

Nuttery Entertainment Signs Exclusive Deal To Develop The Iconic Swedish Kids IP 'Håkan Bråkan' for Animation



Varmland, Karlstad, Nov 3, 2021 ([Issuewire.com](https://www.issuewire.com)) - Karlstad / Toronto-based animation studio The Nuttery Entertainment has signed an exclusive agreement with Storytel, one of the world's largest audiobook publishers, for the animated and ancillary rights for the iconic kids IP Håkan Bråkan. This beloved legacy property with over 30 standalone books is now making the jump into animation for the first time.

Together with Håkan Bråkan's creators, and the popular children's and YA book authors, Sören Olsson and Anders Jacobsson, The Nuttery Entertainment is developing an animated series. The animated series will be based on completely new material but will take inspiration from the body of work created so far around the character. The series' focus will be on the main character and his fantastic and exaggerated world full of adventure and it will be aimed at an international audience.

"It is humbling and an incredible privilege to work on such an amazing IP as Håkan Bråkan. This kid is the standout character in the highly successful Andersson Family universe, combining heart, curiosity, imagination, and crazy antics. Can't wait for kids all over the world to fall in love with the unique hero that Sören and Anders have created", says Magnus Jansson, co-founder, and CEO of Nuttery Entertainment

"It is very inspiring and engaging to step into Håkan-Bråkan's fantastic world. There is so much heart and recognition in the stories. It is a wonderful opportunity to work with Storytel and Sören and Anders to create new stories for animation. The series has a lot of warmth and excitement, adventure and

laughter”, says Erik Öhrner, co-founder and producer at Nuttery Entertainment

“Animation is by far the best way to further develop our character Håkan Bråkan and his imaginative world. We are convinced that Håkan Bråkan will be a perfect fit for this medium. The collaboration with Nuttery Entertainment feels very inspiring! It is fun to be part of brainstorming ideas and developing completely new stories about Håkan Bråkan — who is transformed into Super Bråkan when you least expect it! ”, says Sören Olsson / Anders Jacobsson

The animation development is taking place alongside Storytel's major push of Anders Jacobsson and Sören Olsson's authorship, where several new books are planned. As recently announced, Nordic Film will release two new live-action movies based on Håkan Bråkan, the first one releasing next year.

“It's super exciting that Anders and Sören's stories about Håkan-Bråkan are becoming an animated series! One of our goals is to have our fantastic content reach out to audiences in new and creative ways and Nuttery Entertainment is the perfect partner to help us do this”, says Sara Hasselström at Storytel Agency.

Nuttery Entertainment will develop and executive produce the animated series alongside Storytel, with Sören and Anders onboard to help craft the creative materials. The project will be approaching co-producers early next year.

Håkan Bråkan got his first solo book in 1998 and since then over 30 books have been released, with one live-action series produced by SVT along with a follow-up live-action feature film.

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About Nuttery Entertainment

Nuttery Entertainment is an indie studio creating premium content by bringing together world-class creative and top-tier partnerships. The studio has a focus on games and animation entertainment across different genres and age groups. The Nuttery was founded by award-winning writer/director Magnus Jansson and producer Erik Öhrner. More information about the company can be found at www.nutteryentertainment.com

About Sören and Anders

Sören and Anders' books about Sune, Bert, and Håkan Bråkan have been published in 25 countries and have sold over 12 million copies. Year after year, their books top the libraries' charts of most borrowed books, making Sören and Anders two of Sweden's most-read children's book authors. Their books about “Sune” occupied a total of 11 spots on Storytel's top-20 chart of the most listened to children's books in 2018.

About Storytel

Storytel is one of the world's largest subscribed audiobook and e-book streaming services and offers listening and reading of more than 700,000 titles on a global scale. Our vision is to make the world a more empathetic and creative place with great stories to be shared and enjoyed by anyone, anywhere, and anytime. Storytel's streaming business is conducted under the brands Storytel and Mofibo. Storytel's publishing business area is carried out through the audiobook publisher StorySide and acclaimed Nordic publishing houses such as Norstedts, People's, and Gummerus. Storytel operates in 25 markets around the globe and is headquartered in Stockholm, Sweden.



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