

FESTIVE OPENING OF RENEWED MIFFY MUSEUM

On Wednesday 21 June – Miffy’s birthday – the Miffy Museum in Utrecht reopened its doors. The Mayor of Utrecht, Sharon Dijksma, and Miffy opened the museum with a golden key. The renewed museum has almost twice as much floor area and now offers a Miffy Museum café, a 360-degree projection room, and new themed areas. Children and the general public are welcome to come and explore the new museum from Thursday 22 June.



Marco Grob, Yolanda van den Berg, Bart Rutten, Miffy and Sharon Dijksma by Jelle Draper

The former museum rooms have been renewed and two new themed areas have been added: 'de boerderij van jan' ('John's farm') and 'de winkel van betje' ('Poppy Pig's store'). Special lesson programmes have been developed, serving preschools and primary schools. Another new addition is 'de leeszaal van nina' ('Melanie's reading room') containing books for children to read or to be read aloud. This is also where the museum will organise regular reading sessions. While

following the route through the museum, visitors will encounter a 360-degree projection room. Here children can enjoy an animation film featuring Boris Bear.

Even more accessible

The museum specifically caters to toddlers and preschoolers, designed to their size and fitting with their experiences. It allows children to learn playfully, using art, language and movement.

The museum is wheelchair accessible and children with a visual or hearing impairment have been taken into account. In addition to visual games, there are games with relief and made of different tactile materials. There are games with touch, smell boxes and movement games. Overstimulated children can wind down in one of the low-stimulus cabins. The reading sessions are offered in several languages, and there are tours using Dutch sign language.

Miffy Museum Café and Miffy products

Visitors can enjoy refreshments in the Miffy Museum Café, entirely in Miffy style. Miffy products are available in the Centraal Museum shop, right across the road. Various Miffy products are produced exclusively for the museum.

Marco Grob, managing director of the Miffy Museum: “We love how the Miffy Museum has been expanded and renewed. It’s such a comfortable place for all our visitors and offers an unforgettable immersion in the world of Miffy and her friends.”

Both Mercis BV and the VriendenLoterij offered generous financial support to enable the expansion and renewal. The interior design and decoration of the museum was made possible in part by VSB Fonds, Elise Mathilde Fonds, K.F. Hein Fonds and Fonds Kindercultuurfonds.

Miffy Museum

Agnietenstraat 2, Utrecht

Opening hours: Tuesday to Sunday from 10am to 5pm

Tickets are available via <https://tickets.nijntjemuseum.nl/en/tickets> (visitors are advised to reserve their tickets prior to their visit)

www.nijntjemuseum.nl

social media: @nijntjemuseum

The expansion was commissioned and realised by the Miffy Museum, part of the Centraal Museum foundation, in collaboration with Soda, Van Middendorp Bouwbedrijf, Driepas Bouwadvies, Energetica-advies, Van Veldhuizen Bouwbedrijf, Stigho Electro, ITN, Potztausend and Mr.Beam.