



the (auto-) mobile museum

The exhibition concept of *The (auto-) mobile museum* is based on the idea to create a mobile, hybrid and rhizomatic art gallery for suburbs without a cultural infrastructure by using private parked cars as exhibition spaces. With this project rhizomatic will literally make use of the streets of Amsterdam-Noord to show the art work of five artists including a car-parade as opening event and the first drive-in-cinema of Amsterdam at the NDSM-Worf featuring video art and road documentaries. September 8th 2012 – september 30th 2012, opening and car-parade at saturday september 8th 2012.

With works of

Zoro Feigl, www.zorofeigl.nl

Kasper Jacobs, www.kasperjacobs.com

Sjoerd Knibbeler, www.sjoerdknibbeler.com

Mike van Buiten, www.mikevanbuiten.nl

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No other invention has changed our environment and our live style like the car has in the past hundred years: a new perception of time due to mobility, urban developments like suburbia, desertlike parking lots and highways, altogether creating an absurd situation: everyone knows of the car leading into an eco collapse. But still, we go by car as it has become existential: cogito ergo sum – I ride therefore I am. And the car is a huge economic factor: without the car industry Detroit has become a dying ghostlike city and what would happen to a town like Wolfsburg without Volkswagen?

From the beginning on the car was a medium, a source of inspiration and a topic for the fine arts and for the movies: Nightrider and Death Proof, futurist paintings and contemporary works of Erwin Wurm, of Zaha Hadid. With the anniversary of the invention of the automobile in 2011 several exhibitions traced the car as an art historian theme and showed new positions in design and sculpture. But what about the car as a medium for art education, community based art projects and pop culture? We got the library bus and the drive-in-cinema. So what about the car as a mobile gallery space?

With *the (auto-) mobile museum* rhizomatic tries to create an exhibition model specifically designed for the urban outlay of Amsterdam-Noord with its wide- range industrial areas and suburban parts to discuss the car in its social, ecologic and cultural context. By making use of in-between-forms of art and pop culture like the drive-in-cinema and the parade we will invite the citizens and the many car companies in Noord to participate in the project development. The participating artists we will invite to develop (new) work in relation to this specific show location: the car, in cooperation with the car owners.