

Press release, 15 September 2022

## MUSEUM VAN DE GEEST PRESENTS NEW EXHIBITION | OUTSIDER ART BRINGS ORDER TO CHAOS

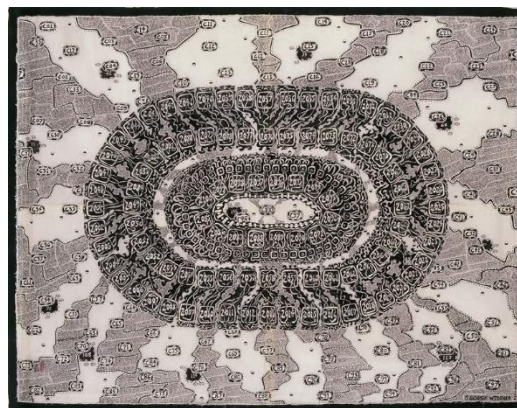


Image 1- Campaign exhibition

Image 2- George Widener, Birthday Map, 2012

When the world becomes chaotic and intangible, like during a pandemic, many of us attempt to get a handle on reality by reducing it to a series of elementary lines and numbers. The exhibition *31553580 (obsessie/obsession): numbers and schedules* explores a craving for structure and logic in our chaotic world. Artworks by Doerte Weber, Eiko Ishizawa, George Widener and Lionel Plak offer solace for the soul, something that connects us all. The new exhibition at Museum van de Geest | Outsider Art is the result of the first ever collaboration between artist Jan Hoek and curator Hanne Hagens. Visitors are actively involved and in the run-up to the exhibition, they are invited to submit their most remarkable lists and schedules. The submissions will be presented at the museum during the exhibition. *31553580* is designed in collaboration with exhibition designer Tariq Heijboer. From 22 September 2022, Museum van de Geest, Amsterdam location (Amstel 51) will be transformed into one big, uncompromising schedule.



Image 3 - Doerte Weber,  
*San Antonio Stats - Covid  
Moments Series, 2020*

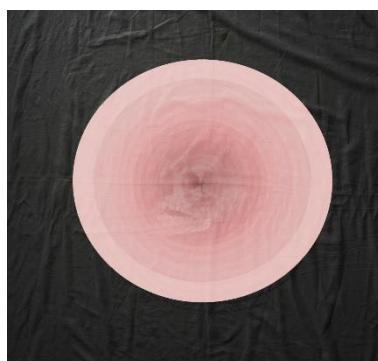


Image 4 - Eiko Ishizawa,  
*"Fear For Numbers", print  
on paper, 2015*

### **Museum van de Geest in Amsterdam becomes one huge schedule**

The exhibition will be a structured entity allowing visitors to escape from the chaotic world outside. Step into an enormous schedule, where the works are exhibited in a large, orderly grid pattern. The gallery texts, handwritten by the curators, connect the artworks logically. The exhibition is open to the public from 22 September 2022 to 27 August 2023.

### **Guest curators Hanne Hagenaaers and Jan Hoek**

A joint fascination for numbers and schedules previously inspired Hanne Hagenaaers and Jan Hoek, mother and son, to produce a themed edition for art magazine *Mister Motley*. Many artists (especially outsider artists) use the strategies of bringing order, devising systems and categorisation in their work. Even without the additional stress of a pandemic, for many people, the world is so overwhelming that it needs to be stripped back to order and abstraction. This has resulted in numerous oeuvres with a flood of unstoppable and ever-growing schedules. Regular artists also produce the most incredible schedules. To some extent, all of us are inclined to capture chaos in schedules. From artists to managers with a fear of failure, to family men undergoing a midlife crisis. With their exhibition *31553580 (obsessie/obsession): numbers and schedules*, the guest curators merge the partitioned worlds of 'insider', 'outsider' and everyone else.

### **Interactive exhibition**

Visitors are actively involved and are invited to submit remarkable lists or schedules in the run-up to the exhibition, for example: diary pages, amusing shopping lists, complicated time plans, or just a simple diary note. The submissions will be presented from 22 September 2022, transforming the exhibition space into one big, uncompromising schedule. Please send submissions to [info@museumvandegeest.nl](mailto:info@museumvandegeest.nl), stating 'Numbers' in the subject line.

### **Participating artists**

*31553580 (obsessie/obsession): numbers and schedules* features work by artists including: Alex Naber, Angel Lartigue, Annesas Appel, Ardian Ramadanovic, De Gasten, Daphne Agten, Doerte Weber, Eiko Ishizawa, Elisa Pinto, Emma Wiersma, Esther Pearl Watson, Frédéric Bruly Bouabré, George Korsmit & Saskia Janssen, Frédéric Bruly Bouabré, George Widener, Georgina Starr, Gijs Assmann, Jan Hoek, Job Koelewijn, Kenny Callens, Kiki Smith, Lien Anckaert, Laura Body, Lionel Plak, Lizzie van Itallie, Lubos Plny, Marit Westerhuis, Melvin Way, Michiel de Jaeger, Pieke Werner, Renske de Greef, Rainbow Soulclub (Mimosa Govert Visser en AMP (Parry Person), Ruben Armando

(La pureza del Arte), Ruth van Beek, Shane Drinkwater, Simon Evans, Tobias Tebbe, Toon Teeken & Océane Teeken and Zdenek Kosek.

### **Jan Hoek**

Jan Hoek (1984) is an artist, writer and the founder of Outsiderland. In his work, he is drawn to the beauty of outsiders all around the world. By collaborating with people who are usually overlooked, Hoek creates a new perspective. Hoek has previously portrayed Nairobi motorcycle taxi drivers as film stars and a recovered drug addict from Amsterdam as a supermodel. He created psychedelic magazines about sex tourism in Pattaya (Thailand), and made a series about Masai people who do not identify with the stereotypical image of them. In Hoek's universe, the 'normal' people are the strangers, and the outsiders are the funky rulers of our planet. Hoek's work has been exhibited at museums and festivals including Foam (Amsterdam), Unseen Festival (Amsterdam), Photoville (New York), Fomu (Antwerp) and Lagos Photo (Lagos).

### **Hanne Hagens**

Hanne Hagens was the founder and editor-in-chief of art magazine *Mister Motley*, the paper version of which stopped in 2012. The motto of *Mister Motley* ('unites art and life') resonates throughout her career. Since the beginnings of *Mister Motley*, Hagens has worked as a curator: at Museum De Paviljoens in Almere, for Drawing Centre Diepenheim, and later at Garage Rotterdam and Museum Het Valkhof. She curated the Gelderland Biënnale Arnhem in 2016 and the exhibition *B is for Bird* for Museum Kranenburgh in Bergen. Hanne Hagens organised the Studium Generale for the Royal Academy of Art in The Hague and taught photography at the Rietveld Academie. Her book *Geen wolk, hoe kunst mijn leven redde (No Cloud, How Art Saved My Life)* was published in 2016. Marres commissioned Hagens to make a book about Maastricht as the city of the senses. She also wrote the weekly 'Kunst in huis' ('Art at home') column for Dutch newspaper *Het Parool*, and still writes commissioned pieces for artists and museums. Following two years as a curator at the Fries Museum, Hagens is currently working on a new book, about artworks that commemorate someone, and about absence, mourning and rituals.

### **Museum van de Geest**

Museum van de Geest is fascinated by the work of art inside your head. Because nothing is as diverse, unique, powerful and yet so fragile as the human mind. Through its art and cultural programmes, the museum helps to bring mental health and neurodiversity into the open.

Museum van de Geest | Outsider Art in Amsterdam is the only museum in the Netherlands with a large (international) Outsider Art collection. This is art produced by those who are art world – and often social – outsiders. Through their work, they show their inner world without being concerned by the opinions of the outside world.

Museum van de Geest | Outsider Art is located at Amstel 51, in the exquisite building that also houses the Amsterdam Museum and the Hermitage Amsterdam.

The museum also has a historical location in Haarlem, Museum of the Mind | Dolhuys, which explores the power and fragility of the human mind.

Our museums provide a platform for those in society who were previously unrepresented in the cultural landscape. Museum of the Mind recently won the European Museum of the Year Award

2022. The European Museum Forum presents this annual award to a museum that contributes to a better understanding of the world, using innovative approaches and pushing back museum standards.



*Note for editors, not for publication*

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