

Press information

Steffen Maas (born 1973 in 's-Hertogenbosch) is the author and designer of ArubABC.

- _ Trained as an illustrator and graphic designer in Holland, studied at Akademie voor Kunst en Vormgeving 's-Hertogenbosch and AKV|St.Joost Masters in Breda (NL).
- _ Design work includes typography, illustration, book design, exhibition design and art in public space.
- _ Steffen regularly teaches graphic design at various universities in China.

_ Since 2016, Steffen lives in Aruba.

- _ 2016 till 2018: associated the former *Academy of Fine Arts and Design Aruba* (a.k.a. *Rietveld Aruba*).
- _ Design work for *LM Publishers/ CineAruba/ Fundacion Pa Promove Cultura | Na Honor di Padú Lampe*

_ ArubABC by Steffen Maas wants to promote the unique Aruban culture to foreign visitors as well as to Arubians. Arubabc wants to stimulate literacy, reading culture and cultural awareness among kids and pupils in Aruba.

_ ArubABC offers unique art prints, stylish stationary products and customized designs as well as appealing educational materials. ArubABC gift cards are currently sold by Bruna Bookshop Aruba, Plaza Bookshop, DeWit & VanDorp, Horacio Oduber Hospital, Ostrich Farm Aruba and at Cadushi Festival.

_ ArubABC intends to become a visual reading method throughout all primary school levels in Aruba. Step by step, kids and pupils will become familiar with the repeatedly used Arubabc images, its corresponding alphabet letters, the words that are represented, and ultimately the multilingual context of Aruba.

_ ArubABC is partnered by The World Literacy Foundation (WLF), based in Melbourne, Australia, to develop ArubABC books and educational materials. The WLF is committed to lifting children and youth out of poverty by delivering evidence-based programs aimed at eradicating illiteracy.

ArubABC exhibition at the Biblioteca Nacional di Aruba

- _ **Dates:** 26 February till 6 March during Biblioteca opening hours (closed during weekend)
- _ **Tuesday, 25 February:** ■ 2:30 PM Press Preview
- _ **Thursday, 27 February:** ■ 7 PM Introduction by Steffen Maas (Door open at 6:45 PM)
■ 7:30 PM Official Opening of the Exhibition.
- _ **Monday, 2 March:** ■ 4 PM Tour and meeting for education professionals
- _ ArubABC and The World Literacy Foundation present **the first ArubABC book, called *Mi Buki di Aruba*** (Papiamentu edition). Limited amount of copies available for purchase at the exhibition.
- _ Individuals, schools and companies can request proof copy and subscribe for purchasing more copies.
- _ **To apply for a special book donation event by ArubABC and World Literacy Foundation,**
■ Please contact mail@arubabc.nl
- _ **All Arubians, parents, kids, school teachers and other professionals** can leave comments or feedback on ArubaABC, at the exhibition or by contacting Steffen Maas.

_ For more information please contact: Steffen Maas

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