



## WILDBRAIN CPLG TEAMS UP WITH ISTITUTO EUROPEO DI DESIGN FOR MIFFY 65<sup>TH</sup> ANNIVERSARY PROJECT

### **Plush designs created by international students now on display in 'Miffy: 65 Years a Source of Inspiration' exhibition in the Netherlands**

London UK – 28 July 2020 – WildBrain CPLG, one of the world's leading entertainment, sport and brand licensing agencies, has teamed up with Italian design school Istituto Europeo di Design (IED Milano) for a fashion project to celebrate the 65<sup>th</sup> anniversary of Mercis BV's classic character brand Miffy. The project saw students from award-winning design schools in the UK, Hong Kong, Italy, Mexico, and the Netherlands create limited edition Miffy plush, which are now on display in an exhibition titled ['Miffy: 65 Years a Source of Inspiration'](#) at Centraal Museum in Utrecht.

Massimo Giacon, Tutor and Professor at IED, said: "I was delighted to oversee this design project - the Miffy character is known and loved all over the world, and it was an invigorating creative challenge. My priority was to demonstrate the story behind Miffy, and emphasise the character's innocence and magic - harnessing the youthful energy and hope of our students as a lens for the project. Even if in our contemporary world there seems to be no space for simplicity and goodness, actually there is a great need for beauty. The final results created by IED students were so amazing they inspired me to create my own Miffy designs, and I'm sure all visitors to the exhibition will feel the same type of magic from this adorable character."

Maria Gurrieri, Managing Director at WildBrain CPLG Southern Europe, said: "It has been a real pleasure to collaborate with Mercis BV and IED Milano on this project to celebrate young artists and design excellence as part of Miffy's 65th anniversary. Creative partnerships such as these are an integral part of our strategy for Miffy in Italy as we look to build upon the brand's legacy while also introducing Dick Bruna's iconic creation to a new generation. We are delighted to see all the fantastic designs the students have created, which are testament to the inspiration Miffy has provided for designers over the last 65 years."

In total, 86 Miffy plush designs were created by the international design students and are now on display at Centraal Museum Utrecht. This includes 20 designs from the 15 students involved at IED, across the institution's Visual Arts, Fashion, Design and Communication courses.

The designs selected for the exhibition include Miffy in a space suit inspired by the film *2001: A Space Odyssey*, and Miffy in an haute couture dress. The ten best designs have been selected by a jury of prominent fashion designers. A compilation of ten designs from all participating academies will form the limited edition collectible collection which will be made available later this year.



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**About WildBrain CPLG**

WildBrain CPLG is one of the world's leading entertainment, sport and brand licensing agencies, with offices in the UK, Benelux, Nordics, France, Germany, Italy, Spain, Sweden, Poland, Greece & Turkey, Russia, the Middle East, and the US. With more than 45 years of experience in the licensing industry, WildBrain CPLG provides each of its clients with dedicated licensing and marketing industry professionals and a fully integrated product development, legal and accounting service. WildBrain CPLG believe that collaboration is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach – Expert Common Sense. Please contact us or visit the WildBrain CPLG website for more information: [www.cplg.com](http://www.cplg.com).

**About Mercis bv**

Mercis bv manages the global rights for 'all Dick Bruna's work', including Miffy, through highly integrated business units in the fields of publishing, media and licensing.

Miffy was "born" on 21 June 1955, when Dutch artist Dick Bruna first drew the character to entertain his young son whilst on a rainy seaside holiday in Holland. The series of picture books which followed used simple illustrations and rhyming text to explore the universal experiences of childhood, immediately earning Bruna international critical acclaim as an author and artist.

For more information about Dick Bruna's life and work, visit [www.miffy.com](http://www.miffy.com) or contact [info@mercis.nl](mailto:info@mercis.nl).