



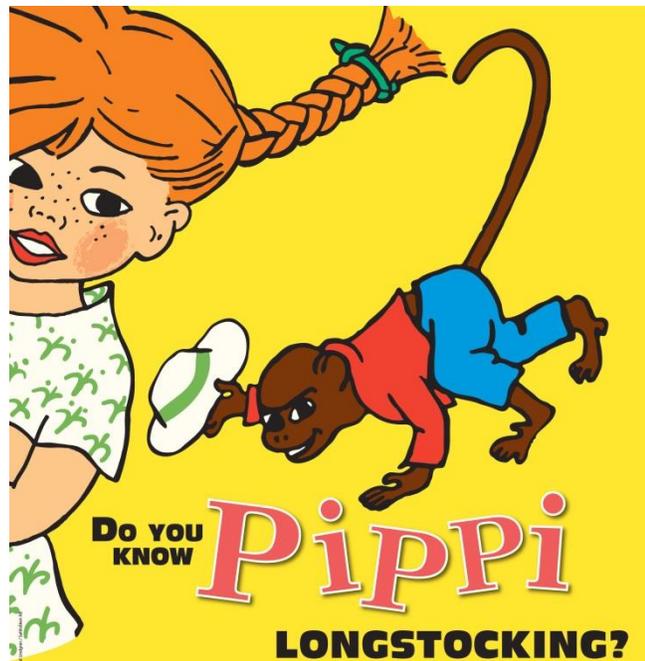
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– FOR IMMEDIATE RELEASE –

Do You Know Pippi Longstocking?
She is Coming to Town!
at the American Swedish Historical Museum
Opens Sunday, March 23rd, 2014
On view through February 16, 2015

Philadelphia, PA- After much planning and anticipation, ASHM is excited to announce the opening of our next special exhibition, ***Do You Know Pippi Longstocking?*** on **Sunday, March 23, 2014.** When a red-haired, horse-lifting, freckle-faced, nine-year-old girl jumped exuberantly from the pages of *Pippi Longstocking* (*Pippi Långstrump*) in 1945, she quickly made her way into the hearts of children and adults throughout Sweden. Astrid Lindgren (1907-2002), Pippi's creator, once said that she wrote for her own inner child, which perhaps speaks to Pippi's success.

With her special brand of exuberance, it was not long before Pippi Longstocking was captivating readers of all ages with her adventurous nature, generous spirit, and self-assured independence. Pippi became a symbol of freedom, especially in post-WWII Europe, which was then emerging from the crushing influence of authoritarian Germany. Now, translated into over ninety languages—from Afrikaans to Yiddish—Astrid's Pippi has inspired the young and the young-at-heart worldwide.



This original ASHM exhibition engages visitors with Lindgren's delightful sense of humor and love of play. Life-sized tableaus of Ingrid Vang Nyman's lively and timeless depictions of Pippi's world will set the scene for creative play. Kids will have the opportunity to go inside Pippi's home, Villa Villekulla, and experiment with one of Pippi's favorite activities: cooking in her kitchen. You can also test your

strength by lifting Pippi's horse, explore "Thing-Finding" in Pippi's cabinet of treasures, and scrub-a-dub-dub the floor with sponges on your shoes. Visitors will also discover how Astrid Lindgren influenced Swedish attitudes toward childhood; what childhood in Sweden looks like today; and how Pippi may, or may not, embody Swedishness.

The exhibition will open on Sunday, March 23, 2014 and from 2pm-4pm visitors will have an added chance to experience the world of Pippi throughout the museum, with special Pippi themed arts and crafts, story reading, and a museum gallery hunt (or thing finding, to Pippi fans). Whether you grew up reading and loving Pippi or have just discovered her, this exhibition is sure to the delight the playful kid in of all of us. **General museum admission includes this exhibition and is \$8 for adults, \$ for seniors and students, \$4 for children 5-11 and children under 5 are free. For more information, call the Museum at 215. 389. 1776 or visit www.americanswedish.org/calendar.htm.**

This exhibition is made possible by generous gifts from Ulla Dagert and Paul Muther, IKEA, SWEA Philadelphia, Kuehlthau Family Foundation, SWEA New Jersey, Swedish Council of America, Marianne Baeckstrom, Evert Christensen, Jr., and an anonymous contributor.

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The American Swedish Historical Museum is located in scenic FDR Park at 1900 Pattison Avenue in South Philadelphia near the Sports Complex. Plenty of free parking is available. For those taking public transportation, the Broad Street Subway's AT&T/Pattison Avenue stop is within walking distance or SEPTA's Route 17 (Naval Base) can bring you right to the Museum.

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