The themes for Januaryâ€™s stamps are the protection of the Baltic Sea, friendship and the Mannerheim League for Child Welfare

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The 2020 Stamp Year will begin on January 22, when Posti issues three new stamp publications, with a total of 14 different stamp designs. Januaryâ€™s stamps will show Moomins protecting the Baltic Sea, look back to the shared moments of friendship and celebrate the Mannerheim League for Child Welfare.

The theme of January's Moomin stamps is the protection of the Baltic Sea. The stamps are part of the #OURSEA campaign to be launched this year. The campaign is carried out by Moomin Characters in cooperation with the John Nurminen Foundation, which has been successful in marine protection.

The sea plays an important role in the Moomin stories created by Tove Jansson, which celebrate their 75th anniversary this year. The #OURSEA stamps feature various Moomin characters interacting with the sea. The stamp booklet designed by James Zambra contains six different domestic no-value indicator stamp designs that repeat the campaign's visual language and color palette.

Zambra also acted as the head designer of the visual identity of the entire #OURSEA campaign at Kobra Agency. "For Moomins, the sea stands for freedom and adventure, but it is also an element that inspires respect and can sometimes even be dangerous. I personally spend a lot of time on the archipelago, so a campaign and stamps to protect the Baltic Sea felt like a meaningful assignment," Zambra says.

The Moomin stories' games and adventures on the beach and the waves would not look the same in the current environment. The Baltic Sea is one of the most polluted seas in the world, and its most serious environmental issue is eutrophication. "We think it is important to take part in efforts to inspire people and organizations to protect the Baltic Sea," says Sophia Jansson, the Creative Director of Moomin Characters.

Source: Posti