

Press release

HEMA hires Arno Coenen, Iris Roskam to design school collection

Amsterdam, 20 January 2015 - OLDskool artist duo Arno Coenen and Iris Roskam, famous for their giant mural on the interior of the Markthal Rotterdam indoor market, have designed a limited edition school collection especially for HEMA. The artists designed the school collection in cooperation with Newskool high school students. The students used social media to share photos and videos that inspired them under the name OLDskoolNEWskool. Arno Coenen and Iris Roskam then used the images they had shared to design the new collection. The designs incorporate various 3D patterns you can see clearly using the free 3D glasses.

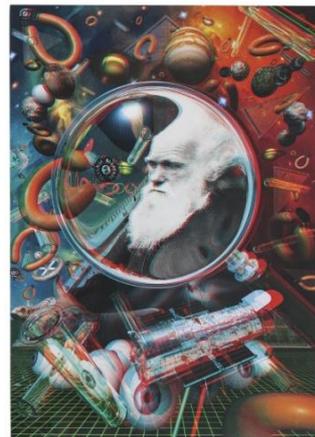
The limited edition collection includes a rucksack, pencil case, stretchy covers, 4-in-1 notebook, A4 and A5 notebooks, posters, labels and a diary. The collection will be available from 6 July in all HEMA stores in the Netherlands and Belgium via the hema.nl and hema.be websites.

Free 3D glasses

All the designs incorporate a 3D effect. Buyers get a free pair of 3D glasses with every Arno and Iris item they buy, so they can see the designs in their full glory.



Posters



Notebooks, covers, pencilcase, rucksack



Arno Coenen and Iris Roskam

Arno Coenen and Iris Roskam are best known for their giant mural on the interior of Markthal Rotterdam, the first covered market in the Netherlands. In cooperation with art producer Mothership, they teamed up with a group of designers and animators to create the 'Horn of Plenty', which was unveiled in October 2014. The interior of the Markthal is an 11,000-m² 'puzzle' consisting of almost 4,500 panels, making it the largest artwork in the Netherlands.

Rob van Thiel: 'Since HEMA's foundation in 1926, we have designed pretty much everything ourselves. And we do that because we believe that the things you use every day need to be really well made. We have been listening closely to our clients for almost 90 years, so that we know how to make their lives easier and more fun. Because that's how you make the ordinary extraordinary. Young people know more than we do about what they consider hip and fun. So we let the Newskool kids get to work with 'Oldskool' Arno Coenen and Iris Roskam. This cooperation is a really good fit with our vision of design.'

Coenen produces his artwork in various media: from video art and 3D animation to stained glass windows and mosaics. These projects are always created using a computer. His work is often inspired by modern-day subcultures, youth culture and popular culture. He is mainly interested in outspoken subcultures such as hooliganism, heavy metal and martial arts.

Arno Coenen's art is considered extremely accessible, with a social dimension. No surprise then that Coenen is frequently referred to as a 'folk artist'.

Iris Roskam made her name as a glass artist, ceramicist *and* as a pastry chef. For this most recent step in her career, Iris trained at restaurant Parkheuvel in Rotterdam. Iris sees some striking similarities in all the materials and processes she uses, whether it is in glass-blowing, the ceramics studio or the patisserie. Refinement, beauty and figuration are all important features in her entire oeuvre. Exemplified by the fact that her permanent sculptures are made out of sugar.

Note to editors:

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about HEMA

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