

Dutch Celebrate 60 Years of Miffy

Hop over to Holland for national celebrations to mark the bunny character's birthday

There has never been a better time to visit the Netherlands if you are a fan of the country's most famous children's book character – Miffy.

Celebrations for the 60th anniversary of Dick Bruna's iconic white bunny run throughout 2015, and include: a public art parade, two major exhibitions, a newly-renovated interactive museum for young children, Dick Bruna's studio opening to the public, plus Miffy is guest of honour at the start of the Tour de France.

Below are more details on the key events, should you require any further information or visuals please do not hesitate to get in contact.

1 May – 30 September - Miffy Art Parade





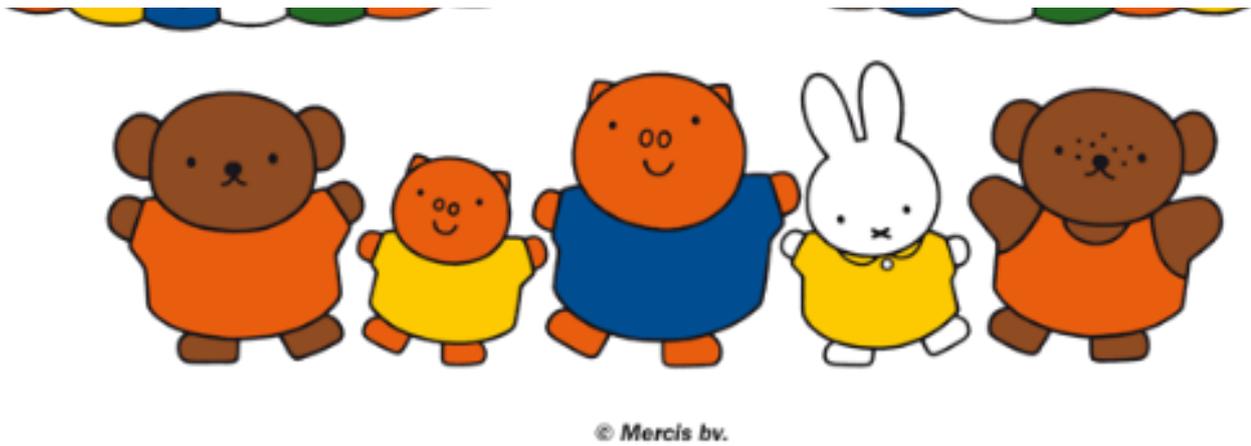
From 4 March onwards 60 unique Miffy statues decorated by famous artists from the Netherlands and Japan will be revealed on www.miffyartparade.com, 45 of which will be on public display from the beginning of May until end of September in prime locations across Holland including Amsterdam, The Hague and Utrecht. The remaining 15 statues are being sent to Japan as part of a touring exhibition.

These statues will be auctioned on 8 October to raise money for UNICEF educational projects.

20 June – 20 September - Celebrating 60 Years of Miffy

At the Centraal Museum, Utrecht





The largest exhibition hall at the Centraal Museum (1000m²) will offer educational fun for families with young children to celebrate Miffy's anniversary. A simultaneous exhibition of approximately 100 original works by Dick Bruna will show the development of Miffy from 1955 to the present day.

<http://centraalmuseum.nl/en/visit/exhibitions/celebrating-60-years-miffy/>

4-5 July 2015 - Tour de France starts in Utrecht



The mayor of Utrecht has campaigned for many years to host this prestigious event. Miffy will be at the start line to celebrate the launch.

www.letour.com/le-tour/2015/us/grand-depart.html

27 August – 15 November

Rijksmuseum Exhibition, Dick Bruna - The Artist



This exhibition includes 60 prints and drawings that tell the story of Bruna the artist. Influences from Matisse, Léger and De Stijl as well as designers such as Sandberg and Werkman can be seen in Bruna's art. Works on paper by Matisse, Picasso, Calder, Léger, Werkman and Van

der Leck - almost all from the Rijksmuseum's own collection - can be seen hanging next to dust jackets, posters, collages and drawings by Bruna, and of course Miffy herself!

<https://www.rijksmuseum.nl/en/dick-bruna>

5 September 2015 (tbc) - Dick Bruna's attic studio opens to the public

Centraal Museum, Utrecht



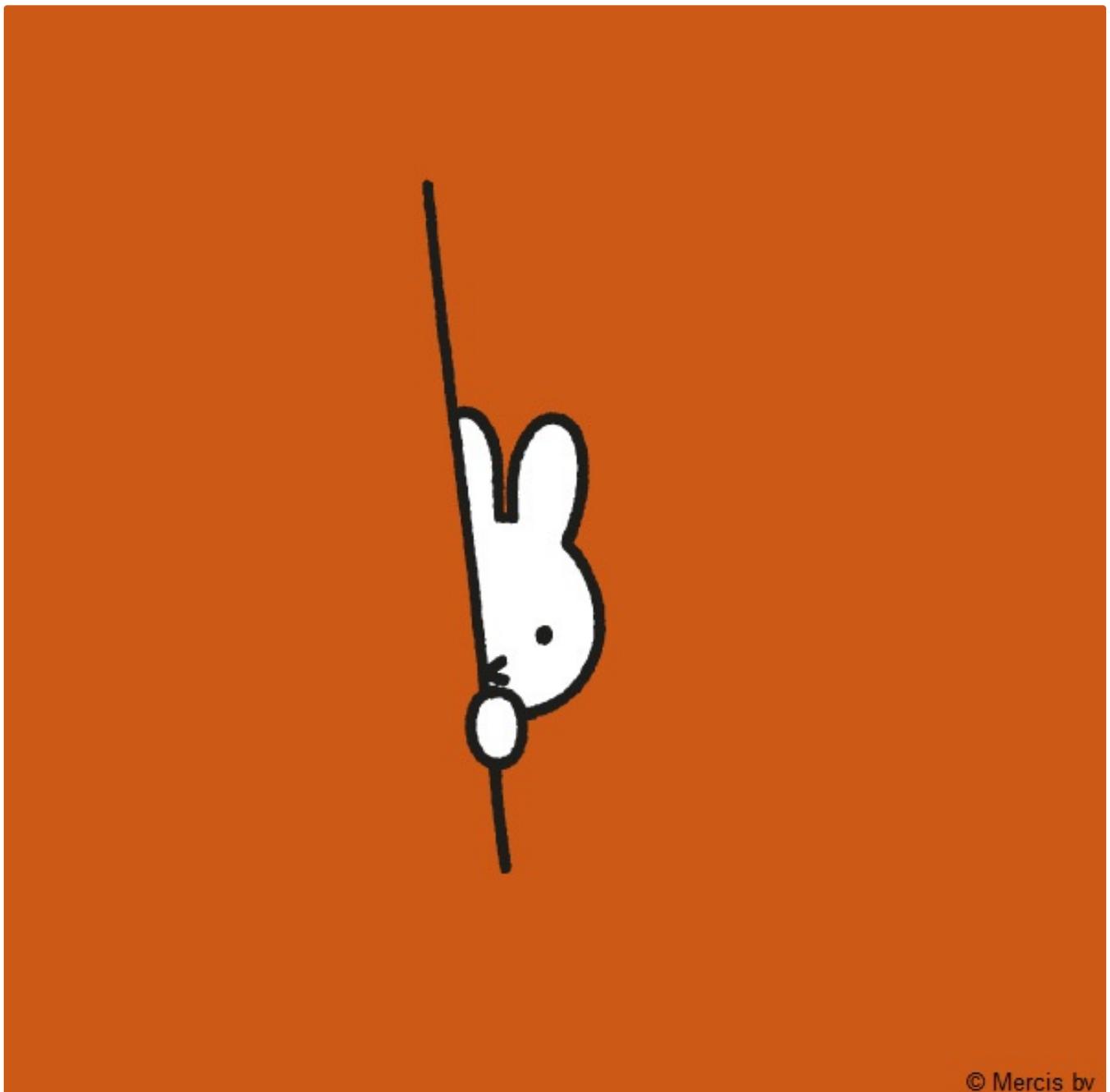
Bruna's studio where he produced most of his illustrations and designs will have a new and

permanent place on the top floor of the museum.

With original furniture and personal items, visitors can see in close up how Dick Bruna worked over many decades. The studio in the museum will have the same arrangement as the original studio: a drawing and writing table, a place for rest and inspiration, a meeting place and bookshelves.

<http://centraalmuseum.nl/en/visit/exhibitions/studio-dick-bruna/>

December 2015 -Dick Bruna Huis re-opens under its new name: Miffy Museum



Situated opposite the Centraal Museum in Utrecht, the Dick Bruna Huis will close on 6th July and be transformed into an interactive destination where young children can discover the world around them through play.

<http://miffymuseum.com/>

How to Get There

Many of the budget airlines travel to Schiphol Airport, including Easyjet and Fly Be with prices starting from as little as £59.98 return (for one adult travelling with Easyjet from Gatwick on 20th May). Transfer time to Utrecht from Schiphol airport is approximately 40 minutes by train.

For further information on Utrecht and places to stay visit www.visit-utrecht.com/en

ABOUT MIFFY'S 60TH ANNIVERSARY

This is the UK Official Online Press Office for Miffy's 60th Anniversary.

Dutch artist, Dick Bruna created the classic children's character, Miffy, in 1955 whilst on a rainy seaside holiday in North Holland. A little bunny kept hopping around the garden of his holiday home - he sketched it by day and at night Dick Bruna made up stories about it to entertain his one year old son. That bunny later became Miffy.

60 years later, there are 32 storybooks about Miffy, which have sold over 85 million copies and are translated in more than 50 languages. Now published in the UK by Simon and Schuster, 16 Miffy storybooks have been refreshed for a modern British audience by award winning poet, Tony Mitton and are available from all good bookshops.

There is Miffy merchandise sold across 5 continents, a new TV series and a movie. Celebrations for Miffy's anniversary will take place worldwide throughout 2015.

The publishing and international rights to Miffy are managed by Mercis bv in Amsterdam.



Miffy's 60th Anniversary pressroom

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