

# Broken White

## Design Academy Eindhoven and Van Abbemuseum

08.10 – 06.11.2016

For Dutch Design Week 2016, from 22 until 30 October, Design Academy Eindhoven and the Van Abbemuseum once again join forces for an exhibition: *Broken White*. This exhibition is all about colours and the meaning and feeling they invoke. The entire spectrum is covered; from light, reflective objects to objects in dark, absorbent colours. Thanks to new technologies and materials the appearance of colours changes and so does their meaning. *Broken White* shows how designers and artists deal with this and how the latter help shape that meaning. The concept of the exhibition is based on the colour theories developed by Mathieu Meijers, artist and tutor at Design Academy Eindhoven. *Broken White* opens on Saturday 8 October at 16.00 and will be on view until 6 November 2016.



Annette Kelm, *Backstage*, 2004. Collection König Galerie, Berlin.

The blue tap is cold, the red one hot. Orange invokes feelings of excitement. And yellow draws attention to shop windows. Everybody relates to colours, often even emotionally, but how this works no one knows. This instills chromo-phobia in designers: the fear of colours which is suppressed by rules, fashion and style.

The digital revolution has changed everything. For centuries colour was thought of in terms of light falling onto an object and being reflected to a greater or lesser extent. Total reflection results in white, absolute absorption in black. But the screens that are ever present nowadays aren't objects reflecting light. They radiate light themselves. The source of colour has changed and with it its appearance.

During his teaching career at the Design Academy Eindhoven artist Mathieu Meijers developed a concept that enables us to recalibrate our understanding of colour. The artworks and design objects in *Broken White* embody this.

On the one hand we have the light, reflective objects that appeal to eminent emotions, inform our identity and inspire systems, sometimes even dangerously so. On the

other hand we have objects in dark, absorbent colours that invoke feelings of security, but also fear, that represent earthiness and intuition. Thanks to new technologies and materials the appearance of colours changes and so does their meaning. *Broken White* shows how designers and artists deal with this and how the latter help shape that meaning.



Edith Dekyndt, *Breiðarmerkurfjara Beach*, 2012.

### Participating designers and artists

Anna Badur (i.c.w. Beno Ogrin), Douwe Jan Bakker, Thomas Bakker, Walter van Beirendonck, Edith van Berkel, Lynne Brouwer, Daniel de Bruin, Andrea Büttner, Patrick van Caeckenbergh, Abraham Cruzvillegas, Brigitte Dalmajier, Edith Dekyndt, Dries Depoorter, Jan van den Dobbeltsteen, Léa Donnan, Alice Dunseath, ENVISIONS (Bastiaan de Nennie, Simone Post, Sanne Schuurman, David van der Stel and Iwan Pol), Katharina Fritsch, William Graatsma & Jan Slothouber, Konstantin Grcic, Theo Hoppenbrouwers, Charlotte Jonckheer, Hella Jongerius, Anish Kapoor, Annette Kelm, Job Koelewijn, Dirk Vander Kooij, George Korsmit, Tanya Long, Mathieu Meijers, Jonathan Muecke, OS Δ OOS, Pantone, Dominic Plüer & Olivier Smitt, Pierluigi Pompei (i.c.w. Arnold Maninissen), Vera de Pont, Benno Premesela, Bas Princen, Jakob Schlaepfer, Scholten & Baijings, Maddalena Selvini,

Wieki Somers, Studio Makkink & Bey, Bas van Tol & Han Speckens, Wolfgang Tillmans, Patricia Urquiola. Gallery 8 shows the installation Aristotle's Room, developed by Willeke Jongejan (AkzoNobel - Flexa and Sikkens), Marijke Griffioen (Forbo Flooring Systems), Christiane Müller (Vescom) and José Maase (Royal Mosa).

### Curators

Mathieu Meijers, Jurgen Bey, Bas van Tol and Thomas Widdershoven.

### Ongoing dialogue

*Broken White* is the fourth exhibition in which Design Academy Eindhoven and the Van Abbemuseum collaborate. It is part of the series "Uitnodiging tot dialoog" (Invitation to dialogue). In this programme top institutes and individuals – experts in their own field – will be invited to develop new projects in the Van Abbemuseum. They will contribute new knowledge and expertise, leading to different cooperative ventures and strengthening the links between design, art and society.

### Partners

Design Academy Eindhoven, Dutch Design Week



#### For the editors:

For further information and photographs see: [www.vanabbemuseum.nl/en/press](http://www.vanabbemuseum.nl/en/press)

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#### Van Abbemuseum

The Van Abbemuseum in Eindhoven is one of the leading museums for contemporary art in Europe. The museum has an intensive international collection of more than 2,700 works of art, including key works by Lissitzky, Picasso, Kokoschka, Chagall, Beuys, McCarthy, Daniëls and Körmeling. Questions in the field of art and society are raised by the museum in an experimental way. An open attitude, hospitality and the exchange of information are important for the Van Abbemuseum and we encourage both ourselves and the visitors to think about different subjects, for example about the role of the collection as a cultural "memory" or about the museum as a public space. As a result of international cooperation and exchange, the Van Abbemuseum is also a place where cultural cross-pollination takes place. It is a source of wonder, inspiration and imagination.

Van Abbemuseum,  
Bilderdijklaan 10, Eindhoven.  
[www.vanabbemuseum.nl](http://www.vanabbemuseum.nl)

#### Regular opening hours

Tuesday to Sunday 11.00 – 17.00. Thursday 11.00 - 21.00.

#### Opening hours during DDW (22 – 30 October)

Saturday 22 until Sunday 30 October 11.00 – 18.00.  
Thursday 27 October 11.00 – 21.00.

#### Regular admission

Adults: € 12.00 / Groups of 10 or more: € 9.00 / Young people 13-18 years old, students, CJP holders, Eindhoven city pass (stadspas) holders: € 6.00/ Children under 13 years of age, Museum card: free / Family pass (2 adults and max. of 3 children until 18 years): € 18.00. Tuesday 15.00 – 17.00: free.

#### Admissions during DDW (22 – 30 October)

With DDW passe-partout only, for sale online via [ddw.nl](http://ddw.nl) or at the cash register of the museum.