BOYHOOD

PRESSRELEASE – AARHUS – 22. OCTOBER 2024
FOR IMMEDIATE RELEASE

DISNEY | BOYHOOD

BOYHOOD has reached a significant milestone with an exciting new collaboration. We have teamed up with Disney to create and produce signature wooden versions of one of the most beloved and iconic characters of all time—Disney's Mickey Mouse.

This collaboration with Disney will elevate the BOYHOOD collection to new heights in the wooden collectible market and the wooden craft industry. The Disney | BOYHOOD project has been exciting and challenging. BOYHOOD's extremely skilled facility partner has achieved what the brand considers one of the most complicated and significant wooden figurines in the market.

Celebrating astonishing new craftsmanship, this wooden Mickey Mouse edition connects fans with the roots of Mickey Mouse's heritage, blending history with the magic of Disney through a modern lens. This handcrafted wooden figure reflects the timeless charm and nostalgia associated with Mickey Mouse 's early days. The wooden Mickey Mouse embodies the elegance and craftsmanship of vintage toys, while celebrating the enduring appeal of this classic, beloved character.



Marcus Rosie, Senior Vice President - Global Creative, Disney Consumer Products, shared, *"Our collaboration with Boyhood offers something memorable for Disney fans and collectors, as it captures a beautiful design of the ultimate icon, Mickey Mouse, through intentional craftsmanship. Our continued collaborations with global creators allow us to expand our product offerings and consumer audiences while leaning into innovative storytelling in a modernized way."*

For BOYHOOD designer and founder Jakob Burgsø, it is a dream come true to work with Disney. *"Our wooden figures showcase Mickey Mouse drawn up in an exciting new way. Normally I don't get speechless, but I am so proud to have brought this collaboration with Disney to life. Many of the iconic Disney figures has been a huge part of my childhood, and to get the chance as an adult to work with these characters is a dream come true and a walk down memory lane. An opportunity like this is very rare. To be trusted to design a selection of wooden collectibles for one of the world's most admired Disney characters is a remarkable honor."*

Jakob Burgsø later added, *"The result is amazing. The craftsmanship is extremely intricate and skilled, and we have achieved a result that sets new standards for wooden sculptures. With this masterpiece of highly skilled craftmanship we have no doubt that we have made an icon that will last for generations."*

Disney | BOYHOOD Wooden Mickey Mouse will be available in solid FSC oak and Smoke Stained FSC oak in four different sizes, 15 cm, 24 cm, 46 cm and 70 cm. The first two sizes will be available in select stores autumn of 2024. For additional information please contact BOYHOOD at info@boyhood.dk



Download Images

For further information please contact:
Founder and designer
Jakob Burgsø
+45 60 59 96 12
jb@boyhood.dk

ABOUT BOYHOOD

BOYHOOD IS A FAMILY OWNED AND OPERATED DANISH MODERN DESIGN AND CONTEMPORARY ART & DESIGN COMPANY, FOUNDED IN 2019 BY DESIGNER BY JAKOB BURGSØ WHO HAS DESIGNED ALL THE BOYHOOD ORIGINALS.

BOYHOOD PRODUCES ICONIC WOODEN COLLECTIBLES THAT BREATHE LIFE INTO CHILDHOOD MEMORIES SUCH AS THE MINIONS, SNOOPY, PLAYMOBIL, THE SMURF, ANGRY BIRDS, HELLO KITTY, MOOMINTROLL, MAVERICK PAPER AIRPLANE, THE GUMMY BEAR, THE MATCH-STICK MAN, THE GINGERBREAD MAN AND THE ALL TIME CLASSIC BALLON D'OG.

BOYHOOD

Copyright © 2024 Boyhood ApS - All rights reserved.

BOYHOOD APS
Møllegade 32
8000 Aarhus C - Denmark
Phone: +45 7060 5662

Our mailing address is:
info@boyhood.dk