

NIET NORMAAL

Niet Normaal / Difference on Display Art Event in Amsterdam.

16 December 2009 through 7 March 2010, Amsterdam's Beurs van Berlage will be hosting Niet Normaal, a large-scale, audience-oriented art event. Internationally renowned artists respond to one of society's most pressing questions: what is normal, and who decides?

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As technology and progress offer opportunities to people of all shapes and sizes, everyday life remains intractably uniform. More and more, markets and media determine how we look at ourselves and others. Perfection is the norm. Just what is that norm, and who would actually comply with it? Does it rule out a wrinkle, a depressive episode, an unwillingness to pursue a career, a visible prosthesis, a willingness to take performance-enhancing pills, invasive corrective surgery?

Art, science and society

The Beurs van Berlage's main hall will be fitted with paintings, sculptures and installations by such artists as Marlene Dumas, Viktor & Rolf, Aernout Mik, Thomas Hirschhorn, Nathalie Djurberg, Marc Quinn, Louise Bourgeois and many others. The exhibition brings together work that has been commissioned especially for the occasion, as well as existing pieces from public and private collections in the Netherlands and abroad.

Parallel to the exhibition, a peripheral programme offers discussions, films, lectures and parties. Both beguile, confront, put into perspective. Art and science combine to address some of society's most pressing issues.

Publication

Accompanying the exhibition will be a volume of texts, presented by NAI Publishers: *Difference on Display - Diversity in Art, Science and Society*. Concrete case studies and personal narratives offer fresh insights. Rather than objectify others, fixing them in a position of different-from, they propose a negotiation and redistribution of diversity. The volume, to be published in English and Dutch, will include full colour illustrations of work by all artists participating in the exhibition. Authors include Renu Addlahka, Michel Callon, Johnson Cheu, Amade M'Charek, Trudy Dehue, Patrick Devlieger, Donna Haraway, Ivo van Hilvoorde and Laurens Landeweerd, Petra Kupperts, Ingunn Moser, Griet Roets and Daniel Goodley, and Tom Shakespeare. Editors: Ine Gevers, Maaïke Bleeker, Stuart Blume, Amade M'Charek, Miriam van Rijsingen en Jacqueline Schoonheim.

Support

Niet Normaal is heavily invested in education and accessibility, in association with SKOR, Waag Society, Kunstenaars & Co, IDFA and debate centres in Amsterdam and Rotterdam. Niet Normaal is supported financially by a variety of sponsors, most notably Achmea and VSB Fonds.

Niet Normaal / Difference on Display

Location: Beurs van Berlage, Amsterdam
Time: 16 December 2009 through 7 March 2010
Curator: Ine Gevers
www.nietnormaal.nl

Press viewing on Tuesday, 15 December, before noon.

Official Royal opening on 15 December, late afternoon.

Note to editors: For more information on Niet Normaal, you may contact Lieke Timmermans (Lieke@nietnormaal.nl, +316 2450 3978).

