

## **Mijksenaar: 25 Years of Functional Design**

**Amsterdam – 3<sup>rd</sup> October 2011**

**On Wednesday, November 2, 2011, a unique event commemorating the 25th anniversary of Mijksenaar bv has been organized by the Special Collections Department of the University of Amsterdam. The Amsterdam design agency, well known for its expertise in wayfinding and information design and the Paul Mijksenaar Foundation in celebrating this milestone with a gift to the Special Collections Department of the University of Amsterdam and the presentation of a new award.**

The Paul Mijksenaar Foundation will mark the day by presenting a special collection of 'everyday' and anonymous graphic design to the Special Collections Department of the University of Amsterdam. The first portion of this bequest consists of more than 700 maps and plans. A unique collection because it exists of cartography as well as infographics.

The day's activities will also feature the presentation of the first 'Paul Mijksenaar Design for Function Award', a new prize introduced to honour useful designs.

The aim of this award is to promote design with a distinct focus on three criteria: durability, utility and beauty.\* Combining the promotion of good design with recognition for the designer, the prize will be given to the maker or makers of a product or an oeuvre in the field of functional design.

The 2011 Award winner will be announced a week in advance of the ceremony.

In addition to Paul Mijksenaar, speakers at the ceremony include Jan Werner (curator of Maps, Atlases and Globes for the Special Collections of the University of Amsterdam), Joost Elffers (member of Mijksenaar BV's Board of Advisors), and Toon Lauwen (curator of the 'Paul Mijksenaar Design for Function Award').

Presentation of the special collection and the design award will take place in the auditorium of the University of Amsterdam, Singel 411. Visitors are also invited to view a temporary exhibition of the Paul Mijksenaar Foundation's map collection, which will be on display at the Special Collections Department, Oude Turfmarkt, Amsterdam.

*\*These criteria for good functional design are derived from the canon of architect Vitruvius (25 BC)*

### Note for the editors (not for publication):

You are cordially invited to attend the presentation and the award on November 2. See enclosures for details.

For more information, visual materials and appointments, please contact:

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*Enclosures:*

*Invitation*

*Logo (color & black/white)*