



**Miffy
Museum**

Press release

Utrecht, 10 November 2015



Discover your world at the new Miffy Museum *the most delightful children's museum opens on 6 February 2016*

In July 2015 the dick bruna huis in Utrecht closed its doors for the last time. After almost a decade, it's time for a new concept. Following major alterations, from 6 February 2016 the same site will be the home of the Miffy Museum: *the* museum where young children discover their world. The Miffy Museum is the only museum in the Netherlands created especially for young children. Edwin Jacobs, director of the Miffy Museum: "The new museum is larger. We have also redesigned the interior and extended the opening times. The Miffy Museum promises to be *the* most delightful children's museum."



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a miniature world

The Miffy Museum enables young children to discover their world while they play - together with Miffy and friends. The moment they enter the museum, children are immersed in Miffy's happy little world, which starts with her house. From there, Miffy takes them on an adventure that invites them to discover the world around them step by step. Crawl, explore, sniff, dance, you learn so much more while you're playing!

The rooms at the Miffy Museum are each dedicated to a different subject. The miniature worlds created in these rooms include Miffy's house and familiar everyday experiences such as going to the doctor and going to the zoo.

In the zoo at the Miffy Museum you can play with all of the animals no matter whether they're wild or tame. Teach the parrots to talk and see if you can find the mice hiding in the wild animal enclosures.

When you go to the doctor, the doctor examines your eyes and ears. Or, since Boris Bear isn't feeling very well, *you* can be the doctor and make Boris Bear feel better again. At Miffy's house you can bake a cake in the kitchen, mow the lawn in the back garden and put Miffy to bed. Sweet dreams Miffy! What an unforgettable adventure!

To make the experience complete, the facilities and transitional spaces at the museum are also dedicated to different subjects. Children picnic in the forest, imagine they're on the beach in the toilets and fly through the clouds with Miffy on the stairs.



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listen, watch, do!

- The creativity workshops in our art room are great fun. The art room is open daily and there are professionally supervised creativity workshops every weekend. Paint, stamp, snip, stick... Make something lovely and enjoy every minute of it!

an invitation to imagine

Miffy is the main character in 32 of the 124 little picture books published by Dick Bruna (Utrecht, 1927). In the stories, Miffy actively explores the world around her, often together with her family and friends. Children immediately relate to the characters created by Dick Bruna and the adventures they go on. Dick Bruna deliberately creates a world that children can fill with their own imagination. This is a key part of the philosophy behind the Miffy Museum.

Miffy at the Miffy Museum, Dick Bruna at the Centraal Museum

The interior, toys and play materials at the Miffy Museum are specially designed for families with young children. At the museum, young children discover their world while they play. The Miffy Museum is a series of miniature worlds inspired by Dick Bruna's picture books.

For those who are primarily interested in the life and work of Dick Bruna, opposite the Miffy Museum there is the Centraal Museum. On 19 September 2015 Dick Bruna's original studio opened as a permanent exhibit at the Centraal Museum. The reconstructed studio serves as a showcase for a changing selection of works from his rich oeuvre, which has been placed with the Centraal Museum on long-term loan. So Utrecht is *the* city for people of all ages who love Miffy and her creator Dick Bruna.

The creation of the Miffy Museum was made possible by the generous support of Mercis bv, the BankGiro Lottery and the Municipality of Utrecht.

The Miffy Museum is part of the Centraal Museum.

Photos: Emmely van Mierlo and Corné Clemens

note to the editor, not for publication

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