

02/04/09

# Rietveld Arsenale

The Gerrit Rietveld Academie in Amsterdam exhibits at the Venice Biennale 2009

Press Viewings: 4<sup>th</sup>, 5<sup>th</sup>, 6<sup>th</sup> June  
Show runs 4<sup>th</sup> June – 19<sup>th</sup> July 2009



© Daya Cahen

Venice Biennale hosts *Rietveld Arsenale*, an exhibition of exceptional, new photography and moving image installations by alumni of the Gerrit Rietveld Academie

For the first time, the Gerrit Rietveld Academie in the Netherlands is exhibiting at the Venice Biennale with an outstanding collection of work from its international student body. Employing the mediums of photography and video, the *Rietveld Arsenale* exhibition will showcase the diversity and high quality of artists who have had the fortune to study at one of the best Dutch Art Schools. Located in the colossal dockyard of the Arsenale in Venice, the exhibition will offer an insight into the most up-to-date trends in art in the Netherlands.

*Rietveld Arsenale* will consist of two exhibitions in one, exploring the mediums of photography and video art, and is a tribute to the talent that the school produces at both undergraduate and postgraduate level. Daya Cahen, Idan Hayosh, Marianne Vierø and Eva-Fiore Kovacovsky are some of the most promising recent graduates to have the opportunity to exhibit their new work alongside the world renowned photographers to have emerged from the art school. Work from established photographers Rineke Dijkstra, Charlotte Dumas, Paul Kooiker, Celine van Balen and Johannes Schwartz will be on display at the Arsenale. The photography division of *Rietveld Arsenale* will explore a variety of themes, from the suggestive and manipulative powers of the media, to the question and role of fiction within reality, and will demonstrate the ongoing excellence of the department over the last 25 years.

In conjunction with the photographic exhibition at the Arsenale, The One Minutes foundation will be exhibiting its latest collective video installations; *The One Minute Train* and *City One Minutes*. Launched at the Sandberg Instituut in 1998, The One Minutes is a worldwide project that since its inception, has allowed postgraduate artists the opportunity to demonstrate the freedom they can achieve within the limitation of a one minute video. *The One Minute Train*, captures a fleeting journey across continents, allowing the viewer to explore the strange and unknown. The second installation, *City One Minutes*, is a collaborative work composed of hundreds of videos by artists from all around the world, which document and reveal city life. Videos from six cities will be previewed at this year's *Rietveld Arsenale*, the final selection of 120 portraits will be exhibited at the World Expo Shanghai 2010.

For further details on the *Rietveld Arsenale* visit [www.rietveldarsenale.nl](http://www.rietveldarsenale.nl)



© The One Minute Train

© The One Minute Train

© The One Minute Train

The academy is one of the Netherlands's best known educational institutes for art and design, and prides itself on its unique, unorthodox teaching practice, encouraging the notably international student body to reinforce their individuality and creativity across all disciplines.

Steven Jongejan of the Gerrit Rietveld Academie commented, "The Gerrit Rietveld Academie aims to educate aspiring artists and designers in such a way that they will be able to work independently and professionally in the field of Fine Art or Design and become sources of artistic inspiration to their colleagues. During their studies students are encouraged to present their work to an audience and to learn from the interaction with that audience. By organising an exhibition that coincides with the 2009 Venice Biennale, the Rietveld Academie seeks to create a platform where recent alumni can present their work to an international audience. At the same time, the academy creates an opportunity to show the (art) world the diversity of the works created by students and alumni of the academy as a whole."

## The Artists

### Daya Cahen (Amsterdam, The Netherlands)



Daya Cahen's work investigates the suggestive and manipulative powers of the media. Representation of political icons, symbols of power, and foremost the functioning of propaganda play an important role. Cahen is interested in the interaction between the media and the spectator, how images are perceived and how they influence our views. Important aspects of Daya's work are the extracting, quoting, re-using and redefining recognizable images, which can raise doubt about their original meaning or the interpretation of that meaning. By linking the political with the everyday and personal, combining archive material with contemporary images and blurring the border between fact and fiction, the complexity of manipulation by the media is explored. Cahen uses different media such as photography, video, found footage, newspapers and the internet, often turning to subjects that are very difficult to obtain access to.

### Eva-Fiore Kovacovsky (Bern, Switzerland)



Eva-Fiore Kovacovsky's unusual photography is all about playing games. It's about imagination and free association. Yet these games are not like the ones we played when we were children. Though Kovacovsky's pictures and collages can be viewed as playful or funny, there is a distinct feel of gravity to them. The artist herself seems to take her work very seriously, just as a child would take his games very seriously. With her pictures, Eva-Fiore Kovacovsky shows us a glimpse of a world that is our own invention. This unreal universe is caught in the borders of a photograph, never to exist outside of the moment that Kovacovsky took the picture.

### Marianne Vierø (Copenhagen, Denmark)



Marianne Vierø works primarily in the field of photography and installation, usually as one inseparable entity, where even the flat surface of the photograph expresses spatial properties. Ambiguity of status and the distance between ideal and illusion are returning themes in her work. Through continuous examination of structures, patterns and a subtle distortion of perceptual preconceptions, she investigates constructs of meaning. Vierø's work often involves laborious processes of which the effect is almost unnoticeable. She utilises ordinary and mundane objects, but presents them in contexts that invite a renegotiation of our premise for understanding them, and seem to suggest that the most significant differences should be found in the smallest details.

### Idan Hayosh (Tel Aviv, Israel)



Evolving over a period of several years Idan's process of working is a reaction both directly and indirectly in response to visual images whose essences convey striking visual conductivity. Most interesting to the artist are aggressive and intimidating images which imply danger suggested in their inherent symbolic (and actual) function, or further, through their elaborate arrangement. Searching for the confrontation and threat in images, Idan seeks and collects those that qualify as visually striking. Inspired from these collected images, he constructs temporary sculptures and stage them for video pieces as well as install them in a space. An integral part of this construction is the synergy between the image and its own sound amplified but otherwise unaltered. The sound always used is a recording of the objects composing the work.

Address:	Arsenale Novissimo Tese di San Cristoforo Tese 93 & 94 Venice, Italy	Boat:	From Gardini & Biennale boatlines 41/42 & 51/52 Please enquire for direct boatlines from the Arsenale to the <i>Rietveld Arsenale</i> exhibition
		On foot:	From Campo d'arsenale via boat stop Celestia
Opening Hours:	Monday – Sunday 11am – 6pm	Admission:	Free

## Editor's Notes

### Gerrit Rietveld Academie

The Gerrit Rietveld Academie is an independent school for higher vocational education which is attended by some 950 students. The Executive Board manages all matters concerning the Academie.

The Rietveld Academie offers a wide range of graduation courses that are grouped together within departments. These are managed by co-ordinators, who are responsible for the course programme and day-to-day affairs. Around 160 part-time teachers work for the Academie, most of who are also working as independent artists or designers. Some departments have their own workshop where students have the opportunity to learn and develop certain skills. Next to these there are general workshops for computers, wood, metal and graphic techniques.

### Sandberg Instituut

The Sandberg Instituut, affiliated with the Gerrit Rietveld Academy, is named after Willem Sandberg, former director of the Stedelijk Museum in Amsterdam, designer and charismatic champion of all things new and different in art.

Since 1995, the Sandberg Instituut contains the master programmes of the Rietveld Academy in Fine Arts, Applied Arts and Design. Before 1995, the Sandberg Instituut was primarily concerned with the organization of post-academic activities such as seminars and exhibitions. This outward orientation is still a cornerstone of the Institute's philosophy, visible in projects like The One Minutes and the non commercial artfair Art Pie (aka Kunstvlaai). Director and Head of the Fine Arts department is Jos Houweling.

### The One Minutes Foundation

The One Minutes is a brand name for moving images that last exactly one minute. It fits well in their world of looking quickly, understanding immediately and it is a response to the influence of commercials, video clips and the increased affordability of cameras, computers and access to Internet. The limited time frame forces the maker to think critically about what he/she would like to show us. The flexibility of the formula and the diversity of dissemination from the street to galleries, TV and festivals make it an attractive and accessible contemporary art form for a broad audience.

The One Minutes were launched in 1998 and by now have developed into a global network with makers from 100 countries and an archive of 10000 video works that are shown (inter) nationally on many podia.

### Venice Biennale

The Venice Biennale has for over a century been one of the most prestigious cultural institutions in the world. Ever since its foundation in 1895, it has been in the avant-garde, promoting new artistic trends and organising international events in the contemporary arts in accordance with a multi-disciplinary model which characterises its unique nature.

The 53<sup>rd</sup> International Art Exhibition, entitled *Making Words*, is directed by Daniel Birnbaum, will open to the public from 7th June to 22nd November 2009 in the Giardini and the Arsenale exhibition venues, as well as in various other locations around the city.

## Contacts

### For further information / Use of pictures / Interviews

Idea Generation: +44(0)20 7749 6853

Alice Evans: [alice@ideageneration.co.uk](mailto:alice@ideageneration.co.uk)

Anna Vinegrad: [anna@ideageneration.co.uk](mailto:anna@ideageneration.co.uk)

## Ends

### Websites



[www.ideageneration.co.uk](http://www.ideageneration.co.uk)

For:

- Online Press Office
- Client list
- Company Contact details



[www.gerritrietveldacademie.nl](http://www.gerritrietveldacademie.nl)

For:

- Information on The Rietveld Arsenale
- Background information on the Gerrit Rietveld Academie



[www.theoneminutes.org](http://www.theoneminutes.org)

For:

- Information on The One Minutes foundation
- Information on City One Minute s

[www.cityoneminutes.org](http://www.cityoneminutes.org)



[www.labiennale.org](http://www.labiennale.org)

For:

- Information on Venice Biennale

## TERMS AND CONDITIONS FOR USE OF IMAGES

### ACCREDITATION

- Unless otherwise agreed in writing if any material reproduced by the media omits the copyright/accreditation notice relating to the material and specified by Idea Generation, a reproduction fee of up to £1000 shall be administered per image

### **Copyright**

- All copyright remains with Gerrit Rietveld Academie
- Photo by-lines for each photograph with copyright symbol must run adjacent to any images thus:  
© Artist's name, courtesy of Gerrit Rietveld Academie

### **Editorial**

- The name and contributors of the book must be credited at the beginning of any editorial
- The following must be stated clearly in the same, or similar, font and point size, at the end of any editorial: Rietveld Arsenal takes place at the Venice Biennale from 4th June – 19th July 2009 [www.rietveldarsenale.nl](http://www.rietveldarsenale.nl)

### USE OF IMAGES/EXTRACT

- All usage of pictures/extracts must be first approved in writing by Alice Evans, Idea Generation
- Material shall not be copied or loaned, and no use whatsoever shall be made of it by the recipient without the written consent of Idea Generation
- Save for the purpose of production for the licence due photographs may not be stored in any electronic medium without the written permission of Idea Generation.
- Material shall not be altered, added to, have any part deleted or otherwise manipulated without the written consent of Idea Generation

### THESE TERMS AND CONDITIONS

- Any objection to these terms and conditions must be negotiated in writing to Alice Evans at Idea Generation before Agreement is signed
- As the recipient you agree to indemnify Idea Generation with respect to any claims or damages or any loss or costs arising in any manner from the reproduction, without proper reduction rights of any picture/extract supplied to you by Idea Generation
- While Idea Generation takes all reasonable care in the performance of this agreement generally Idea Generation shall not be liable for any loss or damage suffered by the recipient or by any third party arising from the use or reproduction of any material
- In case of printed publications, two copies of the relevant pages containing any material supplied are to be furnished free of charge within two weeks
- All review copies must be returned to Alice Evans at Idea Generation within one week of use, unless otherwise specified.
- This Agreement will be governed by and construed in all respects in accordance with the laws of England & Wales.
- IN WITNESS WHEREOF the Parties hereunto have executed this Agreement the day ..... and year .....

Signed by: .....  
On behalf of: .....

Signed by: **HECTOR PROUD**  
On behalf of: **IDEA GENERATION LIMITED**