

STORYWORLD PRESS KIT
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Dear members of the press,

This press kit provides all the information you need about the newest, coolest and most fun museum of comics, animation and games in the Netherlands: Storyworld!

After years of planning, designing and collecting, and following closure of the Dutch Comic Museum in spring 2019, Storyworld has taken up the baton and is set to give graphic stories the showcase they deserve. On Saturday 11 January, we open our doors to the public.

The key information is here in your press kit. Pretty much everything you'd want to know or see at Storyworld:

- > Storyworld, in brief
- > Storyworld presents: *The Art of Loish*
- > Storyworld thanks
- > Practical info, images and contact

The official public opening is on Saturday 11 January, from 10am to 5pm. We'll issue a press release about the opening, with an image, around 12 noon. If you'd like to report on the opening yourself, please register in advance at communicatie@forum.nl.

We hope your enthusiasm for Storyworld will match ours!

On behalf of everyone at Storyworld and Forum Groningen,

Else de Groot
Communication & Marketing

Storyworld

The Dutch museum for comics, animation and games

Storytelling is a gift. But how do we identify the art? Storyworld - the new Dutch museum - unlocks the secrets of the great storytellers, showcasing Dutch and international successes in comics, animation and games. From start to finish. Because every superhero and every villain once started life as a pencilled line on a blank sheet of paper.

Storyworld is also a place for visitors to get hands-on with all the building blocks and features of comics, animation and games.

Collection

Storyworld is the only museum in the Netherlands to zoom in on our national treasures in comics, animation and games. From classics to works by emerging talent; from graphic artists to major game studios that enjoy international success - Storyworld has the cream of the crop, home-grown in the Netherlands.

We've curated an extensive, contemporary collection of works in the domain of comics, animation and games. Such as cartoon storyboards, animated film props and multiplayer games. Part of our comic collection was inherited from the Comic Museum, which closed in spring 2019.

Route through Storyworld

Storyworld has a set route, introducing visitors to every aspect of storytelling along the way. It begins at the beginning: first you devise who the story is about and where the story takes place. You'll encounter the first character sketches of Shrek here, for instance, as well as the original storyboard drawings of Aladdin. Visitors then walk on to explore the different media you can use to tell your story: comics, animation and games.

In Storyworld's second room, visitors are introduced to our cartoons. How do you create a comic story and how do draw your own cartoon character? Here we display the outstanding works of international and Dutch cartoon artists, such as Toonder, Barbara Stok and Romano Molenaar.

Storyworld visitors then discover the extraordinary production process of animation, as illustrated by original drawings, storyboards and flipbooks. Also on show are unique figures and objects used in actual stop-motion films. Plus a 3D zoetrope with Shaun the Sheep and Timmy, created by the model makers of Aardman Animations.

In the fourth part of Storyworld, the games, we illustrate the role of the story in computer games. As you play, discover 'the lore' and what a 'decision tree' is all about. You'll get a peek behind the scenes at a major Dutch game studio and, of course, a chance to construct your own game.

In the last room, Storyworld will be running several exhibitions a year, presenting the work of renowned makers.

Storyworld presents: *The Art of Loish*

Dutch illustrator Lois van Baarle, also known as Loish, is first to present her work at Storyworld in the temporary exhibition *The Art of Loish*. Van Baarle designs characters for animated films and computer games, including *Horizon Zero Dawn* (2017). At present, however, she is enjoying her greatest success with her non-commissioned work, which often features young women. Sometimes dreamy, but usually strong and independent. These portraits have brought her international acclaim and 1.7 million followers on her Instagram account @loisvb.

Storyworld thanks:

Our partners

Northern Light is an agency that creates transformative experiences for brands, museums and public spaces. They designed Storyworld. Other Northern Light projects include 'Brew Your Ride' at Heineken Experience and the Experimenta Science Centre at Heilbronn in Germany.

More info: Northernlight.nl

Brandwacht en Meijer is the interior design and build company that constructed the interior of Storyworld. Other Brandwacht en Meijer projects include Club Munch Rotterdam and the Stedelijk Museum Amsterdam.

More info: Brandwachtenmeijer.nl

YIPP is the digital studio that created our games and interactives. Other YIPP projects include MOVE Amsterdam and Schip in Zicht Texel.

More info: Yipp.nl

Wirtz is the film & experience agency that created our immersive projection installations. Other Wirtz projects include KPN Xperience and Brew You Ride, Heineken Xperience.

More info: Wirtzfilm.nl

Our funders

Storyworld has a total budget of 1.3 million euros. BankGiro Loterij donated €500,000 of this. The remainder was sourced from Forum Groningen, the BPD Culture Fund and the Prince Bernhard Culture Fund.

Practical info, images and contact

There's plenty to say about Storyworld and even more to see. Our website is the best way to stay up to date: storyworld.nl/pers. As well as general information, you'll also find an image bank with pictures of the interior.

Prices and opening hours

Storyworld is open Tuesday to Sunday from 10am to 6pm (last entry 5pm).

Standard	€ 9.00
Children under 7	Free
Juniors 7-17	€ 6.00
Students	€ 6.00

Annual Museum Card

The Annual Museum Card is not yet valid, at the opening of Storyworld. We hope that the Annual Museum Card will be valid later this year.

At Forum Groningen

You'll find Storyworld on the sixth floor of Forum Groningen and it forms part of Forum Groningen. For more information about the Forum, please visit forum.nl/pers.

Contact

For more information about Storyworld, please contact Else de Groot, Department of Marketing & Communication, by email to communicatie@storyworld.nl or telephone +31 (0)6 27 61 73 12.

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