



PRESS RELEASE
Visual arts

Wide support for socially engaged exhibition in Beurs van Berlage

The internationally oriented visual arts exhibition **Niet Normaal * Difference on Display** will kick off in December 2009 at the Beurs van Berlage in Amsterdam. **Niet Normaal * Difference on Display** is aimed at the general public. The central question posed by this original and ambitious campaign is: what is normal and who decides? The urgency of this social theme, as well as confidence in the renewed vision of the project, is reflected in the fact that the financing of the project is nearly complete. **Niet Normaal** has a broad base of support, including from the major culture subsidies, charity funds, the business sector, opinion leaders, social institutions and, of course, the internationally renowned artists who have unconditionally agreed to participate, often with their latest work. Such support says something about contemporary society's need for vision and engagement.

What is normal?

What is normal and who decides? **Niet Normaal** questions normality in a society that is increasingly turning perfection into a standard for everyone. We decide for ourselves what and who we think is normal, but we are also strongly influenced by ideas of perfectibility, markets and the media. There is a growing sense of urgency to question themes like standardisation & homogeneity, genetic manipulation & biopolitics, and the new relationship between humans and technology. **Niet Normaal** invites artists and intellectuals from around the world to kick off this discussion. Throughout history artists have often been ahead of their times, as independent thinkers and free from economic ties to the powers that be. It is often artists who are able to give voice to standard and difference in a rapidly changing world.

International new work

Foundation Niet Normaal is extremely pleased that more than 60 leading artists of international status have agreed to contribute to this remarkable project. The exhibition **Niet Normaal * Difference on Display** will therefore feature the works of artists like the Chapman Brothers, Aernout Mik, Louise Bourgeois, Marc Quinn and Marlene Dumas. Lectures, debates, workshops and parties will be organised in collaboration with SKOR, De Balie, Tumult, Rathenau Instituut and the Universities of Amsterdam and Utrecht. A companion publication will be published by NAI Publishers.

Ine Gevers | Artistic Director. Curator of *Ik + de Ander. Art and the Human Condition*, Beurs van Berlage.

Frank Lubbers | Business Manager. Previously Deputy Director of the Van Abbe Museum, Eindhoven.

Concern, Design Bureau of Gilian Schrofer, is making the design for the exhibition.

Exhibition Details:

Niet Normaal, Difference on Display

Where: Beurs van Berlage, Amsterdam area

Date: December 2009 – March 2010

In advance in 2009: film analyses, debates and actions

Where: with various partners and on various stages

www.nietnormaal.com / www.nietnormaal.nl

PTO

Committee of Recommendation:

Joop van Caldenborgh | Director Caldic Chemie, Private Collector
Job Cohen | Mayor of Amsterdam
Hans Dijkstal | Taskforce Handicap and Local Society
Sjarel Ex | Director Museum Boijmans van Beuningen, Rotterdam
Hans Kamps | President Crossover, crown-appointed member of the SER (Social Economic Council), President of employer's club ABU
Els van der Plas | Director Prins Claus Fund
Ute Meta Bauer | Director Visual Arts Programme, MIT, Cambridge
Felix Rottenberg | Opinion leader, former Chairman Dutch Labor Party PvdA, former Director De Balie
Peter Weibel | Director ZKM, Zentrum Kunst und Mediatechnologie (Centre for Arts and Media technology, Karlsruhe)
Nout Wellink | President De Nederlandse Bank (Dutch National Bank)

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Partners Niet Normaal

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NAI Publishers
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Jan Troost | Disability activist and Ambassador of programme Strengthening Client Position
Agnes van Wijnen | Founder of Vision in Progress

Note for editors: For more information about Niet Normaal you can contact Lieke Timmermans at Lieke@nietnormaal.nl or at tel. 06 245 03 978