

A dynamic weekend in the Museum

Opening Marcel Broodthaers and new presentations in *Once upon a time ... the collection now*

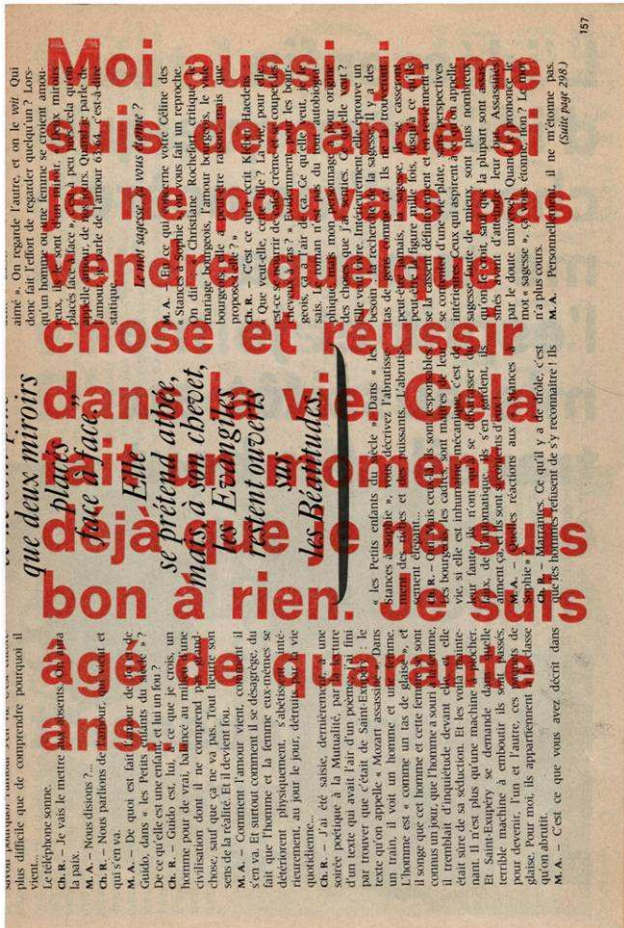
The Van Abbemuseum is presenting new developments in the most dynamic collection exhibition in the Netherlands. There are regular additions to *Once upon a time ... the collection now* with new perspectives, storylines and presentations. The unique collection of photographs from Ed van der Elsen's NatLab images was recently added. It has always been possible to discover real works of art in the unique Do It Yourself archive, but from now on visitors can actually present their own exhibition, together with a wall text and their own arrangement. An exhibition with books and works on paper by Marcel Broodthaers opens in the library next Sunday on 22 February.

The Van Abbemuseum is constantly renewing and making changes to the collection presentation *Once upon a time ... the collection now*. A number of changes will be made next weekend.

Manfred Schmidt, supplemented by works from the Van Abbemuseum collection. A catalogue in German will accompany the exhibition with contributions from Viola Hildebrandt-Schat (Broodthaers specialist) and Anne Thurman-Jajes (Weserburg Museum, Bremen) as well as a foreword by Maria Gilissen, Marcel Broodthaers's widow. Broodthaers was a poet and author, and then focused on the visual arts. The German collector Schmidt was fascinated precisely by Broodthaers's work in the field where poetry and the visual arts meet. His collection not only contains all the artist's literary works, art books and magazines, but also published texts and public letters, films, graphic works, multiples, exhibition catalogues and posters. About 70 works from his collection can be seen in the exhibition.

The DIY archive allows visitors to create art

In the unique DIY archive visitors become the curators of their own exhibition. They have racks and cupboards full of original works of art at their disposal. From now on visitors can create a small exhibition of their own with a descriptive text explaining the idea behind their choices. The most surprising presentations can be seen for a longer period to inspire other visitors and invite them to tell a story themselves with the help of the museum collection.



Marcel Broodthaers, *Moi aussi, je me suis demandé...*, 1964, courtesy of the artist ("I've also wondered whether I can sell something and make a success of my life.")

Marcel Broodthaers

The Broodthaers exhibition in the library of the Van Abbemuseum displays more than seventy books and works on paper from the collection of the collector



Visitor working with the DIY archive

Telling your own story with art

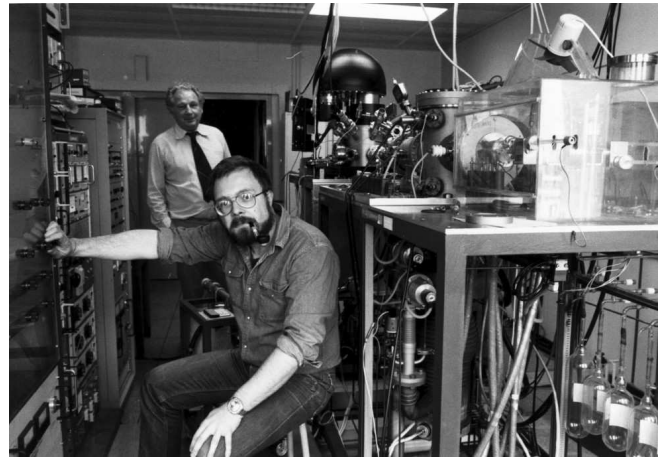
One of the presentations that can be seen at the moment was created by Willie de Rooij, who is himself an employee in the DIY archive. "The exhibition has become a reflection of the things which play a role in my life now. I'm in the middle of moving house and so all the stuff I have collected over the past twenty-five years is passing through my hands with the question of what to keep, and why. What is important to me, and what does all this stuff actually have in common? This is also how I made this exhibition. I selected things which correspond to personal themes in the present: a cassette tape, two books by Sol LeWitt, a memorial by Carl Andre. I like it when all these thoughts and ideas come together in my head and coagulate in a tangible collection of art."

The Arte Útil Archive: 1965-1985

The Arte Útil Archive is a new addition to the collection and can be found right next to the DIY archive. The projects in het archive also show alternative ways of practising art, archiving and presentation during the period 1965-1985. The projects are part of the Arte Útil archive put together by the Van Abbemuseum on the initiative of the artist Tania Bruguera, comprising more than 200 art projects. The projects show how individuals, collectives and even whole communities can make use of artistic ideas to intervene in the world and question the status quo. A number of projects which took place in the Van Abbemuseum in Eindhoven, or in the Netherlands, can also be seen here. A computer provides access to the whole archive, which is still constantly expanding.

Ed van der Elsen photographs the NatLab

From the beginning of February photographs by the well-known street photographer Ed van der Elsen will be exhibited with the title: *Ed van der Elsen photographs the Philips NatLab*. The photographs were taken in the legendary Philips research department. The photographer did not portray unfathomable science, but real flesh and blood researchers and technicians in their biotope of test conditions, conference rooms, workplaces, computer printouts and blackboards. He surprised them and captured them on photosensitive paper at lightning speed but without using flash, or sometimes got them to pose.



Scientists in the NatLab. Photograph by Ed Van der Elsen.

In 2014 the Boerhaave Museum presented *Hit & Run, Ed Van der Elsen's photographs the Philips NatLab*, and the Van Abbemuseum has taken over this exhibition. The presentation consists of more than a hundred original prints which have never been shown outside Philips before, accompanied by some of Van der Elsen's personal paraphernalia, such as letters and postcards to Philips and catalogues. The guest curator of this exhibition is Vincent Mentzel, a former staff photographer for the NRC Handelsblad. He has selected and grouped Ed van der Elsen's prints, as they are stored in the Philips Company Archives.

Subsidisers

Once Upon a Time... The Collection Now is made possible with the support of BankGiro Loterij, Mondriaan Fonds, Stichting Promotors Van Abbemuseum and VSB Fonds.



For the editors

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Van Abbemuseum

The Van Abbemuseum in Eindhoven is one of the first public museums for contemporary art to be established in Europe. The museum's collection of around 2700 works of art includes key works and archives by Lissitzky, Picasso, Kokoschka, Chagall, Beuys, McCarthy, Daniëls and Kórmeling. The museum has an experimental approach towards art's role in society. Openness, hospitality and knowledge exchange are important. We challenge ourselves and our visitors to think about art and its place in the world, covering a range of subjects, including the role of the collection as a cultural 'memory' and the museum as a public site. International collaboration and exchange have made the Van Abbemuseum a

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place for creative cross-fertilisation and a source of surprise, inspiration and imagination for its visitors and participants.

Van Abbemuseum

Bilderdijklaan 10
Eindhoven, The Netherlands
www.vanabbemuseum.nl

Opening hours

Tuesday to Sunday 11:00 – 17:00

Every first Thursday of the month the museum is open until 21:00.

Admission

Adults: € 12,- / Groups of 10 or more: € 9,- / Young people from 13-18 years, students / Eindhoven city pass (stadspas) holders: € 6,- / Museumkaart, children under 13 years of age: free of charge. / Family pass (2 adults and max. 3 children until 18 years): €18,-

First Thursday evening of the month from 17:00-21:00: free of charge.