

75B ketelaarsstraat 9c
3011 cm rotterdam
the netherlands

+31 10 2800712
office@75b.nl
www.75b.nl

abn amro 622.06.44.36
btw 806.205.088.B.01
kvk 24278578

I of the Tiger

You can't have missed it: the IFFR has a new tiger. Its designers, the guys from 75B, Rotterdam, at first glance look like solid family men. The combination of their expensive designer jackets and vintage Blijdorp Zoo T-shirts is, however, telling: solid young fathers, definitely. But then they are fond of subdued classiness and there are a little bit cheeky as well. It is precisely the image that they also projected in an interview last week in *NRC Next*, when the question was put to them whether the new tiger wasn't too 'nice'.

'Well, try colouring its eyes. Then it becomes pretty scary.' I imagine them sitting at their kitchen tables with their children and lots of crayons. 'Look, daddy brought you a nice colouring picture of a tiger.' In the interview, they said that it was important that people should be able to reproduce the tiger themselves, like they used to draw the peace symbol or the anarchist's sign in their school diaries. Like a true, reliable design firm they of course stated that they had made many, many sketches before they found the right tiger. But they couldn't help following this up with 'the person who first has it as a tattoo, wins a hundred Euros!' Really slick design firms don't say things like that. Not in a national newspaper, anyway. Perhaps, subconsciously, they created the new tiger somewhat in their own image. In any case, it seems to suit the IFFR, which has built an impressive reputation for itself in 38 years and has always remained a bit 'cheeky' as well.

Rutger Wolfson
Director International Film Festival Rotterdam
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