# Press Information

# *Key Facts about Miffy and Dick Bruna*

# Miffy, the classic children’s character, global pre-school brand and design icon, was created in 1955 by Dutch artist Dick Bruna. Miffy celebrated her 60th anniversary in 2015!

# Bruna first drew sketches of a little bunny to entertain his young son whilst on a rainy seaside holiday in Holland. Each night he made up stories about the bunny and Miffy was born.

# Miffy’s official birthday is 21 June. She shares her birthday with Prince William, and was born the same year as Bill Gates. Dick Bruna was born in 1927, the Year of the Rabbit.

# Miffy is a girl, because Dick Bruna prefers drawing dresses to trousers.

# During his career, Dick Bruna published 124 children's picture books and sold over 85 million storybooks worldwide; today his books are translated into more than 50 languages. There are 32 books about Miffy.

# A Miffy soft toy was featured in the BBC’s Modern Masters series. The Matisse programme (BBC1, 9 May 2010) showed how Dick Bruna (alongside designer Paul Smith and others) has been heavily influenced by Matisse’s use of colour and simplicity.

# In Japan, ever since 2000, Miffy is immortalised every year in giant fields of tulips planted by Japanese children in Kiso Sansen Park.

# Over the years, Miffy has also been featured on cashmere sweaters by British fashion designers Clements Ribeiro and Chinti and Parker, as signposts along Dutch beaches, as the official tourist ambassador of New York City, and on both Dutch and Japanese postage stamps.

# Besides picture books, Dick Bruna created over 2500 pieces of artwork. He continued working until his early 80s, cycling every day through the streets of Utrecht to his studio. For many decades, he was the most borrowed author from Dutch libraries.

# Every picture of Miffy was created by hand using pencil & black poster paint, together with coloured card. Often it could take Bruna all day to get her expression just right.

# Bruna’s art is admired and recognised internationally; during his career, he was commissioned by the Red Cross, Amnesty International, UNICEF, World Aids Day and World Peace is Possible, to create logos and posters.

# In 2001, Dick Bruna was decorated by the Queen of Holland as Knight Commander in the Order of the Netherlands Lion, the highest honour that can be bestowed on a civilian.

# The Miffy brand, comprising books and merchandise for people of all ages, has a global worth of approximately US$300 million annually at retail.

# Merchandise is sold across five continents, specifically Europe and Asia. There are products for babies, toddlers, young children, teenagers and adults, plus home furnishings.

# In the UK, toys, gifts and clothing are sold in retailers such as John Lewis, Waitrose, Sainsburys, Argos and Marks and Spencer, and through independent nursery and gift shops. Gifts are also sold via [www.miffyshop.co.uk](http://www.miffyshop.co.uk).

# [www.miffy.com](http://www.miffy.com) contains games, songs, colouring activities, screen savers, background on Dick Bruna and all characters, plus information on Miffy events around the world.

# The Studio Dick Bruna is housed within the Centraal Museum in Utrecht and is an exact replica of Bruna’s art studio where he worked for many decades. Full of personal items and original furniture, it gives visitors an insight into Dick Bruna’s personality and working methods. <http://centraalmuseum.nl/en/visit/exhibitions/studio-dick-bruna/>

# The Miffy Museum is opposite the Centraal Museum and provides an interactive space for young children to discover and explore the world around them. [www.miffymuseum.com](http://www.miffymuseum.com)

# In 2012, four of Dick Bruna's stories were published as apps for iPad and iPhone: *miffy's garden*, *miffy goes flying*, *miffy at school* and *miffy in the snow*.

# In 2013, *miffy the movie* - the first ever feature length film - opened in the Netherlands, breaking box office records for a film aimed at very young children.

# Also in 2013, Tate Publishing released Dick Bruna’s first picture book *The Apple*, 50 years after it was first published.

# In 2014, Simon & Schuster relaunched Dick Bruna's classic storybooks in the UK with fresh, updated texts by award-winning English poet Tony Mitton, and a new range of activity and sticker books.

# Miffy celebrated her 60th anniversary worldwide in 2015. In the Netherlands, events included two large exhibitions (at the Centraal Museum and Rijksmuseum), a Miffy Art Parade <http://www.miffyartparade.com/> and Le Grand Depart of the 2015 Tour de France which Miffy helped promote in her home town of Utrecht. In the UK, a premiere of *miffy the movie* was held in London’s Leicester Square, plus fund-raising activities for the premature baby charity Bliss in UK nurseries.

# In 2016, Dick Bruna was awarded the Max Velthuijs Prize: a lifetime achievement award for Dutch children’s book illustrators.