PRESS RELEASE
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Miffy inspires young designers

*Miffy, for 65 years a source of inspiration*

20 June to 20 September

On the occasion of Miffy’s 65th birthday, Centraal Museum presents 86 Miffys in a new outfit. International fashion students from Nottingham, Hong Kong, Milan, Mexico and of course Utrecht created the designs at the invitation of Mercis BV, the company that manages the rights to Dick Bruna’s work worldwide. *Miffy, 65 years a source of inspiration* is on show from 20 June to 20 September.

Young and upcoming talent

Launched by Mercis BV in 2019, the *Miffy Fashion Design* project forms the basis of the exhibition. The main goal was to share Dick Bruna’s passion for the creative process and to give young designers a platform to present their unique perspective on Miffy. Students at renowned art and design academies in five countries created designs inspired by Dick Bruna’s work, philosophy and design principles. The students were asked to focus on the feasibility of their design, on simplifying the design process, and on integrating sustainability principles. The project aimed to combine the ideas of young talent with inspiration, experience and expertise to create a series of modern Miffy cuddly toys that are in keeping with today’s challenges. The result is a line-up of 86 international contemporary designs for a 65-year-old Dutch icon of global stature. The designs include one of Miffy in space suit, inspired by the film *2001: A Space Odyssey*, a design inspired by Oaxaca-Mexican folk art, and a Miffy in a haute couture dress. The ten best designs were selected by a jury of prominent fashion designers, and the makers will be rewarded at the end of this year by seeing their design officially executed.

*Photo: Adriaan van Dam.*
According to Bart Rutten, Centraal Museum’s artistic director: ‘The unique bunny that Dick Bruna designed 65 years ago remains as fresh and inspiring as ever, for both children and adults. This presentation shows how this famous Utrecht icon also inspires fashion and design, and we are happy to offer young talent a platform to show their work.’

The exhibition design is in the hands of Bart Guldemond. Starting 20 June, the 86 Miffys will be presented on a museum catwalk in the ‘Utrecht Lokaal’ section of the museum, which is specifically devoted to presentations with a close link to the city of Utrecht.

**Miffy**

Sixty-five years ago – on 21 June 1955 – Dick Bruna’s best-known design first saw the day of light: ‘nijntje’ (thereafter named Miffy in English). Who doesn’t know her? The little white rabbit that consists, in essence, of just a few black lines and a single shade of colour: two long ears, two round eyes and a cross for a snout. Miffy was certainly not the first or only picture book character created by Bruna, but she did become his most famous creation. For the rest of his life, Miffy continued to inspire Bruna to make simple but powerful picture stories. He made 32 picture books featuring Miffy. He thought up the stories, drew the illustrations, and wrote the texts. Miffy was Bruna’s muse throughout his life, but a source of inspiration to other illustrators, graphic designers, artists, cartoonists and fashion designers as well.

High-res images available for download [here](#) (WeTransfer).
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