

Jury rapport Paul Schuitema-prijs 2018

To start off, the members of the jury for this year's *Paul Schuitema-prijs* would like to state that the quality, attractiveness, diversity and depth of the work shown, as well as the commitment of the students, has made their task both an absolute pleasure as well as an absolute ordeal. Not an empty phrase but meant as a compliment to all graduating students of the departments of Photography, Graphic Design and Interior Architecture and Furniture Design.

The *Paul Schuitema prijs* [award] is not just about a very good production. In spirit, vision and method the awarded body of work must relate to that of Paul Schuitema - photographer, typographer, furniture designer, painter, interior architect and respected teacher at *our* Royal Academy of Art. So, criteria regarding social relevance, the design process, organizing capabilities, authenticity and progressive thinking must be met. Based on these criteria the judges have tried to answer the following question: 'If Paul Schuitema would still be teaching here today, which project(s) would have gotten his keen support?'

This question, these criteria and the expertise of the judges resulted in a coherent selection. All three members of the jury mentioned (only) one name consequently.

However, before we reveal the 2018 award winner, the jury would like to express that it was especially pleased with those students that really were prepared to explore their subjects all the way - in analyses, context and relevance. Acknowledging this, the jury gives **honorable mentions** to Marijn van der Leeuw (photography) for *Meanwhile, a solid rock can become incoherent sand and then a castle* and Rachel Borovska (Interior Architecture and Furniture Design) for *A Tale of the Emerging Landscape*. In her photography Marijn links intuition with exactness and humor. Rachel visualizes the results of profound research, thus exploring a new practice within the discipline(s).

Congratulations!

And now for the **winner**:

The jury has decided to grant the *Paul Schuitema prijs* 2018 [award] to Graphic Design student Iris Lam for *Behoeftebeheer*. In her project Iris opted for a direct visual communication that relates to Schuitema's grammar but also, to his social engagement. Iris communicates her message, based on solid research, using functional and accessible illustrations, an essence of Graphic Design. Thus, she manages to bring her message across - exact and undistorted.

Congratulations!

Maayke Schuitema (on behalf of the Schuitema family)
Ernie Mellegers (Interior Architecture & Furniture Design)
Gert Dumbar (Graphic Design)
Guus Rijven (Photography)