

Dream can become reality for TextielMuseum Tilburg

Museum strives for €100,000 in BankGiro Loterij Museumprijs 2017

Amsterdam, March, 27 2017 – Exciting times for the TextielMuseum in Tilburg. The museum is nominated for the BankGiro Loterij Museumprijs 2017 (Museum Prize). Winning this prestigious prize with an amount of € 100,000 is for the museum an enormous recognition and will contribute to the realisation of its dream. Museum Boijmans van Beuning in Rotterdam and the Stedelijk Museum 's-Hertogenbosch are the other competitors. It is the tenth public prize that will be awarded, this time with a focus on Design & Fashion. Public voting starts today via www.museumprijs.nl and ends on April, 30th.

This year's BankGiro Loterij Museumprijs is intended for the museum that presents its design and/or fashion collection the best to a broad audience. The 3 nominees are selected by an [expert jury](#). Now it is up to the audience to decide which museum may call itself 'Museum of the Year' and will be able to fulfil its dream.

TextielMuseum Tilburg's dream: TextielLab innovation

Errol van de Werdt, director TextielMuseum Tilburg: "Winning this prize would mean a huge investment in our future plans and vision. We want people to enter as a visitor and leave as a creator. We therefore desire to buy a loom with which the visitor can create its own tea towel: 'personal fabrication'."

Opinion of the jury

According to the jury, the TextielMuseum offers a unique combination of history and contemporary design. It has high quality permanent exhibitions as well as interesting temporary ones. Furthermore, there is a studio/lab where artists and designers are at work. The museum is appealing to a broad audience as well as to high end users and its quality level is extraordinary in all its facets. On Thursday, May 11 the winner of the BankGiro Loterij Museumprijs 2017 will be announced.

About the BankGiro Loterij

The BankGiro Lottery is the national cultural lottery of the Netherlands. Half of the income is donated to culture in the Netherlands. 600,000 participants per month have the chance to win hundred thousands of prizes while supporting all forms of culture in Netherlands – from windmills to concerts and from festivals to museums. Thanks to their participation, the BankGiro Lottery was able to contribute more than € 66, 9 million to 66 cultural organisations in 2017 in the Netherlands. Since 2002, the BankGiro Lottery has contributed 855 million euro to culture in the Netherlands,

thanks to its participants.

Together with the Nationale Postcode Lottery and the VriendenLoterij, the BankGiro Lottery is part of the Holding Nationale Goede Doelen Lotteries. The Goede Doelen Lotteries are, together with the Postcode Lotteries in the UK, Sweden and Germany the second largest private lender for good causes in the world. www.bankgiroloterij.nl

For the redaction, not for publication.

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Images can be found on our press page: <http://www.textielmuseum.nl/en/page/press>