

Jury statement Paul Schuitema-award 2021

The *Paul Schuitema Prijs* [award] is not just about rewarding an outstanding 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, it must meet criteria regarding social relevance, the design process and research, organizing capabilities, authenticity, and progressive thinking. 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.

However, before we reveal the 2021 award winner, the jury would like to express that the projects of all students of all three departments (Photography, Graphic Design, and Interior Architecture & Furniture Design) evince refreshingly fresh perspectives executed with precession. The courage to touch upon a range of critical topics in a non-polarizing fashion is admirable (and appreciated).

Acknowledging this, the jury gives **honorable mentions** to Michèle Bergsma (Photography) with *UBO* and Guglielmo Bozzoli Parasacchi (Interior Architecture & Furniture Design) with *The Gullible Universe*. Both join content and form into self-evident outcomes. They successfully translate concepts and research into an intrinsic output that invites the viewer to their themes, narratives, and positions.

Congratulations!

And now for the **winner**:

The jury has decided to grant the *Paul Schuitema Prijs* 2021 to Jesse Greulich (Bachelor Interior Architecture & Furniture Design). Jesse successfully translated the broad scope of her theme – education that allows and stimulates individual exploration and development – into an intricate concept from which she generated the accessible and comprehensive outcome: the *BiKA* project. In this, and the actual relevance of the project, she relates to Paul Schuitema's spirit. To translate a Dutch proverb: *power in modesty*.

Congratulations!

The Jury

Gert Dumbar (Honorary member – in absence)
Anne Schuitema (on behalf of the Schuitema Family)
Jiri Nieuwenhuis (on behalf of the Schuitema Family)
Brecht Hoffmann (Graphic Design)
Guus Rijven (Photography)
Zsofia Kollar (Interior Architecture & Furniture Design)
Gilleam Trapenberg (Photography)
Auke Lansink (Graphic Design)
Ernie Mellegers (Interior Architecture & Furniture Design)