

Design House *Stockholm*

Pippi Långstrump
figur 75

Pippi Longstocking



Celebrating Pippi Longstocking

We are celebrating 75 years of the inspiring, super-strong, eternally nine-year-old Pippi Longstocking together with Save The Children. The anniversary cup is decorated with an orange pigtail handle, and a portion of each sale is donated to help refugee children all over the world.

Pippi is the world's bravest, strongest and most influential girl and she continues to inspire generations of freethinking individuals globally. Take world-renowned German artist Ann-Sofie Mutter: she has followed in the footsteps of Pippi in her own life and considers climate activist Greta Thunberg to be the Pippi of our era – true to herself and everyone, ready to take on ignorance and stupidity. Or Pipilotti Rist, whose artistic name and mission were inspired by the rebellious, innovative character. And of course, Michelle Obama: lawyer, writer, and former First Lady of the United States. The original cups with Pippi memes in English and Swedish are now also available in German and Norwegian. Russian and Chinese will be up next.

Pippi was born in the winter of 1941 when Astrid Lindgren's daughter Karin was sick and bedridden. "Please Mommy, tell me more about Pippilotta Provisionia Gaberdina Dandeliona Ephraimsdaughter Longstocking!" The Swedish name is hard to translate, or as Astrid Lindgren called it: "A peculiar name for a

peculiar girl." Karin actually made up the name, and Astrid elaborated on this freckled, red-haired, pig-tailed, horse-lifting, warm-hearted, generous, kind of selfish and incredibly individualistic character who would never use her superpowers to dominate others. In the aftermath of World War II, Astrid Lindgren noted that "Pippi represents my own childish longing for a person who has power, but who does not abuse it." Racing around with tattered clothes and a suitcase full of gold coins, Pippi is a revolutionary inspiration, free from all social conventions – a headstrong pacifist who fights evil with goodness and generosity. She was also a strong and independent friend of all young refugees seeking new homes in war-ravaged Europe. Astrid Lindgren eventually had time to write down her tale, and it was an immediate success upon its publication in the fall of 1945. Pippi's story is as relevant a tale today, when we must fight oppression and an approaching climate catastrophe, and safeguard almost 30 million refugees, half of whom are under 18, and girls the most vulnerable among them.

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- 1 — Pippi Anniversary Mug
20 cl, Dots
Article No. 2633—0002

Product Information:
Ø8.5, H 10 cm (Ø3.3", H 4")
365 g (0.8 lbs)

- 2 — Pippi Anniversary Mug
20 cl, Strong/Kind/Brave
Article No. 2633—0001

Product Information:
Ø8.5, H 10 cm (Ø3.3", H 4")
365 g (0.8 lbs)

- 3 — Pippi Anniversary Mug
35 cl, Dots
Article No. 2632—0002

Product Information:
Ø8.5, H 10 cm (Ø3.3", H 4")
365 g (0.8 lbs)

- 4 — Pippi Anniversary Mug
35 cl, Strong/Kind/Brave
Article No. 2632—0001

Product Information:
Ø8.5, H 10 cm (Ø3.3", H 4")
365 g (0.8 lbs)



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Stockholm

We have distinguished ourselves as a publisher of design rather than a conventional producer, working in the same way with designers that publishing houses work with authors. Rather than selecting a designer to make a specific product, all designers are invited to bring their personal ideas. Some of these ideas are selected for development and production. We look for products that add something new to their genre. Products with personality and character.

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