

CARTOON AND FAIRY TALE CHARACTERS V: TV TEDDY



On Magyar Posta's numbered special souvenir sheet issued on the theme **Cartoon and Fairy Tale Characters**, the main character of the lead-in sequence for *The Bedtime Story*, the **TV Teddy**, is shown. The TV Teddy was the creation of the writer **Ágnes Bálint** and the puppet designer **Ottó Foky** and was made in the **MTVA's** former studio. Fifty thousand copies of the souvenir sheet designed by the graphic artist **István Weisenburger** were produced by the banknote printing company **Pénzjegynyomda Zrt.** The new issue will be released on **8 June 2023**. It is available from **Filaposta**, philately specialist services, designated post offices and www.posta.hu.

The TV Teddy first appeared on Hungarian Television on 15 April 1963 as the lead-in sequence for *The Bedtime Story*. Its official birthday is 23 October, the same day as the birthday of **Ágnes Bálint**, the writer of the original script of the lead-in sequence for *The Bedtime Story* and the creator of the character of the TV Teddy. The puppet was made by the applied artist **László Szabó**. The TV Teddy of the 1960s and 70s was designed by **Zsolt Lengyel** and made by **Tibor Köber**. In 1970 **Ágnes Bálint** wrote a book about him called *Night, Night, Teddy*. The TV Teddy was such a success that he even accompanied the astronaut **Bertalan Farkas** into zero gravity, and in 1980 they told a story together from outer space. In 1981, the TV Teddy and his surroundings were brought up to date. The designer **Aurél Koch** and the director and animator **A. Pál Tóth** were responsible for the workover. The TV Teddy's toy, **Valérka**, was changed for the doll **Csutkababa**. The TV Teddy was also given new clothes and furniture, and learned to play the guitar in keeping with the fashion of the time. His home was made by **Márta Kende** and her colleagues. **Ágnes Bálint** wrote a new book about him called *I am the TV Teddy*. The next update for the TV Teddy, using a stop-motion puppet film technique, was made by **Ottó Foky** at the **Pannónia Film Studio** in 1982. The TV Teddy was now joined by the character of **Kasper**, who was no longer just a doll, but also played a role in the stories. In 1998, when **Ottó Foky's** 1982 TV Teddy was taken off the air, there was such an outcry from viewers that it was back on the state television channel **M2** six months later. On 15 April 2012, yet another attempt was made to introduce a new version. This TV Teddy no longer sat alone in front of the screen in the evenings, but with his brother and, in keeping with the spirit of the times, also used a computer. However, this new version was again unsuccessful, and after four months it was taken off the screen and **Ottó Foky's** TV Teddy resumed his previous place. The charming character of the TV Teddy sometimes attracted more interest than the animated films themselves and, although originally intended as a lead-in sequence, in the end the TV Teddy took on a life of his own, being loved by viewers and treated as an independent story character.

In the three denominations of the special souvenir sheet and in its frame as well as on the first day cover, the TV Teddy and Kasper are shown in characteristic situations. The main element in the imprint of the special postmark on the first day cover is the stylised portrait of the TV Teddy.

An interesting feature of the souvenir sheet is that further information about the topic can be accessed after scanning the QR code on it.

Order code:

2023240030011 (souvenir sheet)
2023240060012 (FDC)

Issued on: 8 June 2023

Total face value:

HUF 750 (On the date of issue, HUF 250 pays the postage of a domestic priority letter up to 50 g, or postcard or picture postcard and HUF 750 can be used as a supplementary denomination.)

Printing technique:

4-colour offset

Number of copies:

50,000

Imperforated size of the souvenir sheet:

160 x 96 mm

Perforated size of stamps within the sheet:

30 x 40 mm

Paper type:

White, wood-free, surface-treated, gummed stamp paper with optical whitener

Printed by

Pénzjegynyomda Zrt. (souvenir sheet),
Pátria Zrt. (FDC)

Source: © MTVA / **Ágnes Bálint** / **Ottó Foky**

Designed by

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