



## Meet Karina Schaapman – The Creator of *The Mouse Mansion* at Creativeworld!

**Frankfurt, February 2025** – *Sam & Julia – The Mouse Mansion* has captured hearts worldwide, but behind this enchanting world is an incredible story of resilience and creativity. **Karina Schaapman, the artist and author behind the global phenomenon, will be attending Creativeworld in Frankfurt and hosting a workshop at the Creative Academy on 9 February from 3-4 pm.**

What began as a personal project—crafting a miniature world from cardboard and vintage fabrics—has grown into **a bestselling book series, an award-winning animated TV show, and a beloved creative brand.** Schaapman’s own childhood, marked by hardship and imagination, inspired the heartfelt stories of Sam & Julia, two tiny mice navigating friendship, adventure, and community.

*“The Mouse Mansion was born from a desire to create a world where children feel safe, creative, and free to explore,”* says Karina Schaapman.

**This is a rare opportunity to meet the visionary behind *The Mouse Mansion* and hear her inspiring journey firsthand.**

### **Come and visit us!**

The Sam & Julia - The Mouse Mansion team is looking forward to welcoming you at Creativeworld in hall 1.2, stand D57. Let yourself be enchanted by the miniature world, discover the story behind it and find out why The Mouse Mansion is a worldwide phenomenon!

With a wink, a pinch of nostalgia and lots of charm, the two mice Sam & Julia will also captivate audiences at Creativeworld. **Be there! We would be happy to arrange an interview or meeting with you on site.**

### **About Sam & Julia**

Sam & Julia / The Mouse Mansion is a successful Dutch book series, created by Karina Schaapman. Karina built the Mouse Mansion as the backdrop for her books about Sam & Julia. It is entirely made out of cardboard boxes, waste materials and vintage fabrics. The Mouse Mansion and other backdrops for the book series are on display at the museum and brand store in Amsterdam. The Sam & Julia brand inspires families around the world to be creative, welcoming and kind. To date, 23 books featuring Sam and Julia have been published. Over 1 million books have been sold internationally since 2011, in 27 languages. A unique range of plush and arts & crafts products has been developed to help fans build their own mouse mansions. Starting in 2024, the brand-new animated series based on the books launches internationally on TV and streaming platforms.

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