

the SMURFS™



PRESS KIT



The work of
Peyo

Once upon a time ...

PRESS KIT



It all began on 23 October 1958, in the pages of the Belgian magazine Spirou.

Johan and Peewit were the heroes of a then eight-episode comic strip set in the Middle Ages. While illustrating the ninth story, a small voice piped up:

“Can’t you be careful where you’re putting your smurfs? You almost smurfed me!”

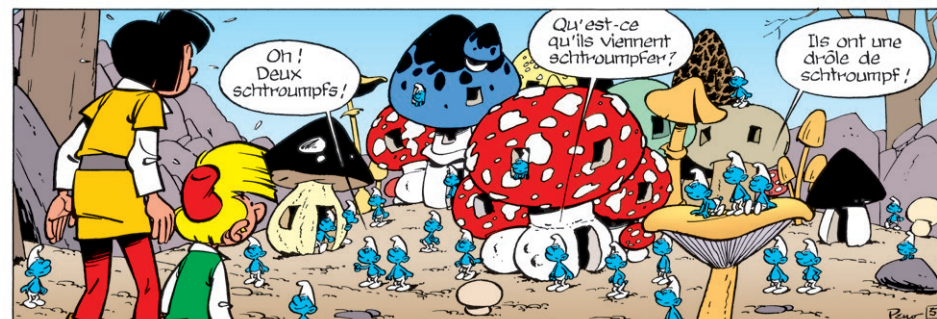


Then, a little blue-skinned imp appeared from behind a stone. Others came to join him, one of whom had a white beard and a red hat: Papa Smurf, their leader.

The Smurfs had entered Peyo’s world.

No one could have had the slightest inkling that this fairly low-key appearance would mark the beginning of a veritable legend!

As secondary characters in the comic book **“The Smurfs and the Magic Flute”**, they could have simply disappeared



along with the word “end” on the final page. But the public’s enthusiasm decided otherwise and Peyo went on to give them their very own adventures, firstly in small short stories, then in a series of comic books, the success of which would steadily grow.

Did you smurf?

Smurf language came about before the Smurfs did. The idea goes back to a relaxed dinner with the comic book artist Franquin.

Pointing to the salt, Peyo said to him: “Pass me the ... the ... Smurf!” And Franquin answered: “Once you’ve finished smurfing, smurf it to me.”

Peyo, gifted creator

PRESS KIT



Pierre Culliford (known as Peyo) was born in Brussels in 1928.

He was forced to work for a living from the age of 15, first as a projectionist in a cinema, followed by a stint in a cartoon studio. The studio closed down and Peyo decided to move in the direction of comic strips. He published illustrations in various daily newspapers, but it wasn't easy in the beginning.

He would have to wait until he started working for the **magazine Spirou** to experience the success he achieved with **Johan and Peewit**.

A few years later he created the **Smurfs**.

After their appearance, Peyo would continue with the adventures of Johan and Peewit, and **Pussycat** the cat as well as creating **Benny Breakiron**, an incredibly strong little boy. But the worldwide success of the Smurfs would end up taking up all his time, and he continued to devote himself to their story, in all its forms, up until his death in 1992.

Peyo said: *"As a child, I loved to draw... But actually, all children draw; some decide to become adults, serious people, and others refuse to grow up and end up getting into comic strips."* *

Yet, his career proves that in many respects you can't just become a comic strip artist.

Did you smurf?

Peyo had two major role models in his work: **Hergé**, for his simplicity and his purity as a story teller, and **Walt Disney**, for his ability to build an empire.

Peyo's qualities are what made his art, his success and his timeless work: a clear narrative, a poetic sense of humour, efficient graphics and constant creativity ... not forgetting the values which transcend the generations, such as tolerance, belief in the future, and respect for others.

Today, Peyo's family and associates continue his work in the same spirit.

* «Peyo, l'Enchanteur»,
Hugues Dayez, Niffle, p.9.



The Studio

PRESS KIT



Created by Peyo in 1964 in order to respond to growing demand, the Studio became home to a number of future big names in the comic strip world. Artists like **Derib**, **Gos**, **Walthéry** and **Wasterlain** have all worked alongside Pierre Culliford.

Now located in Genval, the Studio continues to pursue Peyo's work.

As far as the illustrations are concerned, three artists who were personally trained by Peyo, **Alain Maury**, **Pascal Garray** and **Jeroen De Coninck**, have ensured the continuity of his work over the past 22 years. Three additional members have joined the team through the years: **Miguel Diaz**, **Alain Peral** and **Laurent Cagniat**.

As regards the script, **Thierry Culliford**, Peyo's son, works in collaboration with **Alain Jost** and **Luc Parthoens**.

The **36th Smurf album** is written by Thierry Culliford and Alain Jost and drawn by Jeroen De Coninck and Miguel Diaz. It was published in French on **March 2nd**, 2018.



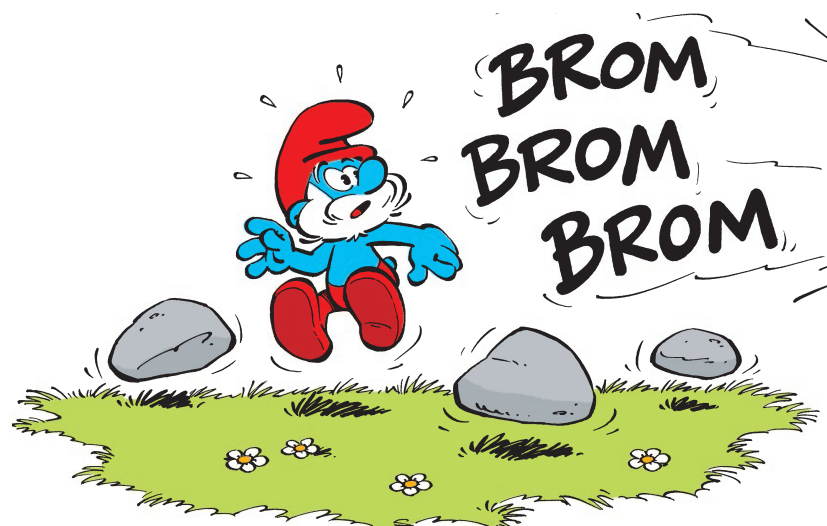
That's a monster!

Hefty Smurf is rowing at the nearby lake when he sees the figure of a monster through the fog.

Is he hallucinating? No, he is not!

The Smurfs soon meet the creature, a dragon which is actually an old acquaintance of theirs.

The dragon is now leading the Smurfs to the faraway castle of Jolival where they will help the dragon save its master, the fancy Baron Florimond...



The genesis of a comic book

PRESS KIT



Just like Peyo did with **Yvan Delporte**, Thierry Culliford works with another scriptwriter in order to come up with the themes for future books. Alain Jost has thus collaborated on the Smurfs books since the 26th album.

How does it work in practice?

They each find their inspiration in current topics, everyday life, nature, special events etc. They then compare their ideas until they are left with the main themes. Once the main subject has been chosen, they get together to write an initial synopsis which will be the framework for the story. They then divide the story up into panels and dialogues.

The script is then given to an artist who will work on it for approximately 10 months. The panels, which have been drawn in black and white, will then be coloured in by a colour artist. This assignment, long-held by **Nine Culliford**, the late wife of Peyo, has now been fully taken on by **Sylvaine Scomazzon** and **Paolo Maddaleni**.

In the Studio, it is not uncommon for artists and scriptwriters to strike poses in order to mimic the movements and actions of the characters they are drawing, just like Peyo frequently did in the past. Thierry Culliford remembers the day his father took the whole team to the Forest of Soignes and asked everyone to *lie down on the ground so that they could see the world from Smurf height!*



Did you smurf?

The creation of a 46 page comic book takes approximately 12 months.

the
SMURFS™



The Smurfs

PRESS KIT



A few personalities

Amongst the – apparently homogenous – Smurf population, a few personalities stand out from the crowd.

Starting with **Smurfette**, the unique female presence in the village.

In the beginning, she was an evil creature created by the wizard Gargamel to ensnare the Smurfs. Even though Papa Smurf managed to turn her into a good Smurf and make her one of their own, she has clung onto her strong personality. Be sure not to tread on her toes!

Papa Smurf needs no introduction. Much more than a leader, he is wise, the eldest who always provides good advice and helps the others to make the right decisions; his in-depth knowledge of alchemy and botany comes in handy too.

Did you smurf?

*“The Smurfs couldn’t have been green” explains Peyo’s widow, **Nine**, the one who chose the colours, “because they would have got lost in the vegetation. Red would have been too bright, and yellow not very jolly. We were left with blue by a process of elimination!”*

Several Smurfs stand out from the crowd because of their activity:

Handy Smurf not only takes care of repairing everything, he’s a great inventor too.

Farmer Smurf works in the fields and looks after the vegetable garden and is the embodiment of common sense.

With his chef’s hat, **Chef Smurf** reigns supreme over the canteen.

Painter Smurf is always painting portraits of Smurfette, while Harmony Smurf plays all sorts of instruments out of tune.

Other Smurfs can be distinguished by their personality traits:

With his serious air, **Brainy Smurf** lectures everyone and considers himself as an outstanding intellectual.

Lazy Smurf is only interested in taking a nap, whatever the circumstances.

Hefty Smurf has a very forthright personality and doesn’t always put his brute force to good use.

Grouchy Smurf doesn’t like anything since he got bitten by the fly Bzz.

Vanity Smurf is extremely narcissistic and spends his whole time looking at himself in the mirror.

Greedy Smurf has a huge appetite and is also somewhat light-fingered.

And **Jokey Smurf** never tires of stupid jokes and exploding presents.

Let’s not forget cute little **Baby Smurf**. Accidentally dropped in the Smurfs’ village by a stork, everyone loves him, including Grumpy Smurf who ensures they all make him feel at home.

The Smurfs

Three apples high, these little imps have blue skin and are invariably clothed in white trousers and white hats. They never take their hats off, not even to sleep or wash (possibly because they don't have any hair).

Even if some of them have quite strong personalities, they all look the same and are all the same age – 100 years old! The only exception to the rule is Papa Smurf: he has a beard, wears red clothes and is 542 years old.

Like numerous heroes, they don't seem to get any older, even if they regularly celebrate birthdays. They certainly like to party.

The Smurfs' village

Located in the heart of a remote land, the Smurfs' village has a very particular architecture due to the fact that the little blue imps live in houses shaped like bulbous mushrooms grouped together on the banks of a river which – unsurprisingly – is called the River Smurf. The village is surrounded by a vast forest, swamps, caves, mountains and a lake, the level of which is controlled by a dam. The upkeep of this dam is one of the Smurfs' main activities.

The nearest human dwelling is the cottage belonging to the dreadful wizard **Gargamel**. He dreams of capturing the Smurfs because he needs to use them as ingredients for a magic potion!



PRESS KIT



With his nasty tomcat **Azrael** in tow, Gargamel uses all manner of cunning tricks to catch the imps. Fortunately, the wizard is as stupid as he is evil. And, on top of that, he can never find the way to the Smurfs' village!

So, even though there is a very real threat, this doesn't prevent the Smurfs from sleeping or partying!

The Smurfs' life

The Smurfs lead a very quiet life. They are vegetarian and live off apples, pears, nuts, hazelnuts, red berries and mushrooms. They grow a variety of vegetables in their allotments. One plant holds a special place in their diet: the **sarsaparilla**. A fine delicacy, it is also a precious remedy which **Papa Smurf** uses to treat all manner of diseases.

The Smurfs don't spend much time working. Aside from the upkeep of the dam and the bridge that crosses the river, they spend most of their time gathering stores for the winter. And, as money has no value in their world, they do it for free... before devoting themselves to their favourite hobbies: swimming, canoeing, fishing without a hook, various games, taking a nap... not forgetting preparations for the next party, which is never far off.

Smurf language

Speaking Smurf is much more complex than it might seem! It's not enough to simply replace certain words or verbs by "smurf" because you need to avoid any kind of misunderstanding. If I give you a smurf on the smurf it could just as easily be a kiss on the cheek as a hit on the head!

The Smurfs

PRESS KIT



The success of the Smurfs

Peyo could never have guessed his little blue imps would become such a runaway success.

Today, there isn't a country in the world where their silhouette is not recognised at first glance, and their name has been translated into over 40 languages:

Smurf (English, Dutch), **Schlumpf** (German), **Smolf** (Danish), **Pitufo** (Spanish), **Puffo** (Italian), **スマーフ (Sumafu)** (Japanese), **蓝精灵 (Lánjīnglíng)** (Chinese), **Torpikek** (Hungarian), and more.

They have also left the confines of the comic strip to appear in all domains of publishing, on screen, in songs, and more. What with the collection of Smurf figurines, video games and a multitude of toys and clothing there are several **million articles produced by more than 700 licensees**.

Eternally young, the Smurfs continue to have new adventures each and every day thanks to the artists at the Studio who are keeping Peyo's work alive, the series of cartoons which are constantly being shown throughout the world, the successful movies and the numerous companies which use their image all over the world.

Some of the names associated with the little blue imps:

Le Lombard, Dupuis, Hachette, Scholastic, Simon & Schuster, De Agostini, Panini, Warner Music, Universal Music, Sony Home Entertainment, PEZ, Chupa Chups, Ferrero, Haribo, McDonald's, Delacre, Gap, H&M, C&A, Benetton, Women's Secret, Jakks, Schleich, Ubisoft, Capcom, Lidl, Agrokor...

Did you smurf?

The three Smurfs movies, released worldwide in theaters and on DVD in 2011, 2013 and 2017, earned over 1 billion dollars altogether.



Sony Pictures
Animation

The Smurfs

PRESS KIT



PUBLISHING

The publishing programme includes over **300 available titles**, sold in over **70 countries**. The comic book is the publishing programme's core product but several categories have been created to cater for the growing demand of the different markets: **picture books, art books, learning books, board and novelty books, colouring and activity books, magazines and partwork, e-books and apps.**



AUDIOVISUAL

A film version of the first comic book, entitled **The Smurfs and the Magic Flute**, was made in 1975.

In 1981 the Smurf stories were adapted into an **animated TV series of 272 episodes** by Hanna-Barbera.

The series is now distributed in over 100 countries worldwide, for TV, on DVD, and on digital platforms, including Netflix and iTunes.

Moreover, fans can now watch their heroes on The Smurfs **Official Youtube Channel** launched in January 2015. The channel is now available in **41 languages!**

In 2011, a documentary on the life of Peyo, the author and the artist, was produced by Nexus Factory.

The audiovisual success of the blue creatures exploded onto the **big screen in 2011** with the worldwide release of a first live-action/computer-animated movie

The Smurfs, produced by **Columbia Pictures** and **Sony Pictures Animation**.

A second motion picture entitled **The Smurfs 2** was released in **2013**.

In **Spring 2017**, our favourite characters spoiled us again with a totally new feature-length animated CGI (Computer-Generated Imagery) adventure entitled **Smurfs - The Lost Village**.

A **new 3D animated series** based on Peyo's iconic comic strip characters *The Smurfs* is currently **in development**. IMPS, the official Smurfs licensor, and Dupuis Audiovisuel have decided to join forces to produce this new TV series.

Did you smurf?

At any given moment, an episode from the Smurfs series is being broadcast somewhere in the world!



The Smurfs

PRESS KIT

Musique

The Smurfs have performed all the major international hit songs, such as *No Limit* by 2 Unlimited, *Macarena*, *Alors on danse* by Stromae, and more.

The music albums are produced by leading names such as **Sony**, **Universal** and **Warner**.



Related products

The Smurfs lend support to people of all ages in their daily lives and guide them through the ages thanks to a whole array of related products, such as: Childcare items, soft toys, figurines, board games, puzzles, video games, biscuits, cereals, sweets, ice creams, drinks, crockery, mugs, household linen, lamps, backpacks, satchels, pencils, clothing, watches, alarm clocks, beach items, shampoos, shower gels, toothbrushes, apps and accessories for mobile devices, birthday kits...



and much more

Musicals, amusement parks, costume events, e-commerce, loyalty programmes in supermarkets.



The Smurfs

PRESS KIT



Theme parks

The Smurfs are opening theme parks all over the world.

Each resort offers a themed area where families can discover the village and experience the Smurfs' world.



comicsstation.be



mapsperak.com



motiongatedubai.com



regionsgroup.ru/en/

A chronology of Peyo's work

PRESS KIT



www.timeline.smurf.com ▶ Learn about the key moments in IMPS' development and all the news about Peyo's characters on our timeline

1928	25 June 1928 - Birth of Pierre Culliford , aka Peyo
1946	11 April 1946 - First appearance of the Adventures of Johan in the newspaper La Dernière Heure
1949	22 January 1949 - Publication of the first Poussy the cat joke in the newspaper Le Soir
1952	Peyo starts working for the Spirou magazine
1954	Johan is joined by a new comrade: Peewit
1958	Creation of the Smurfs in an adventure by Johan and Peewit: "The Smurfs and the Magic Flute" , major comic book by Peyo (60 pages)
1959	<ul style="list-style-type: none"> Publication of the first Smurfs adventure, <i>"The Purple Smurfs"</i> in the form of a short story in the Spirou magazine. TVA (Télévision Animation Dupuis) produces a first short movie taken from the "The Purple Smurfs" comic book with paper Smurfs!
1960	Birth of Benny Breakiron
1964	Creation of the Studio in Uccle
1975	The Belvision Studios produce a first feature length movie based on <i>"The Smurfs and the Magic Flute"</i>
1981	The first episodes of the Smurfs TV series produced by Hanna-Barbera are broadcast on NBC in the United States
1982	Worldwide distribution for the TV series

1984	Creation of the IMPS company (International Merchandising Promotions & Services) by Véronique Culliford, Peyo's daughter, to manage the rights linked to Peyo's characters
1989	Launch of the monthly <i>Smurf</i> publication Schtroumpf by Cartoon Création
1992	Death of Peyo
1994	International success of music albums by the Smurfs
2004	The founding of the Lafig Belgium public limited company, which manages the exploitation of subsidiary rights in North America (United States and Canada)
2008	International celebration of the 50 th anniversary of the Smurfs
2011	First 3D cinema adaptation of the Smurfs by Columbia Pictures and Sony Pictures Animation
2013	Cinema release of the movie The Smurfs 2 with Columbia Pictures and Sony Pictures Animation
2014	<ul style="list-style-type: none"> Cinema release of the movie Benoît Brisefer, Les Taxis Rouges (Benny Breakiron : The Red Taxis) Becoming the official Mascot of the Memorial Van Damme Opening of the new Smurf area on the Belgian Comic Strip Center (CBBD)
2015	<ul style="list-style-type: none"> Worldwide Premiere of the Smurf musical 'The Smurfs save spring' in Dubai Inauguration of the Benny Breakiron mural which has become part of the comic strip walk in Brussels. Inauguration of a Peyo roundabout in Genval (Belgium) where IMPS is based. A 1.50 meter high bronze Smurf was set on the roundabout on the 25th of June, which was Peyo's birthday. Launch of the first official Smurf YouTube channel

A chronology of Peyo's work

PRESS KIT



www.timeline.smurf.com ▶ Learn about the key moments in IMPS' development and all the news about Peyo's characters on our timeline

2016	<ul style="list-style-type: none">• Brand new Smurf website smurf.com• Death of Nine Culliford, Peyo's widow• 16 December 2016 - Opening of MotiongateTM Dubai, the Middle East's largest theme park• Smurf Exhibitions expand globally: Hong Kong, Australia, Taiwan, Belgium, France
2017	<ul style="list-style-type: none">• March 2017 - Smurfs-The Lost Village: Global release of the first fully animated Smurf movie• Smurf Exhibitions taking place in Belgium, France and more• Brussels Airport welcomes a 3-meter-high Aviator Smurf statue• Opening of Maps theme park in Perak, Malaysia
2018	<ul style="list-style-type: none">• 24 March - Reveal of the Aerosmurf, the smurfed aircraft of Brussels Airlines• Inauguration of the Smurfs mural near Brussels Central Station this spring• 24 May - Inauguration of the Peyo Exhibition at the <i>Centre Wallonie-Bruxelles</i> in Paris (Beaubourg)• 9 June - Inauguration of the Smurf Experience at Brussels Expo, followed by a 5-year world tour• 23 October – 60th anniversary of the Smurfs





Get ready to smurf in 2018!

In the air, in the city and from 9 June, the Smurfs are relocating their village to Brussels: an opportunity simply not to be smurfed!

Exactly 60 years ago, some diminutive blue creatures appeared in the magazine “Spirou” drawn by Pierre Culliford known as Peyo.

To celebrate this anniversary in fitting style, 2018 will be Smurfs Year with, as the smurfing on the cake, the Smurf Experience, from 3 October at Brussels Expo.

A truly unique experience that will smurf the whole family

The Smurf Experience, a unique opportunity to explore the magical universe of these little blue folks. Larger-than-life sets, spectacular effects and adventures create a unique experience to share with family and friends.

An immersive, interactive, fun and educational exhibition

“Visitors become real Smurfs, going on an interactive and immersive journey of discovery through an area of over 1,500 m² and also following a learning trail based on the Smurfs’ values presenting the 17 sustainable development goals set by the UN and UNICEF,” explains Chloé Beaufays, the Smurf Experience Communication Manager and spokesperson.

Hall 2 of Brussels Expo will be divided into 9 zones inviting visitors, as part of an immersive tour, to walk around the Smurf village and the great forest surrounding it. An experience crammed with state-of-the-art



technologies: augmented reality, video mapping, live motion capture, and more...

A smurftastic journey

The visitors enter through a giant comic strip and find themselves deep in the forest; they become smaller and smaller until they are the same size as a Smurf. Then they arrive in the legendary village where they learn about the life of the Smurfs through holograms and a 360° application. They then get to sip a magic elixir in King Smurf's house and become "real Smurfs". Gargamel is busy in the distance preparing an evil machine that must be destroyed before he transforms the village into an uninhabitable wasteland. Next they face the perils of an enchanted forest avoiding the fiendish traps leading to the hovel of the loathsome Gargamel. Help from all the Smurfs will be needed to achieve this. Then the visitors escape riding on the back of a stork, flying high above the forest. When the magic elixir stops working, visitors return to their normal size. They are then invited to the augmented reality village party where they learn the Smurf dance.

"The Smurfs communicate universal values (solidarity, courage, tolerance, work, respect for nature and the environment) which transcend time, genres and cultures and this is the spirit in which the event is to be constructed," stresses Véronique Culliford, Peyo's daughter and CEO of IMPS, the company which manages the rights to the Smurfs, and who will bring her expertise to the venture.

After Brussels, "The Smurf Experience" will depart on a 5-year world tour.

For more information visit: www.smurfexperience.com



Peyo's work in figures

PRESS KIT



1 billion

in revenue for the
3 Smurfs movies

2

Smurf **comic books** created **every year**

4

movies already released

*The Smurfs, The Smurfs 2, Benny Breakiron - The Red Taxis,
Smurfs: TheLost Village*

9

seasons of the Smurfs
television series

14

Benny Breakiron comic books

15

days to watch the **entire television series**

36

classic Smurfs comic books
already published

41

languages in which the **Smurfs YouTube channel** will be translated

60th

anniversary of the Smurfs
on October 23, 2018

90

countries in which the Smurf
comic books are available



Peyo's work in figures

PRESS KIT



100

Smurfs live in the village
and they are all **100 years old**

700

partners developing
related products

100

countries in which the television
series is broadcast

3 500

pages of adventures
involving the Smurfs

272

episodes of the Smurfs TV series

542

years - **Papa Smurf's** age

35 million

Smurfs books sold worldwide

Peyo's work in figures

PRESS KIT



60 000

tons of Haribo Smurf candies
sold every year

1

Smurf plane



100 million

Schleich figurines sold so far

100 million

Kinder Eggs sold in Europe since 2013

All Peyo's characters

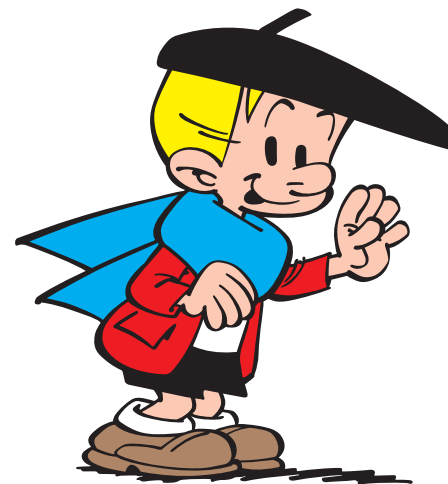
PRESS KIT



Johan and Peewit



Pussycat



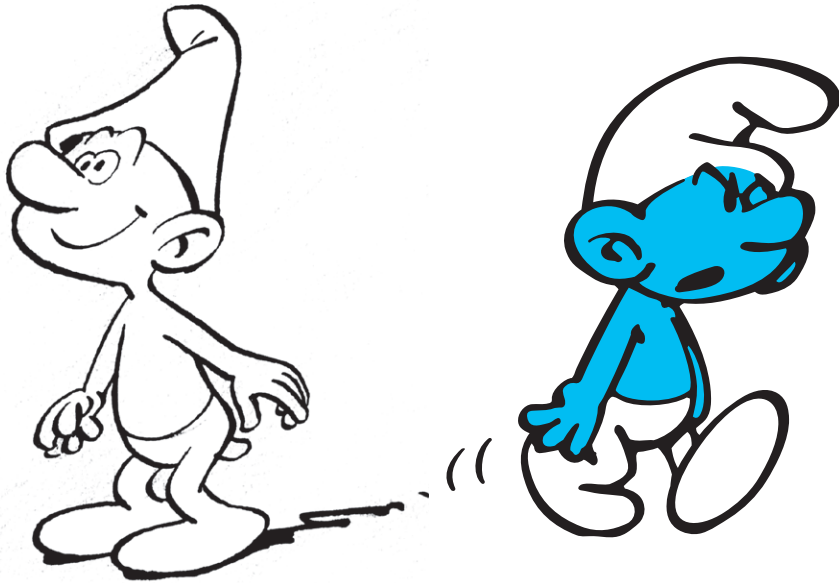
Benny Breakiron



The Smurfs

The Smurfs over time

PRESS KIT



IMPS s.a.

PRESS KIT



Founded in 1984 by **Véronique Culliford**, Peyo's daughter, the limited company **IMPS** (International Merchandising Promotions & Services) manages the rights for the use of the Smurfs, their world and the characters created by Peyo by means of a programme of integrated licenses.

Based in Genval, Belgium, the company currently counts **35 employees** who keep themselves busy developing the brand throughout the world. On the one hand, the graphic studio keeps Peyo's work alive with new publishing material and artwork. On the other hand, a more business-oriented team, including the administrative, legal, commercial and marketing departments, ensures the development, the promotion and the conformity of the new products in close collaboration with the agents and licensees of each territory.

Since their creation in 1958, the Smurfs have promoted values that transcend age and gender such as **tolerance, faith in the future and respect for others**. But their main qualities are humour and their great potential for collectors: there are more than a hundred little blue men, soon to be 33 comic books, 272 cartoon episodes, a 3rd movie under preparation and a

large range of games, activities and teaching materials for all ages.

These factors have won over numerous publishers in every corner of the world.

Renowned brands have also associated themselves with the Smurfs in the long term in order to create their own product lines; these include *Le Lombard, Dupuis, Hachette, Scholastic, Simon & Schuster, De Agostini, Panini, Warner Music, Universal Music, Sony Home Entertainment, PEZ, Chupa Chups, Ferrero, Haribo, McDonald's, Delacre, Gap, H&M, C&A, Benetton, Women's Secret, Jakks, Schleich, Ubisoft, Capcom, Lidl, Agrokor...*, to name just a few.

IMPS plans to cultivate this expertise and the aforementioned promotion and distribution channels in order to develop new licences based around other key characters from Peyo's works – characters such as **Johan and Peewit** and in particular **Benny Breakiron**, whose first movie will be released in cinemas at the end of 2014 and also to create new activities such as games and online stores, shows and theme parks throughout the world.

Publishing



PRESS KIT



The publishing program offers more than 300 available titles sold over **70 countries**. Even if comic books are the main part of the program, many other categories were developed to meet the increasing demand in different markets: storybooks, educational books, puzzle books, coloring books, novelty books, magazines, booklets, e-books and apps.

Comic book collection

- 36 Smurfs albums
- 2 movie-inspired spin-off comic books (2 46-panel comic books – classic and spin-off – are produced every year)
- 4 Smurf anthologies in French and 6 in English
- 119 short stories
- 5 numbers of **Schtroumpferies** published (Smurferies)
- 5 books with 120 **jokes**
- 7 theme-specific compilations **L'Univers des Schtroumpfs**: Gargamel, Smurfette, Christmas, Monsters, Halloween, Sports, Holidays.
- 17 Johan and Peewit albums and 5 anthologies
- Benny Breakiron: a collection of 14 titles and 1 anthology
- 3 Pussycat albums and 1 anthology



Storybooks

This collection comprises over 60 titles:

- 10 story books, each dedicated to a specific character
- 11 64-page novels to learn independent reading
- 30 picture books based on the Smurfs television series
- 1 collection of books based on the Smurfs movies.
- 6 names of stories by **Papa Smurf** comprising splendid illustrations

Educational books

Several collections for learning: reading, languages, animals, drawings, shapes and colours...

Activity books

This collection comprises over 100 colouring, activity, hide and seek, sticker books and miscellaneous “books plus” with soft toys, figurines, puzzles... A series of books designed for toddlers with **Baby Smurf**, where the graphics and colours have been made small children-friendly.

A complete collection focused on the **Smurfette**.

Magazines and partwork

Smurf magazines are published in press networks in various countries.

A collection of 60 Smurf educational booklets have been developed in cooperation with De Agostini.

In January 2016, collector's anthologies of Smurf titles was published in France and in Belgium by Hachette Collections.

Apps

Digital applications and e-books focused on comic books, the Smurf movies, story books, games and learning are available in various languages.



All the publications are 100% home-made and have been dreamt up and created by the Studio in Genval. Today they are available in around thirty languages throughout the world.

TV - cinema

PRESS KIT



The television series

Adapted by the American animation studio **Hanna-Barbera**, the Smurfs first appeared on the American channel **NBC** in 1981 in a television series which today numbers **9 seasons**, a total of **272 episodes** each lasting **24 minutes**.

Respectful of the values promoted by the Smurfs, the TV series draws inspiration from the comic strips to tell a new story from the life of the little blue imps in each episode. Timeless, transgenerational and cross-cultural, it deals with universal themes and celebrates numerous occasions, such as Christmas, Valentine's Day and Halloween, with special episodes.

Johan and Peewit appear in 16 episodes.

Today, the picture and sound of the series have been digitally remastered and the episodes – translated into **40 languages** – are broadcast on television and available on **DVD** in **100 countries**.

A new **3D animated series** based on Peyo's iconic comic strip characters The Smurfs is currently **in development**. IMPS, the official Smurfs licensor, and Dupuis Audiovisuel have decided to join forces to produce this new TV series.

The movies

After a first feature length movie based on **"The Smurfs and the Magic Flute"** made in **1975** by the Belgian studio **Belvision**, the Smurfs had to wait until **2011** to return to the big screen.

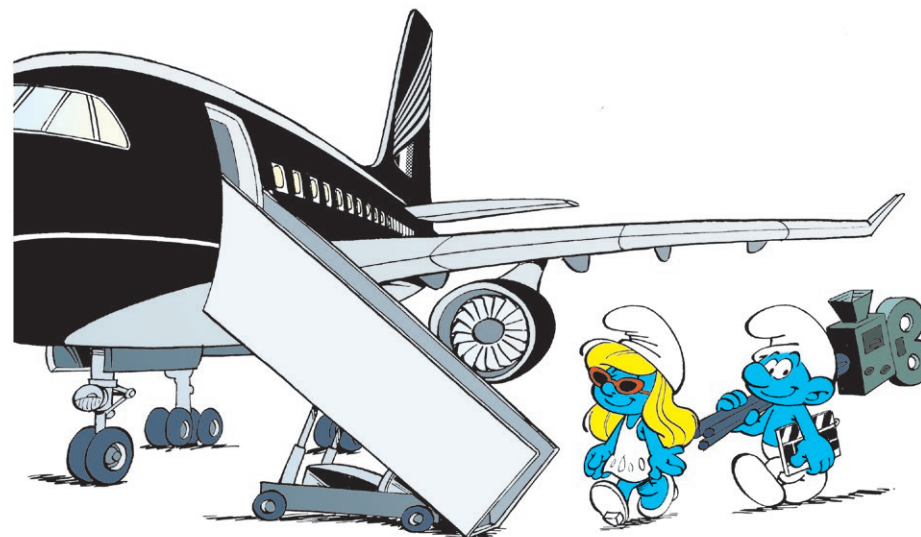
A **3D adaptation** by **Columbia Pictures** and **Sony Pictures Animation**, the family comedy **"The Smurfs"** brought together a fine collection of

actors to dub the voices of the blue imps: Katy Perry lent her voice to Smurfette in the original and she was dubbed by Cœur de pirate in the French version. It was a worldwide hit and the movie was the 3rd most popular animation movie of 2011.

In **2013**, **"The Smurfs 2"**, the sequel to the first opus directed by Raja Gosnell, obtained the same triumphant reception and was the number one animation movie in 15 European countries.

In **January 2015**, IMPS announces the launch of the official **Smurfs YouTube channel**. It is now available in 41 languages. This channel will allow the Smurfs fans to enjoy their favourite character's stories in excellent quality, and to discover many new bonuses.

Last but not least, the first fully animated cinematographic adventure **'Smurfs: The Lost Village'** was released in April 2017.



Contacts

PRESS KIT



IMPS s.a.

Rue du Cerf, 85 - 1332 Genval
+ 32 (0)2 652 02 20
info@smurf.com
www.smurf.com

Press contacts

ORIGAMI PR

+32 2 539 07 04

Fabienne Smets | fabienne@origami.be

THE SMURFS

IMPS s.a.

Philippe Glorieux | Philippe.glorieux@smurf.com



© *Peyo* - 2018 - Lic. I.M.P.S. (Brussels) - www.smurf.com

For more smurfy content, follow us on



smurf.com



[@SmurfsMovie](https://www.facebook.com/SmurfsMovie)



[@smurfs.official](https://www.instagram.com/smurfs.official)



IMPS sa
(The Smurfs)



The Smurfs
Official Channel