

A detailed diorama of a tropical jungle scene. In the center, a small, glowing red suitcase sits on a mossy rock. The background is filled with various tropical plants, including palm trees, ferns, and large, colorful flowers. The lighting is warm and dramatic, highlighting the textures of the foliage and the suitcase.

# **SOUTHBANK CENTRE**

TOURING

## **Adventures in Moominland**

THE IMMERSIVE EXHIBITION



## Southbank Centre presents an immersive experience of Tove Jansson's Moominland.

*Adventures in Moominland* is an immersive experience for all ages exploring internationally beloved Moomin stories by Tove Jansson such as *Comet in Moominland* (1946), *Finn Family Moomintroll* (1948) and *Moomin Midwinter* (1957).

Visitors are invited to clamber through forests, huddle in caves and set sail on the high seas to find the Moomin family. Within these unique scenes they uncover original archive material, including beautiful drawings and sketches by the artist and author Tove Jansson, unlocking the world behind the creation of her stories and characters.

This exciting and visually rich exhibition explores the influence of the Finnish landscape within the Moomin books: the Nordic winters, the balmy summers, the light and the dark. These themes are all vividly present in Tove's illustrations of the landscape of Moominvalley - and Tove's own island of Klovaharu is particularly important.

Written against a backdrop of political and socio-economic change in Finland, these tales were heavily influenced by Tove's personal relationships with family, friends and lovers, which defined both the narrative and character development. Her friends, enemies, fears and hopes often found themselves manifested in these complex, emotional stories.

This multi-layered experience explores both the fun and frivolous elements of the Moomins in parallel with the deeper themes considered in Jansson's work in a manner appropriate for adventurers of all ages.

What is unique?

- Narrative journey through the experience delivered by a host and augmented by additional audio and visual effects.
- Fully designed physical landscape for each section of the exhibition.
- Artworks, sketches and artefacts (both original and reproduction) presented in a creative and informative way.

Audience reach

- Moomin fans!
- Adults and children: designed to entertain and enlighten adults as well as engage and delight children.
- Anyone with an interest in set design, illustration, multi-layered experiences and innovative presentation of archive material.

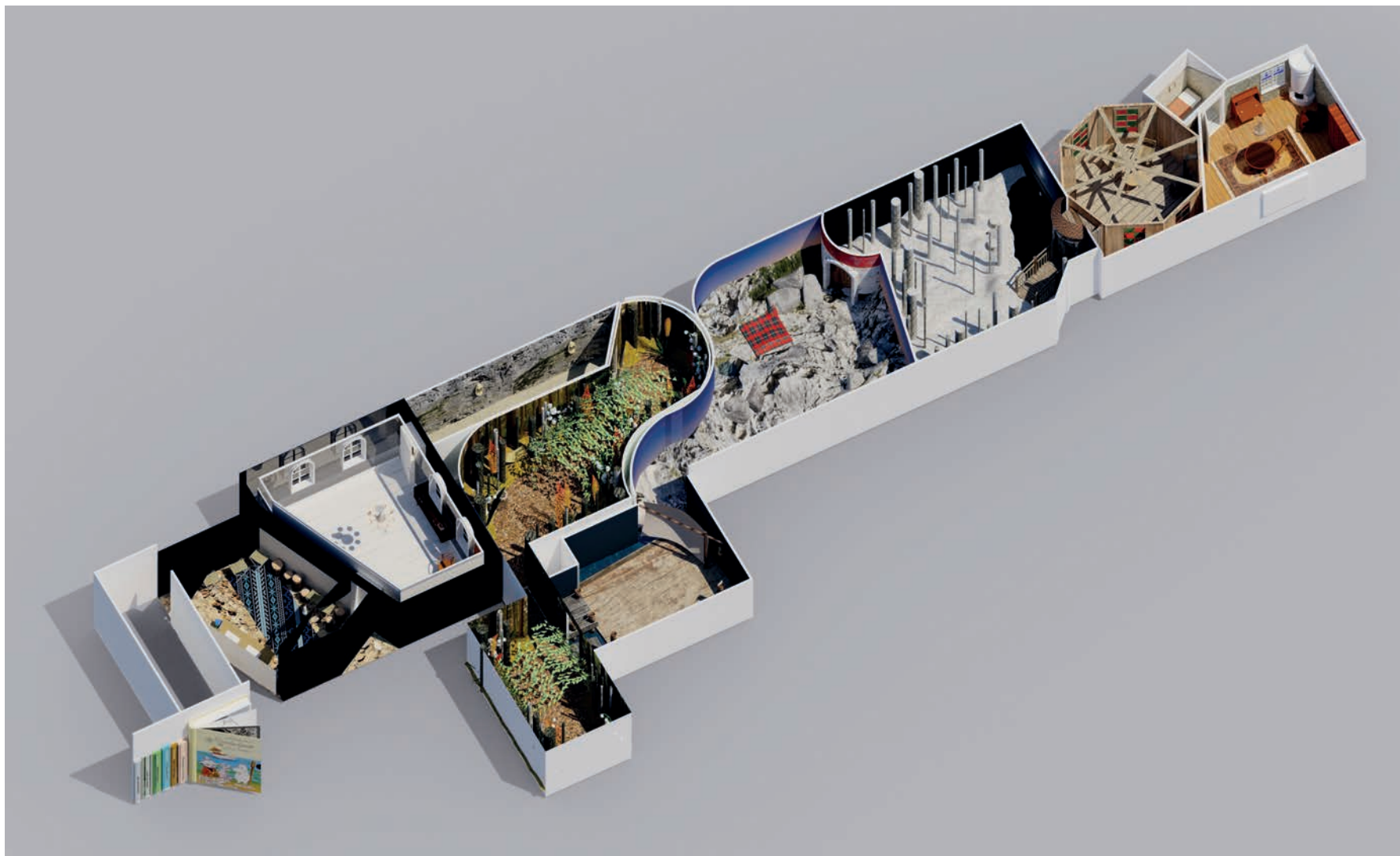
Opportunities

- Access to listing and promotion through Moomin.com, the number one Moomin website with a total online reach of between 15 and 20 million per month.
- Listing on Southbank Centre website.
- Access to proven scheduling of ticketing model and insight into revenue maximisation.

**'Like a page in a picture book - a fully realised piece of fantasy.'**

*(The New York Times)*





**Floor plan**  
*Adventures in Moonminland*  
 at Southbank Centre  
 had a footprint  
 of 250sqm

Rooms include:  
 The Tent  
 Tove's Artist Studio  
 The Cave  
 Moominvalley  
 Archipelago  
 Winter Forest  
 Bathing Hut  
 Moominhouse

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