

Press Release

Transfer – the world in motion
Street Power at ARTZUID 2023



Curator Jasper Krabbé and Director Cintha van Heeswijck ARTZUID 2023

Amsterdam, 17th November 2022: Visual Artist **Jasper Krabbé (Amsterdam 1970)** is the curator of the **Amsterdam Sculpture Biennale ARTZUID 2023**, which will take place from the 19th of May to the 24th of September on the Apollolaan and Minervalaan in Amsterdam-Zuid. This was announced by the director of ARTZUID, Cintha van Heeswijck.

Jasper Krabbé, who himself started on the street as graffiti writer **Jaz** in the 1980s, aims to appeal particularly to young people with his contemporary **Street Power** exhibition. Under the title *Transfer, the world in motion*, 50 artworks and installations are selected, works which convey social engagement in the tradition of iconic art movements from the 1960s and beyond. Movements from that time include Pop art, Neo-Pop art and Street art. These movements stood for openness, freedom and solidarity and were closely intertwined with youth culture. That inspiration forms the starting point for this eighth edition of the Sculpture Biennale ARTZUID. **Curator Jasper Krabbé**: *“More than sixty years after the emergence of pop art and youth culture, the struggle and resistance of that time are more topical than ever. We live in uncertain, turbulent times filled with unprecedented social challenges. I am convinced that art can be an incentive to think about solutions and work collectively towards a better future.”* With the theme and expressions of Street Power, ARTZUID hopes to activate young people as well as providing a familiar feast for its regular visitors.

Theme ARTZUID 2023 - *Transfer, the world in motion*

Transfer aims to show a variety of artists who develop both visually and substantively innovative concepts that anticipate a world in motion. Their motivation is the roller-coaster we live in, says ARTZUID director **Cintha van Heeswijck**. Some illustrations of that rollercoaster being, the pandemic, war, political and economic developments, the energy and climate crisis, the refugee crisis, inequality, and pressures from social media which feed insecurities, especially among young people. At the same time, we draw inspiration from the fact that the improbable can become reality. ARTZUID 2023 wants to surprise its visitors and offer young and old inspiration and hope.

Art in the tradition of Pop art, Neo-Pop art and Street art

The artworks and installations that can be seen from 19th May to 24th September 2023 on Amsterdam's Apollolaan and Minervalaan are a mix of top international artists and young Dutch talent. Curator Jasper Krabbé's starting point for the selection is to stay as close as possible to the perception of young people. Either with artists related to Pop art, influenced by Pop art, Neo-Pop art or Street art, artists who show an echo of those movements, or on the contrary, those who show a counter-voice- they must above all radiate the concept of freedom. ARTZUID 2023 will show examples of Street Power, art with the characteristic power of repetition and art expressions that embody Andy Warhol's famous statement of '15 minutes of fame', which is more and more applicable to art in this day and age where everyone literally has their own communication channel. It will be a colourful "catchy" whole, the curator promises, with very understandable and relatable visual art. Artists whose work can be expected include: Robert Indiana, Keith Haring, Isa Genzken, Sterling Ruby, Huma Bhabha.



Youth- and Street culture in extra visitors' programme

In addition to the usual public and educational program for students, an extra program will be launched to focus on today's youth and street culture. **Jasper Krabbé:** *"I think it is important to connect with what is going on among young people and how they develop their individual social identities. It's not just about the outside, but also about their mental and physical health in today's selfie society in which it becomes increasingly impossible to meet ideal standards. In various subcultures we see an ongoing process of passing on, developing, failing, getting back up and growth. This often goes hand in hand with social engagement. You see these processes especially with street artists, illustrators, and graphic designers. We want to give those groups a podium and a "hangout" at ARTZUID 2023."* **Cintha van Heeswijck:** *"ARTZUID is made together!"*

About the ARTZUID foundation

The ARTZUID Foundation will exist for 15 years in 2023 and was initially founded by a group of residents from Amsterdam Zuid. ARTZUID has since grown into the number one Sculpture Biennale in the Netherlands. Every two years, for four months, world-renowned sculptures are exhibited on the green avenues of Berlage's Plan-Zuid. The sculpture exhibition, assembled by changing curators, is of museum quality with both top international artists and young Dutch talent being given an opportunity to display work. The mission of the ARTZUID foundation is to create a new meeting place by putting art on the street, freely accessible to everyone. The ARTZUID foundation wants to contribute to the Amsterdam community and connect neighbourhoods through art, heritage, and education. The foundation counts on the unbridled efforts of approximately 100 neighbourhood volunteers throughout the four-month exhibition. The financing of the eighth edition of ARTZUID involves a budget of 650,000 euros. A small part of which is financed from art subsidies, but for the larger part the organisation depends on sponsors and donations by the Friends of

ARTZUID. For more information visit: artzuid.nl.

Note for the editor, not for publication: for more information and high-resolution photos, contact: Marieke Klosters at media@artzuid.nl;
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