



Sam & Julia - The Mouse Mansion: Small heroes – big adventures - now at Creativeworld in Hall 1.2, Stand D57!

Frankfurt, February 2025 - Who says epic adventures can only come in big sizes? Sam & Julia – The Mouse Mansion prove that even the tiniest mice can tell the greatest stories. This creative phenomenon has evolved from a beloved book series into a global success that is now also generating a buzz at Creativeworld in Frankfurt with a unique range of products.

What makes **The Mouse Mansion** so special? It's a world crafted from cardboard boxes, vintage fabrics, and recycled materials – a place where endless imagination leads the way.

At the heart of the stories, centered around the lovable mice Sam & Julia, are themes that inspire creativity, strength, and social values.

Following the books and the toy range, a brand-new award-winning animated TV series featuring Sam & Julia is now launching worldwide and capturing hearts everywhere. Additionally, an innovative interactive game is currently in development.

Highlights, you shouldn't miss:

- Success stories in miniature: More than 1 million books sold in 27 languages - and the adventures continue!
- A creative toy dream: Nominated for the TOP10 Toy Award 2024 in Germany, the DIY toy range with its enchanting plush figures offers endless possibilities for little architects and creative roleplay.
- Groundbreaking animated content: the animated series Sam & Julia (78 episodes) has already won the BolognaRagazzi CrossMedia Award and the Cartoons on the Bay Pulcinella Award 2024.
- Amsterdam, please! The Mouse Mansion brand store and museum in Amsterdam invites young and old to experience the magic of the Mouse Mansion in real life and become inspired to get creative.

Creativeworld is the perfect place for Sam & Julia

With its unique product portfolio, Creativeworld as a global centre for DIY inspiration is the ideal B2B industry meeting place for the professional creative community. The next edition of the most important trade fair for the international hobby, craft and artists' supplies sector will be held in Frankfurt am Main from 7 to 11 February 2025 - and that's exactly the right place to be for The Mouse Mansion. Be inspired by the unique blend of imagination and art and experience how Sam & Julia encourage children (and adults!) worldwide to be creative, welcoming and kind.

“Sam and Julia have the power to immerse children in a world of adventure that they can create themselves,” says Karina Schaapman, creator of the Mouse Mansion books. “The Sam and Julia brand stands for values that we need today more than ever: Community, creativity and the magic of simplicity.”

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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