

**International
Sculpture
Route
Amsterdam
22/5 – 22/9**

ARTZUID

Press Information, May 2015

www.artzuid.nl

ENSEMBLES OF MONUMENTAL SCULPTURES DURING ARTZUID 2015



Monumental sculptures ARTZUID 2015 vlr: KAWS – At this time; Mimmo Paladino – Zenith Horse with Star; Jaume Plensa – Duna. © JWKaldenbach ARTZUID 2015, (free for publication)

The fourth edition of the biennial International Sculpture Route ARTZUID in Amsterdam takes place between 22 May and 22 September 2015. The exhibition concept involves eighteen 'podia' situated in the open areas of the route stretching 2.5 km along the Apollolaan, Minervalaan and Zuidas (South Axis). The artists selected all have a podium of their own, displaying ensembles of monumental sculptures. The participating artists are international contemporary celebrities, including Georg Baselitz, Jaume Plensa, Tony Cragg, Mimmo Paladino, KAWS, John Chamberlain, Georg Herold and Markus Lüpertz. Admission to ARTZUID 2015 is free. For further information, to book tours or order the catalogue, visit www.artzuid.nl.

New approach

Rudi Fuchs, art historian and former director of the Stedelijk Museum in Amsterdam, is, alongside exhibition creator Maarten Bertheux, responsible for the composition of ARTZUID 2015. Fuchs and Bertheux's approach to this edition of ARTZUID is innovative in relation to previous editions, and also distinguishes itself from current thinking on sculpture exhibitions in public areas. The guest curators have come up with a museological solution for tackling the exhibition location - the open areas in Plan-Zuid (Plan-South, the renowned architect Berlage's urban development in South Amsterdam.) They have chosen to invite a smaller number of visual artists, who will once again furnish the public areas with sculptures. The choice for groups of sculptures by a single artist at a given location is rare. Such groups can be found in a museological environment, but almost never in an urban setting. Not in the Netherlands and not elsewhere.

Concentration

On eighteen podia or 'museum rooms' along the Minervalaan and Apollolaan and in the Zuidas business district will be placed the compositions of one or two artists, consisting of 4 - 8 works. The starting point for the choice of works is to select ones that collectively tell a story, or that create a dialogue, while at the same time they should be in proportion, in terms of both size and scale, to the surrounding architecture and landscape. They are mostly monumental, vertical sculptures, epic in character. Each ensemble of sculptures will become a special point of concentration.

Monumental presence

The artists chosen on the basis of the criteria include Markus Lüpertz (coloured bronze sculptures), Hans Josephsohn (massive imposing heads), Per Kirkeby (bronze figures – from thin to plump), Michael Craig-Martin (figurative, brightly coloured), but the almost black sculptures of Georg Baselitz will also be displayed, as well as the wild figures of Thomas Houseago and the bizarre shapes created by Georg Herold. Hefty sculptures by Klaas Gubbels will also feature, as well as sculptures by Tony Cragg and Thomas Schütte. In the choice of these artists – and others such as Hubert Kiecol, KAWS, or Domenico Bianchi – it is essentially all about the monumental presence of their sculptures: heavy forms, figurative, in their taut contours.

Initiator and director of ArtZuid Cintha van Heeswijck is enthusiastic about the concept and pleased with the collaboration: *"The level of ambition and the passion are fantastic. We can count on these guest curators, with their great reputations and their networks in the international art world, to provide a high-profile fourth edition of ARTZUID. And it is clear that with a leading light like Rudi Fuchs we are contributing significantly to the continuing drive to place cultural Amsterdam on the map at an international level. For foreign visitors ARTZUID is a genuine 'reason to travel' this summer. I am proud that this summer, with the help of over eighty local volunteers and the support of both private individuals and businesses, we can welcome all visitors to Amsterdam in a fantastic manner."*



Foundation ARTZUID 2015 team: Rudi Fuchs, guest curator; Cintha van Heeswijck-Veeger, director; Maarten Bertheux, exhibition creator. *Photo JW Kaldenbach*

Fringe programming

ARTZUID's fringe programming is becoming ever more important. At fixed times every day there are guided tours in Dutch and English, involving professional art historians and artists. There is also an app that includes an audio tour. ARTZUID is once again able to offer schools a free educational programme, thanks to sponsorship from Rabobank. The children's studio is back in business. There are also artists' talks and lectures about the exhibition, held in nearby hotels and in museums, and special lectures in the 'museum rooms'. The collaboration with the Grachtenfestival (Canal Festival) Amsterdam once again provides several public concerts, given at or near the exhibition locations. The ARTZUID Pavilion is the central meeting point, where the catalogue and route maps are available, as well as a snack and a drink.

About ARTZUID

The goal of Foundation ArtZuid, which was established in 2008, is to organize a world class biennial sculpture exhibition designed to focus more attention on Berlage's monumental Plan-Zuid and to make museological art accessible to a new and broad public. In 2009 and in 2011, following the opening by Her Majesty Queen Beatrix, the exhibiting of art in Berlage's district resulted in a combined total of 350,000 visitors, of all ages and from both home and abroad, becoming acquainted with this cultural

urban heritage. In 2011 the Foundation received the Europa Nostra Award from the EU, and in 2012 The Best in Heritage Award. In March 2013 ARTZUID was chosen by the residents of Amsterdam as 'Best Neighbourhood Initiative', within the context of the Oranje Fonds Kroonappels (a fund enjoying royal patronage.) The third edition in 2013 drew 380,000 visitors from home and abroad. ARTZUID ranks number 10 on the list of free public events in the Netherlands (Research Bureau *Respons*, 2013).

Note to the editor, not for publication: A full list of participating artists is attached. For more information, photos and requests for interviews with artists, curator Mr Rudi Fuchs or director Cintha van Heeswijck please contact Marieke Klosters. Email: media@artzuid.nl; Phone: +31653371789. Press database available on: www.artzuid.nl/en/news/

Participating artists ARTZUID 2015:

1. Baselitz, Georg (GER)
2. Bianchi, Domenico (ITA)
3. Chamberlain, John (USA)
4. Cragg, Tony (GBR)
5. Craig-Martin, Michael (IRL)
6. Gubbels, Klaas (NED)
7. Herold, Georg (GER)
8. Houseago, Thomas (GBR)
9. Josephsohn, Hans (SUI)
10. KAWS (USA)
11. Kiecol, Hubert (GER)
12. Kirkeby, Per (DEN)
13. Lüpertz, Markus (GER)
14. Paladino, Mimmo (ITA)
15. A.R. Penck (GER)
16. Plensa, Jaume (ESP)
17. Rückriem, Ulrich (GER)
18. Schütte, Thomas (GER)
19. Stella, Frank (USA)
20. Tal R (ISR/DEN)
21. Warren, Rebecca (GBR)