson began to explore themes of loneliness and belonging, as well as issues of gender and sexuality. Her characters, including the vagabond Snufkin and the flamboyant Little My, can be seen as representations of the diversity and complexity of the human experience.

Tove Jansson's legacy as an author and illustrator is one of boundless imagination and fearless creativity. She used her work to express herself and her sexuality, as well as to bring joy and wonder to readers of all ages. Her stories about the Moomins and Moominvalley will continue to enchant and inspire for generations to come.

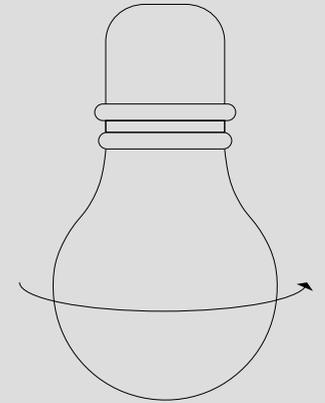
FAMILY Starter Set

ITEM NO: LC001
EAN: 6744002710769

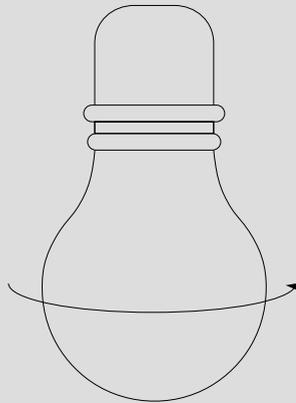


230 V – adapter incl.
5 meters (+ 5 meters to outlet)
Can be extended up to 50 meters
10 bulbs (LED)
In / outdoor – IP44

Colour: Warm white
Kelvin: 2700
Lumen: 125
Effect: 1,45 W / 24 V.



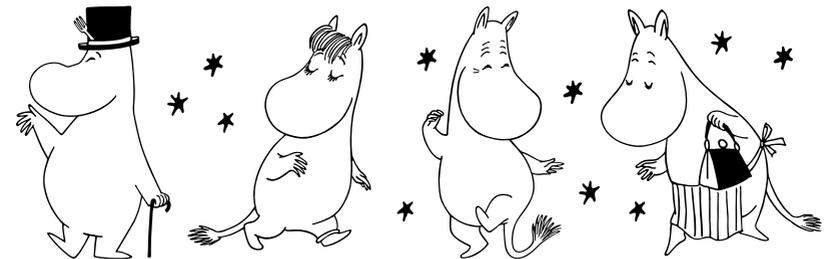
Print around the bulb



Print around the bulb

FAMILY Extender Set

ITEM NO: LC001X
EAN: 6744002710776



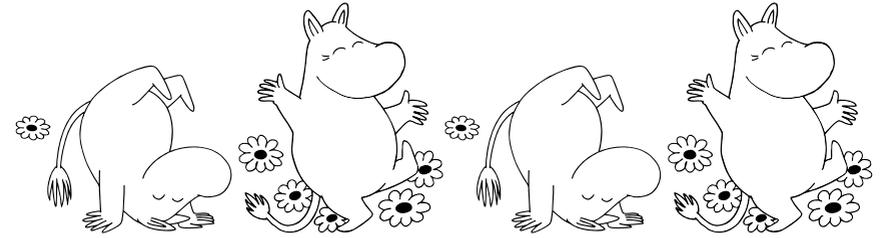
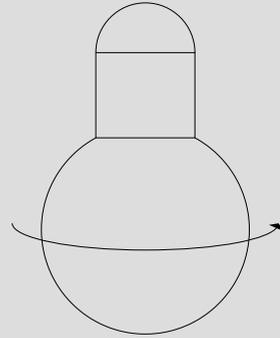
Fits FAMILY Starter Set
5 meter extender
10 bulbs (LED)

In / outdoor – IP44
Colour: Warm white



SUNNY

ITEM NO: LC002
EAN: 5744002710783



Battery – charged by solar panel
5 meters + 3 meters to solar panel
Runs up to 6 hrs. on a full charge
10 bulbs (LED)
Outdoor – IP44

Colour: Warm White
Kelvin: 2600
Lumen: 12
Effect: 10,65 W / 3 V

Print around the bulb

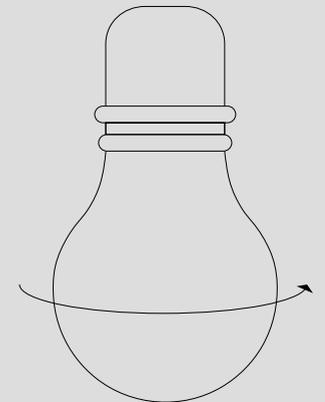
JOY

ITEM NO: LC003
EAN: 5744002710790



5 meters (+ 3 meters to outlet)
230 V – adapter incl.
20 bulbs (LED) – each with a hook for easy hanging
In / outdoor – IP44

Colour: Multi coloured
Kelvin: 2700
Lumen: 35
Effect: 1,2 W / 3.5 V



Print around the bulb

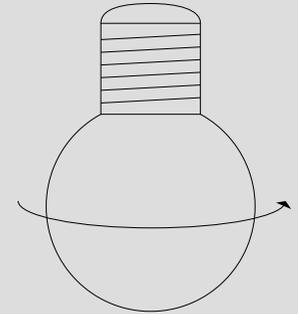
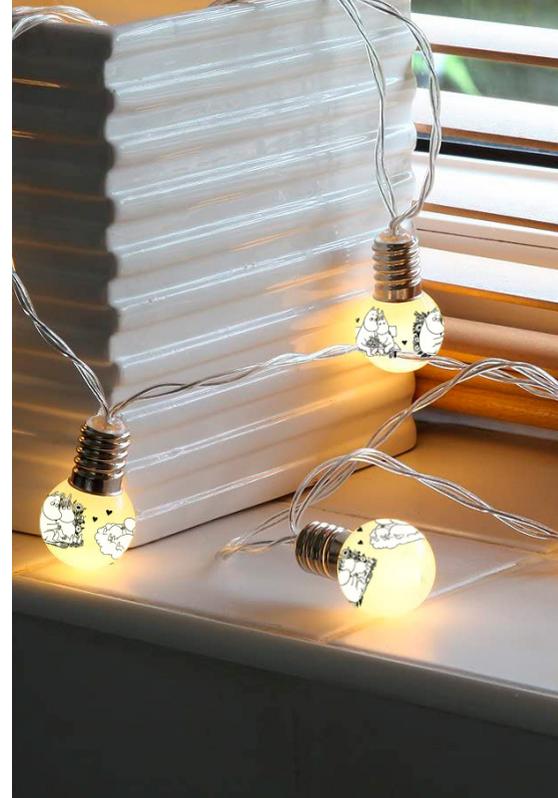
HAPPY

ITEM NO: LC004
EAN: 5744002710806

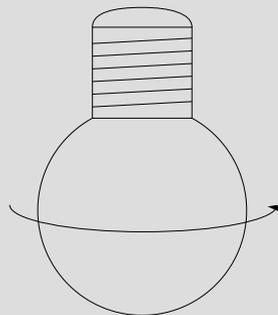


3 meters (+ 1 meter to battery box)
Battery – runs on 3 x AAA batteries (batteries not incl.)
Timer 6/18 hrs
10 bulbs (LED)
Silver coloured cord

Indoor
Colour: Clear warm white
Kelvin: 2600
Lumen: 20
Effect: 0,72 W / 3 V



Print around the bulb



Print around the bulb

BELONG

ITEM NO: LC005
EAN: 5744002710813

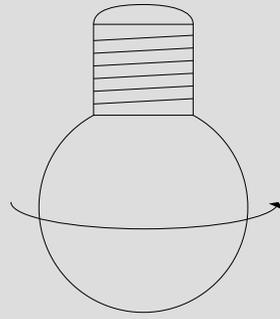


3 meters (+ 1 meter to battery box)
Battery – runs on 3 x AAA batteries (batteries not incl.)
Timer 6/18 hrs
10 bulbs (LED)
Silver coloured cord

Indoor
Colour: Matte warm white
Kelvin: 2600
Lumen: 20
Effect: 0,72 W / 3 V



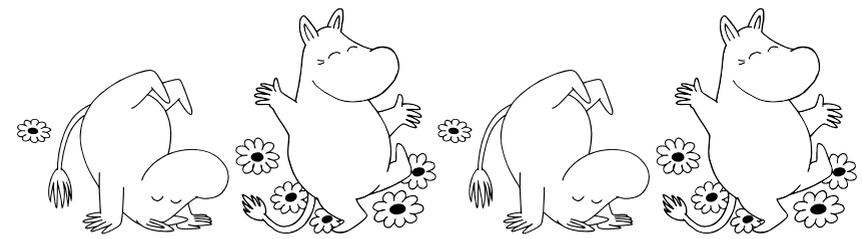
Can be extended up to 30 meters



Print around the bulb

TUMBLE Extender

ITEM NO: LC012
EAN: 6744002710882

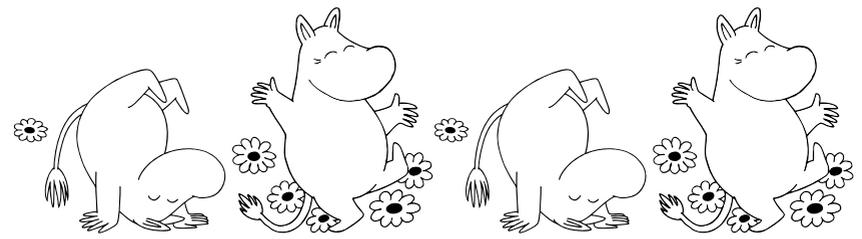


Fits TUMBLE Starter Set
3 meter extender
10 bulbs (LED)

In / outdoor
Colour: Clear warm white

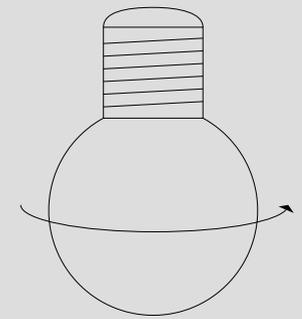
TUMBLE

ITEM NO: LC011
EAN: 6744002710875



230 V - adapter incl.
3 meters (+ 3 meters to outlet)
Can be extended up to 30 meters
10 bulbs (LED)

In / outdoor
Colour: Clear warm white
Kelvin: 2600
Lumen: 20



Print around the bulb

CHARACTERS – Colour

ITEM NO: LC007
EAN: 6744002710837

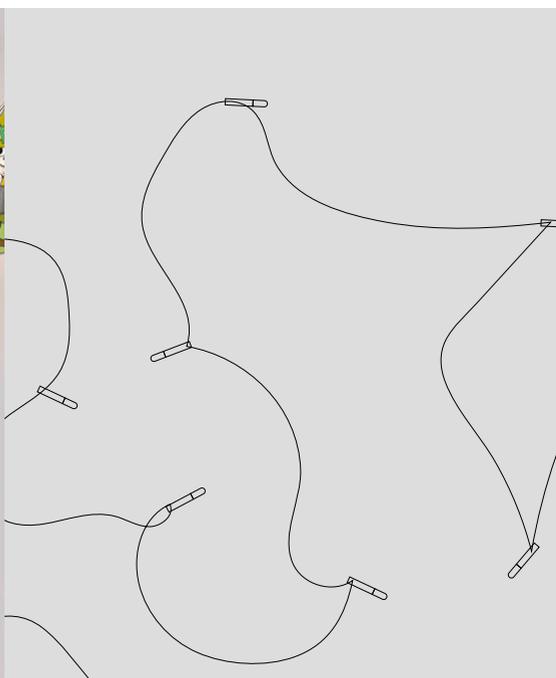


2,1 meters (+ 0,5 meters to battery box)
Wooden figures (height up to 6 cm) with characters from the fantastic Moomin Universe.
Battery – runs on 3 x AAA batteries (batteries not incl.)
Timer – 6/18 hrs

10 LED's
Transparent wire
Indoor
Colour: Warm white



Print around the candle



Print on attached wood pieces

YULETIDE

ITEM NO: LC008
EAN: 6744002710844

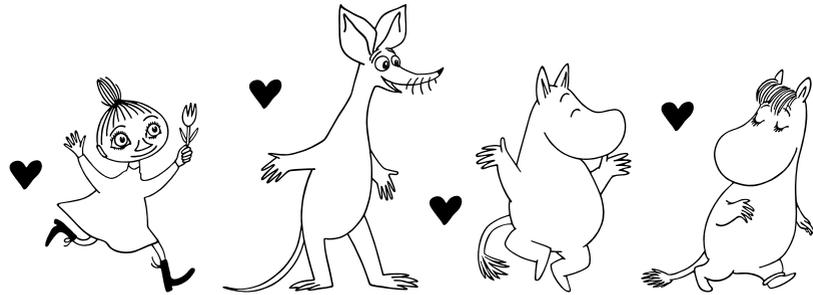


6 pcs. Christmas tree lights – LED flame
Runs on 1 x AAA battery (not incl.) – yields up to 200 hrs. of light
Remote control incl.

Height: 9 cm
Diameter: 1.5 cm. End of light is 1.2 cm in diameter and can go 1 cm down in the holder.
Colour: Warm white "flame"

PRIDE

ITEM NO: LC010
EAN: 6744002710868

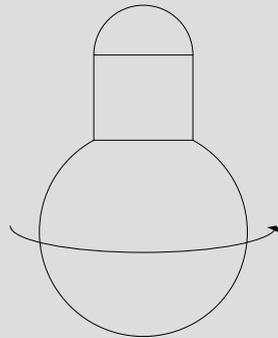


5 meters (+ 3 meters to outlet)
230 V - adapter incl.
20 bulbs (LED) - each with a hook for easy hanging
In / outdoor - IP44

Colour: Multi coloured
Kelvin: 2600
Lumen: 12
Effect: 0,65 W / 3 V.

Although Tove Janson did not often discuss her personal life publicly, she spent half her life in homosexual relationship with her partner Tuulikki Pietilä il, also at a time when it was considered as illegal in her home country Finland.

When Tove was alive there was no such thing as the Pride concept, but she did touch on related themes in some of her work. For example, the character Too-Ticky in the Moomin books has been inspired by her partner Tuulikki Pietilä il. Overall, Tove's work often emphasizes the importance of personal authenticity and self-expression, which are key values of the LGBTQ+ community. Her stories also frequently explore the themes of love, friendship, and acceptance, which are important components of Pride celebrations. While she may not have explicitly addressed her own identity Tove's writing continues to resonate with readers of all backgrounds and identities.



Print around the bulb

Examples



Packaging

Credits to...



Martin Littau, Art Director

The Moomin Universe is amazing – from the characteristic manner and bright colors to the whole story telling and important values lying within. The illustrations for the Light of My Life-series is kept simple and put together to underline and support the context of lighting. The wide range of products is designed for different occasions to make sure you have the light of your life, no matter the situation.

Hello

We are a Danish design company based in central Aarhus, Denmark. Our affection for the Moomin universe is the beating heart of the company. For the sweetness, poetry and sophisticated subtlety that prevails here. We translate it all into interiors and applied art that you will want to invite into your home.

You can recognise us by the round, friendly expressions and a special eye for detail. You'll recognise us in styling that puts a smile on your face. Every day.

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