

PRET PARK

July 7-13, Mediamatic



Pret Park Routes

The Hyper-Reality route, if you want to experience art in a way you forget about reality.

The Nerve-Wracking route, if you are considering yourself as mentally stable and think you can handle hyper-horrifying encounters.

The Hyper-Active route, if you are looking for pure excitement, hair-raising, adrenaline-rushing performances.

Attractions

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| 1. We are all terrorists, 2013-2014, Vladimir Turner | 8. Mascot Lab, 2014, Tessel Brühl & Jaroslav Toussaint |
| 2. Wave, 2007, Yasser Ballemans | 9. Juke Closet and Unimaginable Tunes, 2014, Christoph Scherbaum & Pam Toonen |
| 3. Blindfold rollercoaster, 2014, Frank Koolen | 10. Communal square |
| 4. Stardust Machine, 2014, Yuri Veerman | 11. Pure Functions drink bar, 2014, Hannes Bernard & Anja Groten |
| 5. Merry-go-round, 2014, Vladimir Turner | 12. True Horror of Selfies, 2014, Stefan Schäfer |
| 6. Observing playful captivity, 2014, Maartje Smits | 13. Order of the Angles, 2014, Helmut Dick |
| 7. Insectenbar, 2014, Willem van Amerom & Roel Nabuurs | 14. Aftermath, 2013, James Cauty |

PRET PARK

A week of art, workshops, film, performances, and talks about the artistic spectacle. July 7–13, Mediamatic.

Pret Park collectively investigates the possibilities and impossibilities of the artistic spectacle. Pret Park directly addresses a cultural sector where entertainment and sensationalism have become mandatory. While funding for art is more and more scarce, arguments for public funding are based on visitor statistics and ‘public reach’. We have grown accustomed to a public discourse where attention is the only measure of quality. Using the amusement park as a method, Pret Park questions the ‘lightness’ of the spectacle while acknowledging its possibilities. The program involves workshops, artist talks, performances, a screening, and a public debate. Artists are invited to create ‘attractions’ instead of installations, where the spectator is not just a passive viewer, but becomes part of the spectacle itself.

Pret Park provides a sensational stage for the artists: Yasser Ballemans, Hannes Bernard, Tessel Brühl & Jaroslav Toussaint, James Cauty, Helmut Dick, Frank Koolen, Roel Nabuurs & Willem van Amerom, Stefan Schäfer, Christoph Scherbaum & Pam Toonen, Maartje Smits, Vladimír Turner, and Yuri Veerman. They transform Pret Park into a hyper-real landscape in which visitors get scared, amazed, lost, energized, disappointed, moved, curious, and confused. It offers an experience of intensified reality and interacts with its audience in unthinkable ways.

Pret Park is initiated and curated by Selby Gildemacher, Anja Groten, Ruben Pater, and hosted by Mediamatic, as part of the 11-week long exhibition series ‘Lightness’.

Programme

Pret Park is open Tuesday July 8 - Sunday July 13 every day from 13:00-18:00.

Tuesday July 8, 15:00-18:00 PRET PARK WORKSHOP & PRESENTATION Horror Selfies and Shameless Mascots

Join us for an afternoon of intensified reality. Stefan Schäfer will elaborate on his Selfie Horror Cabinet, which is exhibited at Pret Park. Tessel Brühl and Jaroslav Toussaint invite to join their mascot DIY workshop... Become a mascot for your individual purpose! Don't forget your selfie phones!

**Thursday July 10, 17:00-19:00
OPENING JAMES CAUTY - AFTERMATH**
See website of www.mediamatic.net for more information.

Thursday July 10, 20:00-21:30 PRET PARK DIABOLICAL DEBATE Stakeholders, artists, and curators go into discussion about the possibilities and impossibilities of the artistic spectacle

Debating: Jurgen Bey, Teun Castelein, Nina Folkersma, Theo Tegelaers, Maartje Smits, Yuri Veerman, Willem Velthoven, and more. Make sure you come a bit earlier to have a look at the exhibition!

Friday July 11, 18:00-21:00 PRET PARK PRESENTATIONS Jaw-dropping sound performance and spectacular artist talks

Come and meet three of our participating artists Vladimír Turner, artist and activist from Prague and Helmut Dick, will talk about their work in the context of the exhibition theme: Art as spectacle; followed by a live sound performance by German composer Christoph Scherbaum.

Friday July 11, 21:00-23:30 PRET PARK CINEMA

Jeffrey Babcock is curating a film especially for the Friday night of Pret Park accompanied by Snacks of Horror served by Insectenbar. Be aware: Jeffrey's Pret Park film program will certainly challenge you as a spectator.

Saturday and Sunday July 12-13, 13:00-18:00 PRET PARK WEEKEND

The completed Pret Park is open and ready for enjoyment during the weekend. All attractions are open and accessible for the public. Meet our mascots Tessel Brühl & Jaroslav Toussaint. Get captivated by Maartje Smits, get your fresh Stardust from Yuri Veerman, and take a ride on the rollercoaster by Frank Koolen. After all this excitement try one of three energizing beverages at the Pure Functions Drink Bar by Hannes Bernard. Sunday at 13:00 you can join his presentation ‘Food Beyond Necessity’. If you're craving more excitement, try the Snacks of Horror from the Insectenbar.

Bring your friends, bring your kids.
See you at Pret Park.

Artists

Willem van Amerom and Roel Nabuurs (NL) graduated with their ‘Insectenbar’ from the Design Academy in Eindhoven. During Pret Park Cinema and Pret Park Weekend they will happily provide the Pret Park visitors with snacks of horror. www.deinsectenbar.nl

Hannes Bernard (SA) runs the Pure Functions Drink Bar, where utilitarian beverages are designed to enhance, relax or strengthen your life. The bar will be open during Pret Park Weekend. His presentation ‘Food Beyond Necessity’ starts Sunday at 13:00. www.hannesbernard.nl

Yasser Ballemans (NL) is an artist and sculptor who is showing his interactive installation ‘Wave’, which invests in the idea of mass choreography and fan culture. www.yasserballemans.nl

Tessel Brühl (NL) & Jaroslav Toussaint (DE) present the Mascot Lab. Their collective ‘Flight Forward’ reclaims imagination exploring creative practices that go beyond enhancing the commodity fetish. Become a mascot yourself during the workshop on Tuesday. On Pret Park Weekend you can meet the mascots. www.flightforward.cc

James Cauty (UK) is known for burning a million pounds in 1994, as part of the hitmaking duo KLF. His work is about consumerism, subversion, and entertainment through creative exploration and dark humour. www.ariotinajamjar.com

Helmut Dick (DE) makes sculptural videos, photography and uses the public realm as a stage to perform the face of the everyday – informed by humor. Join his artist talk on Friday. www.helmutdick.com

Selby Gildemacher (NL) is initiator and curator of Pret Park. His work involves a humoristic and ironic view on modern society. It often uses interactivity to accomplice the viewer. www.piek.com

Anja Groten (DE) is initiator and curator of Pret Park. By designing collective moments she aims to go into discussion with the public and simultaneously provokes confrontation and the unexpected. www.anjagroten.com

Frank Koolen (NL) was a resident at the Rijksakademie and Ateliers. Take a ride on his blindfold rollercoaster during Pret Park Weekend. www.frankkoolen.com

Ruben Pater (NL) is initiator and curator of Pret Park. As a designer he is interested in translating geopolitical issues to visual stories in order to activate the public interest. www.untold-stories.net

Stefan Schäfer (DE) is a designer and musician who is known for giving a voice to social media anger: Twitter-Core. In his Haunted House of Selfies you will be amazed and frightened by the horrors of selfie-taking. Join his Selfie Horror lecture on Tuesday. www.stefanschaefer.nl

Christoph Scherbaum (DE) is a composer, producer and instrumentalist. He will amplify the Pret Park experience in a sound installation. Come and see his live sound performance on Friday. www.christophscherbaum.com

Maartje Smits (NL) is a writer, a poet and a video artist, moving in the twilight between the romance of poetry and the banality, and cruelty of the everyday. Get caught in a complete experience without distraction during Pret Park Weekend. Maartje will introduce the debate on Thursday with a performance. www.maartjesmits.nl

Pam Toonen (NL) is a scenographer, curator and experience architect, Pam creates temporary environments for any landscape. With her installation ‘Juke closet’ she reacts on the sounds by Christoph Scherbaum. www.pamtoonen.nl

Vladimír Turner (CZ) is a filmmaker and video artist who moves between documentary film, art in public space and activism. He contributes the video work ‘Merry-go-round’, and the installation ‘We are all terrorists’. Join his artist talk on Friday. www.sgnlr.com

Yuri Veerman (NL) is an artist interested in the creation and destruction of symbols. His Stardust Machine is an interactive, noisy power tool, that looks at the economic crisis in Europe. All for just 1 euro. Yuri will close the debate on Thursday with a performance. www.yuriveerman.nl

Information

Visiting Address

Mediamatic foundation
VOC-Kade 10, 1018 LG Amsterdam
T 020 638 9901

Opening hours exhibition

Tuesday July 8 - Sunday July 13
Every day from 13:00-18:00

Public Programme

Tuesday July 8, 15:00-18:00
Wednesday July 9, 19:00-20:00
Thursday July 10, 20:00-21:30
Friday July 11, 18:00-23:30

Production Mediamatic

Linda Vis and Faye Wilken

Design

Ruben Pater

Printing

Stencilzolder

Concept, curating, and design

Pret Park was initiated, organized, designed, and curated by Selby Gildemacher, Anja Groten, and Ruben Pater as part of their activities at De Punt www.depunt.org

Many thanks to all participating artists, Sandberg Instituut, Mediamatic, Teun Castelein, Theo Tegelaers, Nina Folkersma, Jurgen Bey, Jeffrey Babcock, James Cauty, and all volunteers and assistants.

www.facebook.com/pretparkamsterdam
www.mediamatic.net/363388/en/pret-park