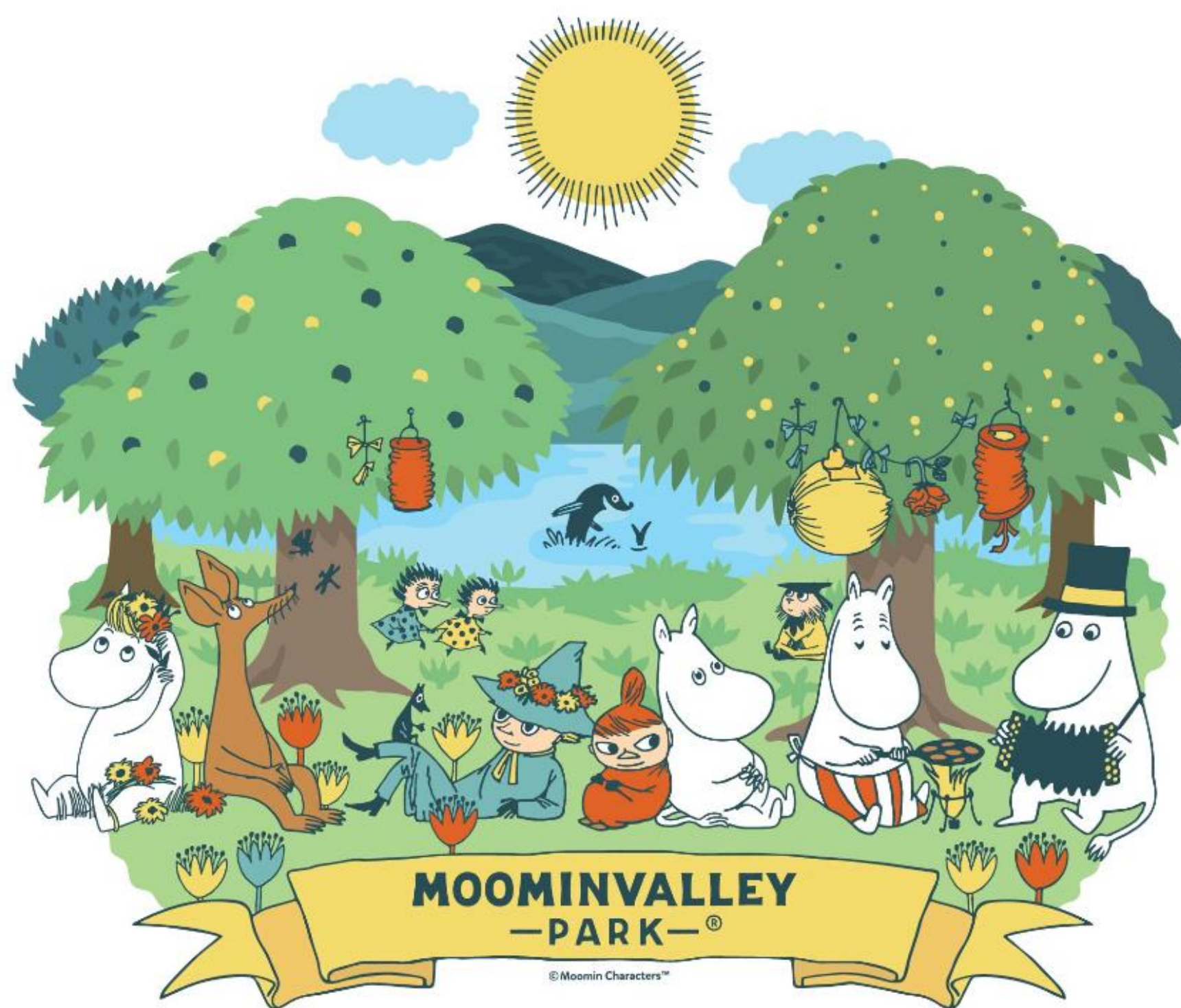


MoominValley Park's key visual is now published!

~ The design is made by James Zambra,
the grandnephew of the Moomins' author, Tove Jansson. ~

Moomin Monogatari, Ltd. (office: Shinagawa, Tokyo, president and representative director: Motoki Watanabe) today published the finished key visual for MoominValley Park, which will have its grand opening on 16th March 2019 in Hanno, Saitama.



The design of the MoominValley Park key visual was made by James Zambra, who is the grandnephew of Tove Jansson as well as a member of the board at Moomin Characters Ltd. He created also the logos for both Moomin Valley Park and Metsä Village. ▼Find more information about metsä here <https://metsa-hanno.com/en/>

<Message form James Zambra>

About the image:

For the MoominValley Park image we have incorporated the Moomin figures of the Park emblem into a larger group of characters. Snorkmaiden, Sniff, Snufkin, Moominmamma and Moominpappa sit gathered around Moomintroll and Little My. Everyone is relaxing and enjoying the surroundings. In the background we can see green trees as well as lake and nearby hills. The colours used in the image are derived from the MoominValley Park colour palette – a beautiful muted set of colours to match the beautiful natural landscape of the park.

Message to the park:

I look forward to the opening of this magnificent park where people will be able to get to know the world of the Moomins in a wonderful natural setting.

For any questions related to the information above please contact
Metsä PR office (Platinum, Inc.): Rito or Maebashi
TEL : +81-3-5572-6072 FAX : +81-3-5572-6075
E-mail: press@metsa-hanno.com

<Profile>



About me: James Zambra

The designer James Zambra is a member of the Jansson family and sits on the board of Moomin Characters Ltd. He is also one of the founders of the design studio Kobra Agency based in Helsinki, Finland.

Official websites and social media

metsä official website	: https://metsa-hanno.com/en/
metsä Village official Instagram account	: @metsavillage
metsä official Facebook page	: https://www.facebook.com/metsavillage/
metsä official Twitter account	: https://twitter.com/Metsa_Official
MoominValley Park official Instagram account	: @moominvalleypark
MoominValley Park official Facebook page	: https://www.facebook.com/moominvalleypark/

About MoominValley Park's location, the city of Hanno, Saitama

The city of Hanno is around 50km away from the Tokyo city centre. Located in the Southwest part of Saitama prefecture with abundant nature it is a city of "water and greenery". The nature with its lush greenery provides a good environment for parks, hiking, water and leisure activities as well as for bringing up children and enjoying a leisurely life. With the 'city' and 'nature' together in harmony, the city of Hanno works on being a pleasant place to live and was chosen as a "town of forest culture" in April 1st 2005, thanks to its cultivation of living, culture, history and industry achieved through the people's strong connection to the rich forest around them since the olden times. The "town of forest culture" closest to the Tokyo city centre is charming with its fresh way of living and playing.

About Moomin Monogatari, Ltd.

Moomin Monogatari, Ltd. was founded in November 2013 for the purpose operating a project to create Moomin stories themed theme park. Moomin Monogatari, Ltd. holds the licenses not only for the theme park project but for licensing all around Asia, and holds the licenses for selling, producing and planning of each kind of merchandise to be sold inside the MoominValley Park. In March this year, a new company called Rights & Brands was established to manage all the licensing rights in Japan.

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