

The new museum as a travelling chameleon

Pleinmuseum: outstanding professional art presentations in urban space

Pleinmuseum is a mobile exhibition pavilion that travels to central squares of different cities, the hearts of public life. Every evening after sunset Pleinmuseum will present a variety of works from its 100% digital collection. In each location new artists can be invited to create a new contribution to Pleinmuseum. In the last two years Pleinmuseum was presented in 10 cities in The Netherlands and Belgium.

Biennale 2007: Practising Curatorial Changes

During the opening days of the Venice Biennale, June 7-10, the Arts Council England will present Pleinmuseum as a practical case within the context of the symposium *Pan European Encounters*, curated by David A Bailey and Mike Phillips and part of the collateral program of the British pavilion. The Symposium is the inaugural presentation of the International Curators Forum (ICF) which aims to initiate and stimulate international discourse on the impact of diasporic cultures on the visual arts. The symposium will provide a necessary platform for critical dialogue on emerging tropes of representation within the accelerated globalisation of culture. Pleinmuseum will practise and illustrate as 'the migrating museum' issues about curatorial changes throughout the international art world and connect with the theories that come forward during the round table talks. On the waterfront between the Arsenale and the Giardini, visitors will experience a selection of the international collection of Pleinmuseum which includes works of Driessens/Verstappen, Peter Missotten, Amir Admoni, Niels Schrader, LADDS and TRASH.

Pleinmuseum; a Radical and Progressive Alternative to Museums of Contemporary Art

Pleinmuseum is a new concept: an open and flexible museum that is easily approachable and accessible, forming a natural part of urban life. During daytime, the pavilion remains closed and, as such, symbolically refers to the 'white cube', the paradigmatic model of the modernist museum. After sunset, the cube opens itself hydraulically and forms a dynamic architectural installation that embraces space. The size is about fifteen metres long and five metres high. The white walls become projection screens that continually take on new appearances, like the skin of a chameleon. In this manner, Pleinmuseum becomes a temporary stage for visual communication; a platform through which artists and designers can communicate with a broad audience.

The initiator and designer of Pleinmuseum, René van Engelenburg, focuses on the relationship between art and public. He intends to develop projects, mostly mobile, temporary and open architectural structures that forge a dynamic relationship with public space, activating this space as the key physical and conceptual parameter for the ideas of the participating designers and artists.

In cooperation with curators Edwin Jacobs, curator of visual culture in Tilburg and Meta Knol, curator of modern and contemporary art at the Centraal Museum in Utrecht, Pleinmuseum invites artists, whose work is interdisciplinary and context-oriented, to develop innovative and diverse collaborations. Both Jacobs and Knol will reflect on new issues of curatorial practice, within the program of the symposium on the 8th of June.

Presented by the David A Bailey, Arts Council England, Mike Phillips, TATE Britain and the British Council London.

Concept & design: René van Engelenburg, Pleinmuseum Foundation Amsterdam

Curatorial team: Edwin Jacobs, Curator visual culture Tilburg and Meta Knol, Centraal Museum Utrecht.

Current collection: a.o. Driessens/Verstappen, Martijn Engelbregt, Peter Missotten, Piet Rogie, P. Struycken, Merlijn Twaalfhoven, TRASH, LADDS, Roel Wouters, Tjerk Bakker, Amir Admoni, Niels Schrader and Geert Mul.

The realisation of the Pleinmuseum pavilion is supported by the Mondriaan Foundation and the Centre of Visual Arts Tilburg.

*You are invited for the Press-meeting on the 7th of June at 22.00 h on the waterfront at Riva dei sette Martiri. (please visit our website for actual information or changes.) For more information you can send an email to info@pleinmuseum.org or contact: +31(0)650 612 616
The digital version of this text and high res pictures are available on www.pleinmuseum.org/press.html*