

IT'S A DATE!

This year's Munken Agenda is here.
We find out more.



Munken Agenda is a collaboration between the paper manufacturer Arctic Paper and creative institutions and design schools in Europe. The 2025 Agenda, titled 'Calendar as You Like It', was designed by two students from Burg Giebichenstein University of Art and Design in Halle, Germany, and its playful design and colours are a delightful nod to the 1990s.

The next edition of the Munken Agenda is now being launched. The agenda is part of a collaboration that has spanned nearly 20 years between Arctic Paper and creative institutions and design schools across Europe. The aim is to support future designers and art directors, giving them insight into the world of paper and its potential. The company has further plans for exciting collaborations with young creators in the near future.

'Collaborating with young creatives from around the world gives us an incredible opportunity to be inspired by the upcoming generation's curiosity and fresh perspectives,' said Erik Bakkelund from Arctic Paper. 'In return, we provide students with knowledge about the characteristics and functions of different types of paper, as well as their advantages in communication and design. They also get a chance to create a real printed material that will be distributed to graphic designers all over Europe.'

TACTILE EXPERIENCE

The young creators behind the playful, 1990s inspired 2025 agenda, 'Calendar as You Like It', are Moritz Osterwold and Gregor Simon, students at Burg Giebichenstein University of Art and Design in Halle, Germany.

Even though most people today rely on digital calendars, many still appreciate a physical paper calendar, not least the tactile experience of a sketchbook made of fine paper. A blank page creates a sense of freedom, say the two young designers.

The students behind 'Calendar as You Like It' want to make us rethink calendars and time. They also want those who purchase the calendar to use it in the way that best suits their lives. Despite being made of paper, the calendar has the same flexibility as a digital one but with many more creative possibilities.

Sometimes a busy day might require ten pages for activities and meetings, while an entire week might fit on just one

page. In this version of the agenda, no page has to remain empty, even when you are on vacation or during free days, the designers explain.



The A5 format Munken Agenda 2025 was printed by Eurodruck, Germany.

It uses Munken Kristall 400 g/m² for the cover, Munken Kristall 300 g/m² for the inlay, and a mix of Kristall Rough, Munken Polar, Munken Lynx, Munken Pure Rough – all in 120 g/m² – for the content pages.