

## Moomin Parade – Brussels on 10<sup>th</sup> May 2025

**The beloved Moomin characters will conquer the European Quarters in Brussels with a parade organised to celebrate the 80<sup>th</sup> anniversary year since the first Moomin story was published.**

**Moomin Parade** is a public event for families and people of any age that wish to celebrate the classic stories of Moomins and their cultural heritage.

This year, the “Moomins” celebrate their 80th anniversary. The first Moomin story was published in 1945, written and illustrated by the Finnish author, Tove Jansson (1914-2001). The first Moomin tale was written to provide comfort and to mirror the realities of millions of displaced people seeking refuge during WWII and seeking a sense of community. Since then, the Moomins’ story has continued and the characters from Moominvalley have undoubtedly become one of the most beloved literary sensations in Finland and worldwide.

The Moomin Parade is an independently organised event. The main organisers are two Finnish women, Lili Wagner-Andrienne living in Brussels and Irene Mäkelä-Brunnekreef from Luxembourg – in collaboration with the association of local merchants (ACCJM – European Citizens Corner). The event is organised in collaboration and with the support of Moomin Characters Oy Ltd.

The event includes a program in the park of Square Ambiorix and a festive procession led through Rue Archimede that will turn into the official Parade Street – and around the European Commission. The event will feature **live Moomin characters** that will join the festivities and be available for children to meet and greet. The park will have live music, book readings in multiple languages and small activities for children to join.

The event has been taken into the official program of the European Commission’s Open Day Program and will be promoted on the Finnish stand of the European Council.

**The event expects up to 2,000 visitors in the park and exposure to up to 5,000 people during the procession and program around the European Commission.**

The event is included in the Visit Brussels program, as well as several public and private media channels. In addition, the event has the institutional support of the Finnish Embassy in Brussels.

The event takes place on the same day as the “Open Day” of the European Commission and The Council of Europe, that expect altogether over 10,000 visitors in the neighbourhood throughout the day.

## About the Moomin Parade

The Moomin Parade in Brussels is organized to celebrate the cultural heritage the stories have developed, as well as the Nordic mindset that embraces the connection with nature, creativity and kindness.

The Parade celebrates these values under the Moomin Character Oy Ltd's umbrella theme of the Moomin 80 anniversary year: "The Door is Always Open".

**Place:** Square Ambiorix, Brussels

**Date:** Saturday 10th May 2025

### **Timings:**

13:00 "Doors" open in the park

**14:00 Official start of the Moomin Parade**, walk around European Commission

15:00 Moomins & Music - program in front of the European Commission

15:30 – 18:00 Program in the park for the entire family

The event is free of charge. No registration required.

## The Moomins

The Moomins first appeared in print in 1945 and went on to star in a series of books and comics, enthraling millions of readers all over the world. The stories about the adventurous and witty Moomins stem from the singular imagination of Tove Jansson (1914-2001), a Finnish-Swedish artist who created not only captivating tales but also a remarkable visual legacy. Her works span a vast spectrum of creativity, from intricate paintings to charming comic strips and illustrations. The Moomin stories, while accessible to all ages, delve into profound themes such as courage, our relationship with nature, and the enduring power of friendship. The books have been translated into more than 60 languages. The Moomins have inspired stage adaptations, TV series, films, games, music, exhibitions, and theme parks – and continue to take new forms.

## About the Organisers

The idea of the Moomin Parade sparked from conversations between Lili Wagner-Andrienne and Nicole Du Jacquière who runs a gift and tea shop "Thé 14" on Rue Archimede in Brussels, and is a committed fan of the Moomins since many decades, with a large variety of lovely Moomin products for sale in the store.

To turn the idea into reality, Lili connected with Irene Mäkelä-Brunnekreef living in Luxembourg, whom she knew as one of the organisers of a pioneering conference organised for Finnish expat women in Rotterdam in 2019.

The two Finns found a strong connection already during their first encounter, and despite the years passed since the first contact, both knew that together they could make the Moomin Parade happen: Lili with a strong experience in consumer experience lead and brand management, together with Irene's business acumen and experience of international project lead – turned into a vision that is driven by common cultural roots, appreciation of both Tove Jansson's story as well as the amazing journey of the Moomins; a passion to bring good news from Finland and to represent their home country at the heart of Europe.

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