



Euro banknote design proposals on view at the Bank of Finland Museum from 1 September 2004

What kind of euro banknotes would you be using if, for example, they had been designed by a Finnish designer? The answer to this question can now be found at the Bank of Finland Museum in its most recent seasonal exhibition, opening 1 September 2004.

The exhibition contains the euro banknote series entered into the design competition launched by the European Monetary Institute (EMI), forerunner of today's European Central Bank. The banknote design proposals on display at the Bank of Finland Museum will be changed monthly, with eight series being shown at any one time. The first display, open to the public from September 2004, includes designs submitted by Finnish designers **Erik Bruun, Daniel Bruun and Johanna Bruun**. The last series will be put on display in August 2005. The Museum also has copies of the European Central Bank's book on the euro series design proposals, both for reference and available for purchase.

The competition, launched by the EMI in February 1996, attracted 44 entries of banknote series proposals from a total of 29 individual designers or designer groups, nominated by the national central banks of the European Union. The themes selected, around which the banknote series were to be designed, were "Ages and styles of Europe" and an abstract or modern theme.

One of the biggest design challenges was to successfully incorporate the security features required with artistic creativity. The banknotes had to not only be easily recognisable, but also be difficult to counterfeit while remaining visually pleasing. The competition required that the entries submitted be clearly European in nature and several of the entries depicted figures from European mythology or persons of note from European cultural life.

A panel of renowned experts in marketing, design and art history drew up a short list of the five best designs in each category. The head of the EMI appointed the members of the panel based on names put forward by the national central banks of the European Union. The panel was completely independent, having no connections whatsoever with any of the security printing houses or national central banks. The panel included the Finnish educationalist and art historian **Yrjö Sotamaa**, Rector of the University of Art and Design Helsinki.

The competition was won by **Robert Kalina**, designer for the Oesterreichische Nationalbank, upon the decision of the Council of the EMI. The Council's decision was based on the report submitted by the panel of experts and the technical comments from the EMI's banknote group. Kalina's designs were inspired by the theme "Ages and styles of Europe".

For more detailed information and pictures of the Bank of Finland Museum, please see the Museum's website: www.rahamuseo.fi. Information is also available from **Jaakko Koskentola**, Museum Curator, tel. +358 9 183 2981.