

# MOOMIN<sup>®</sup> NYBG

## Moomin Characters and The New York Botanical Garden Announce *Summer of Moomin Activation*

*Immersive garden installations, outdoor adventures, and new collaborations bring the beloved world of Tove Jansson's Moomins to New York*

May 23 – September 13, 2026



*"Look at the tulips, how happy and bright.  
They're shining in the morning's wonderful light!"  
— Moominsummer Madness, 1954*

**New York, NY (April 20, 2026)** — Beginning May 23, the beloved inhabitants of Moominvalley arrive in New York for [Summer of Moomin](#), a celebration inviting audiences of all ages to step into the imaginative universe created by Finnish artist and author Tove Jansson. Anchored by an activation in the Everett Children's Adventure Garden at The New York Botanical Garden (NYBG), *Summer of Moomin* will unfold through immersive installations, outdoor adventures, and new partnerships that introduce the Moomin world to audiences across the United States,

Created by Finnish artist, illustrator, and author Tove Jansson, the Moomins are a family of adventure-loving characters who live together in the fictional Moominvalley. First published in 1945, Jansson's Moomin books quickly became beloved around the world for their warmth, humor, and philosophical reflections on life. Jansson's work — which also extended to adult novels, paintings, and more — was deeply influenced by her passion for the great outdoors, and she infused the Moomin stories with a deep appreciation for it and the sense of calm, curiosity, and happiness it can inspire.

Opening May 23 and running through September 13, the Moomin takeover at NYBG invites visitors to experience the Garden through the spirit of Moominvalley. Presented during NYBG's summer exhibition *Flower Power*, the program connects the natural world of the Moomin stories with the exhibition's exploration of flowers as symbols of peace and love.

Reimagined for *Summer of Moomin*, the Everett Children's Adventure Garden features story-inspired activities including "The Mystery in Moominvalley" clue-based quest, hands-on nature crafts, and a larger-than-life character photo moment, inviting visitors of all ages to experience the joy and wonder of nature. The celebration extends beyond the garden with the debut of a limited-edition Moomin x NYBG merchandise collection, available exclusively at NYBG Shop, allowing visitors to bring a bit of Moominvalley's charm home with them.

"*Summer of Moomin* marks a special moment for us as Tove Jansson's stories have always celebrated curiosity and a deep respect for nature. Partnering with The New York Botanical Garden feels like a natural way to introduce new audiences to the world she created—one where adventure begins outdoors and where people are reminded of the joy and calm that nature can bring," said James Zambra, Creative Director of Moomin Characters and Thomas Zambra, Director of Business Development, and descendants of Tove Jansson. "

The partnership with NYBG marks one of the most visible moments for the Moomins in the United States to date. This summer's celebrations also coincide with an activation at the National Nordic Museum in Seattle—*The Moomins' Sea Adventures* and *Tove and the Sea*—which explore Tove Jansson's lifelong relationship with the sea and natural landscapes.

Joining the Moomins' latest adventures in the United States, *Summer of Moomin* will welcome newcomers and longtime fans alike, with details on public programs, workshops, and family events to be announced by NYBG throughout the summer.

#### **NOTES TO EDITORS**

Press kit [here](#).

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#### **About Moomin Characters**

Moomin Characters Oy Ltd is the official copyright holder of all the Moomin characters. All characters from Moominvalley are trademark registered worldwide. The company was founded in the 1950's by Tove Jansson (1914-2001) and her brother Lars Jansson to manage the copyright of the Moomins and is still run by family members. Rights and Brands is the worldwide licensing agent of the company.

#### **About Tove Jansson**

Tove Jansson's books and comics about the adventurous Moomintrolls have charmed millions of readers for several generations and continue to attract new audiences across the globe. Today, Jansson is most known for her Moomin books, which have been translated into more than 60 languages, sparking numerous new adaptations for games, television, theatre, and even opera and ballet. With her multifaceted life's work, Jansson (1914–2001) became one of Finland's key visual artists during the postwar golden age of modernism.

Jansson's career spanned almost seven decades, and she expanded and transformed her expression tirelessly up to the last years of her life. Her life's work is unique: books for both children and adults, paintings, illustrations, comics, and caricatures, as well as applied art and commercial cooperations. She is remembered as one of the most loved authors and artists in the Nordics.

Jansson studied at the University College of Arts, Crafts and Design in Stockholm, the Finnish Academy of Fine Arts, and L'École des Beaux-Arts in Paris. In 1966, she was awarded the Hans Christian Andersen Medal for her body of work. Jansson had a studio in Helsinki but also spent time at her home on a small island called Klovharu.

### **About The New York Botanical Garden**

The New York Botanical Garden (NYBG) has been a connective hub among people, plants, and the shared planet since 1891. For nearly 135 years, NYBG has been rooted in the cultural fabric of New York City, in the heart of the Bronx, its greenest borough. NYBG has invited millions of visitors to make the Garden a part of their lives, exploring the joy, beauty, and respite of nature. NYBG's 250 acres are home to renowned exhibitions, immersive botanical experiences, art and music, and events with some of the most influential figures in plant and fungal science, horticulture, and the humanities. NYBG is also a steward of globally significant research collections, from the LuEsther T. Mertz Library collection to the plant and fungal specimens in the William and Lynda Steere Herbarium, the largest such collection in the Western Hemisphere.

The plant people of NYBG—dedicated horticulturists, enthusiastic educators, and scientific adventurers—are committed to helping nature thrive so that humanity can thrive. They believe in their ability to make things better, teaching tens of thousands of kids and families each year about the importance of safeguarding the environment and healthy eating. Expert scientists work across the city, the nation, and the globe to document the plants and fungi of the world—and find actionable, nature-based solutions to the planet's dual climate and biodiversity crises. With eyes always looking forward, they train the next generation of botanists, gardeners, landscape designers, and environmental stewards, ensuring a green future for all. At NYBG, it's nature—or nowhere.

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