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AMSTERDAM, NOVEMBER 2011

SKOR FOCUS INTERNATIONAL

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Push Culture into
Fresh New Directions!

Fulya Erdemci
director



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Louise Bourgeois — *Maman*, 1999



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AGENDA



International Periodical Exhibition in
urban public spaces (every three years)



International Open Call for Squares
(every two years)

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INTERNATIONAL PERIODICAL EXHIBITION

A New Way of Realizing Art in Public Domain



Maidor López — Football Field
9th Sharjah Biennial, Arab Emirates, 2007

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A temporary exhibition interwoven with the texture of the city that layers global issues of social and urban transformation in the context of, for instance, Amsterdam.

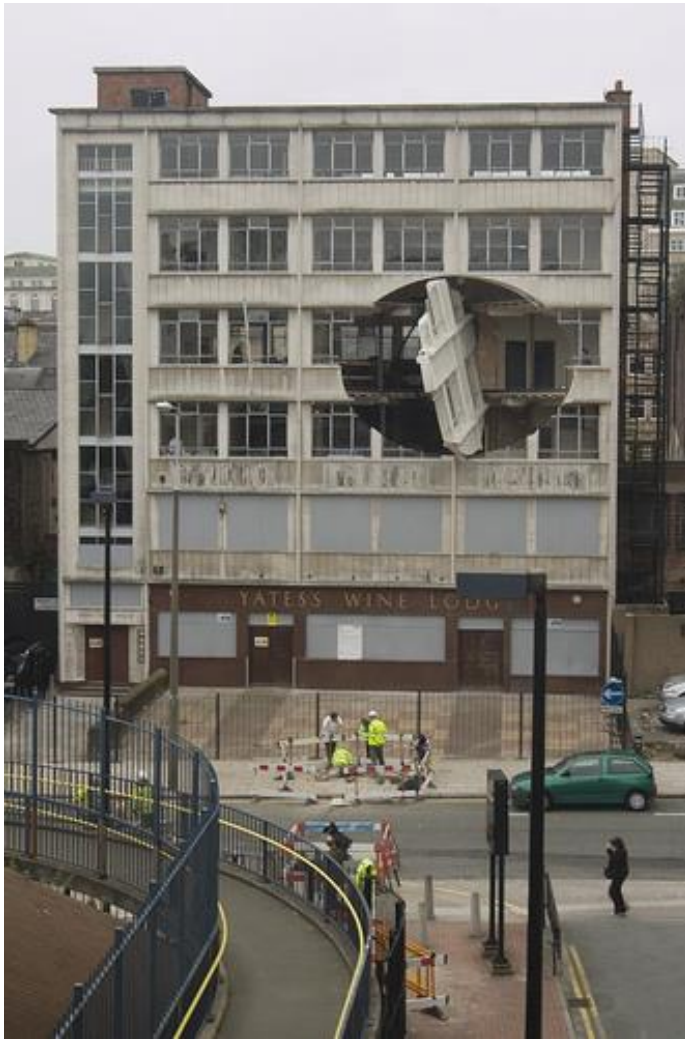
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Doris Salcedo — Site-specific installation
Istanbul Biennial, 2003

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Richard Wilson — *Turning the Place Over*, 2007
Liverpool Biennial 2007



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AN INTERNATIONAL PERIODICAL EXHIBITION IN URBAN PUBLIC SPACE

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1. AIM

2. WHY AN INTERNATIONAL
URBAN ART EXHIBITION?

3. STRUCTURE

4. PROMENADE AND LOCATIONS

5. ORGANIZATION

6. COMMUNICATION

7. FUNDING



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1. AIM

A new way of realizing art in public domain that will blend with the city to push culture into fresh new directions.



Ayse Erkmen — *Sculptures on Air*
Sculpture Projects Münster (DE), 1997

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2. WHY AN INTERNATIONAL PERIODICAL EXHIBITION IN URBAN PUBLIC SPACES?

Interferes directly with the public life



Ayse Erkmen — *Every Bag Counts*
5th Scape Biennial,
Christchurch (NZ), 2008



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Offers a fresh and unique experience of the City through significant innovative and critical examples of art in public domain.



John Kormeling — *New Place/New Peace*
Istanbul Pedestrian Exhibition, Istanbul, 2005

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Reaches diverse publics and communities beyond the traditional limitations of class, gender, race, age, ethnic background and religion.



Thomas Hirschhorn — Open Source
Bijlmer Spinoza Festival May 2 - June 28, 2009

(photo by Stefanie Grätz)

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Explores the urban make-up, focusing on the flow of the city and its **demographic hybridity**.



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Marjetica Potrc and Wilde Westen —

The Cook, the Farmer, His Wife and Their Neighbour, 2009

Supported by the Stedelijk Museum Amsterdam; Far West, Amsterdam; The Netherlands Architectural Fund, Rotterdam
(photo by Henriette Waal and Lucia Babina, courtesy the artist and Wilde Westen)



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Increases the participation and dialogue between
the diverse publics and the art community



Maidier López — *AdosAdos*, Bilbao (ES) 2007

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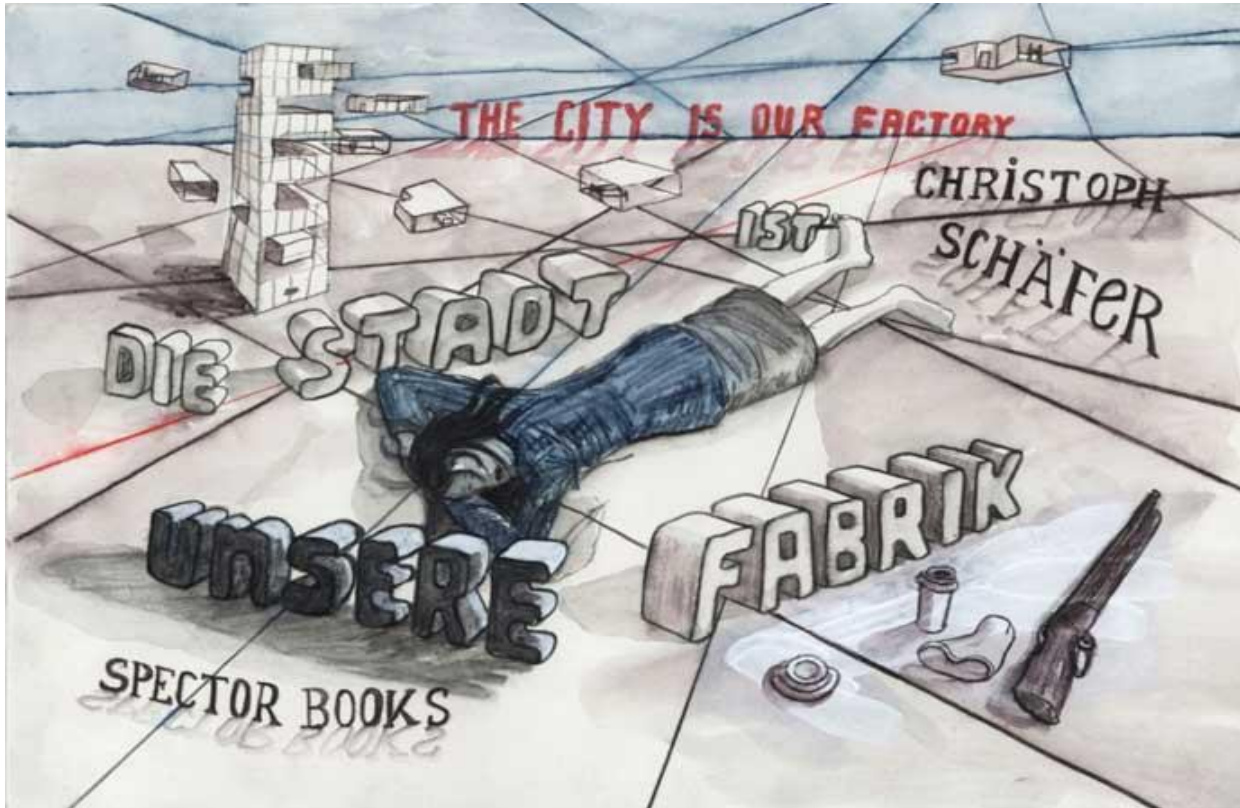


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Promotes the democratic use of public sphere as a place for collective action, free and creative expression



Christoph Schäfer — *Die Stadt ist unsere Fabrik*

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Nasan Tur — Speaker-, Cooking- and Demo Backpack, 2006



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Flashmob — Card Stunt, SKOR, The Hague

“A man who knows the price of everything and the value of nothing.” — Oscar Wilde

photo by Jhoeko



Incubates critical thinking and active citizenship



Francisco Camacho — *Petition Group Marriages Initiative, 2009*
(Debate on the subject with politicians, May 16, 2009, Rijksakademie)

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Francisco Camacho — *Petition Group Marriages Initiative, 2009*

(photo by Stefanie Grätz)

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Creates an archive of the memory of the city through
crisscrossing of different artistic traditions and perspectives



James Cook Monument, Christchurch, NZ

Tatzu Nishi — *Endeavour*, 2008

Scape Biennial, New Zealand, 2008

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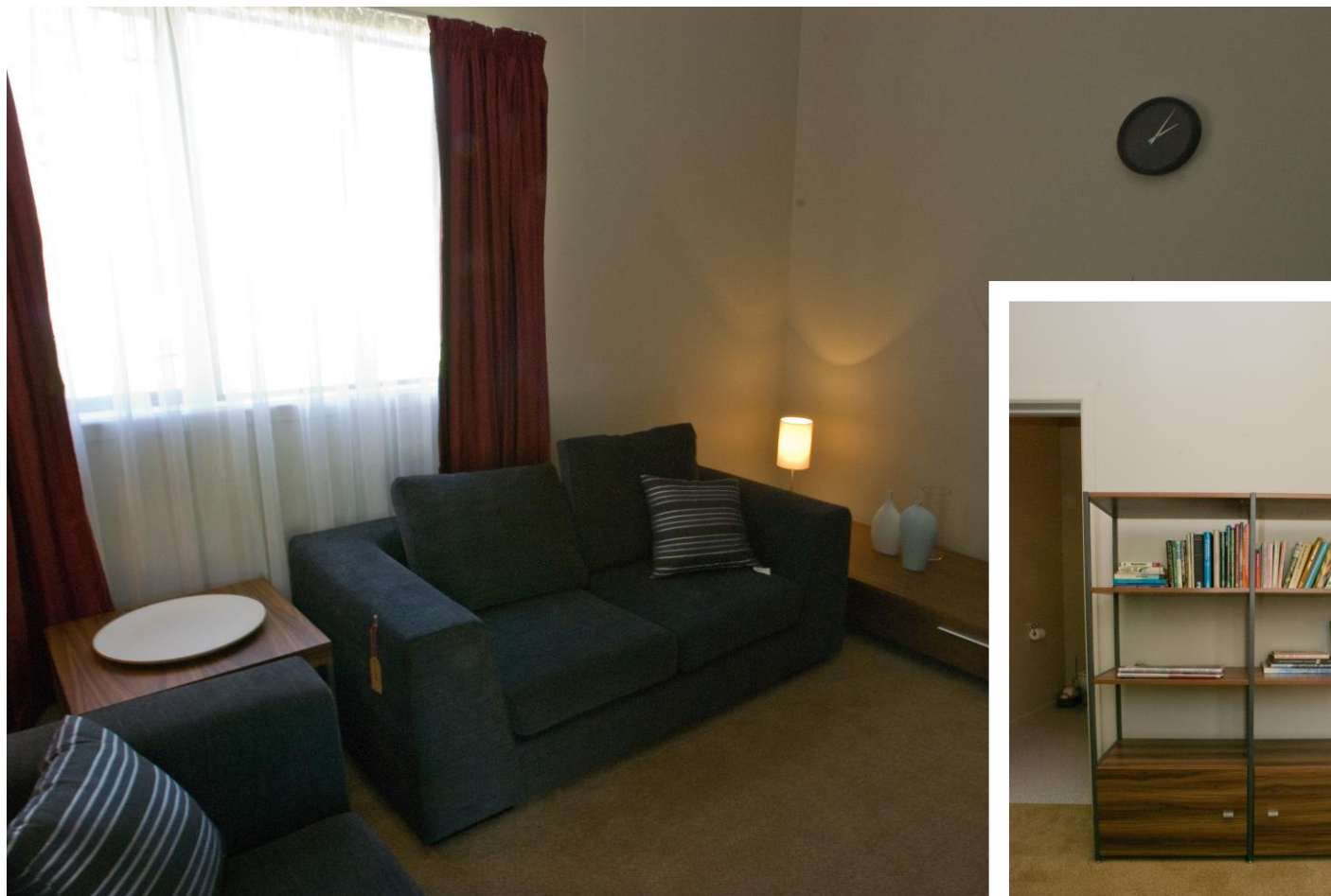
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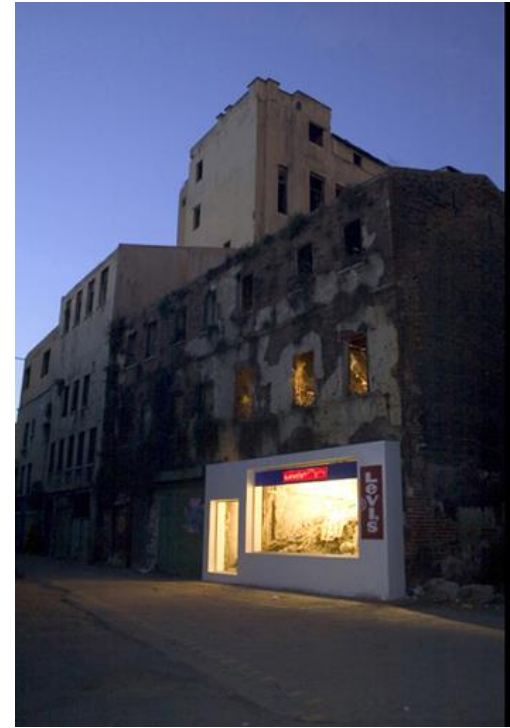
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Focusing on the future possibilities, it highlights the history and culture of the city
(for instance of Amsterdam)



Callum Morton — Stonewashed
Istanbul Pedestrian Exhibition, 2005

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Guillaume Bijl — *Sorry Installation*, 2007
Sculpture Project Münster, 2007

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“The function of public art is to de-design”

Vito Acconci



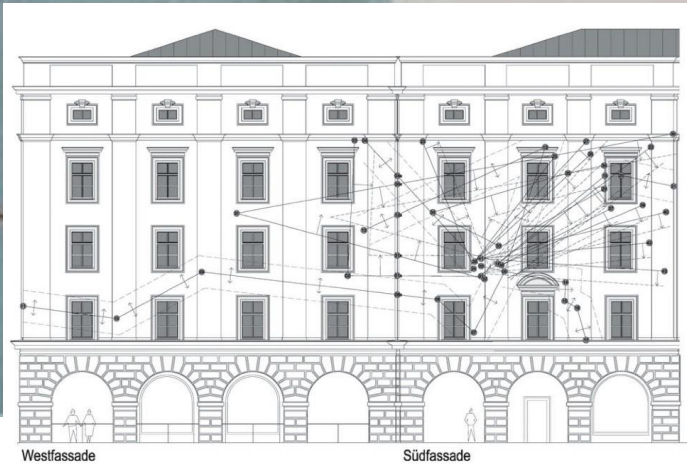
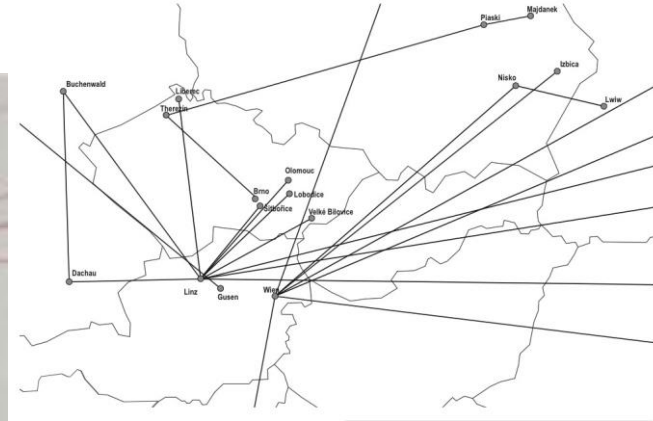
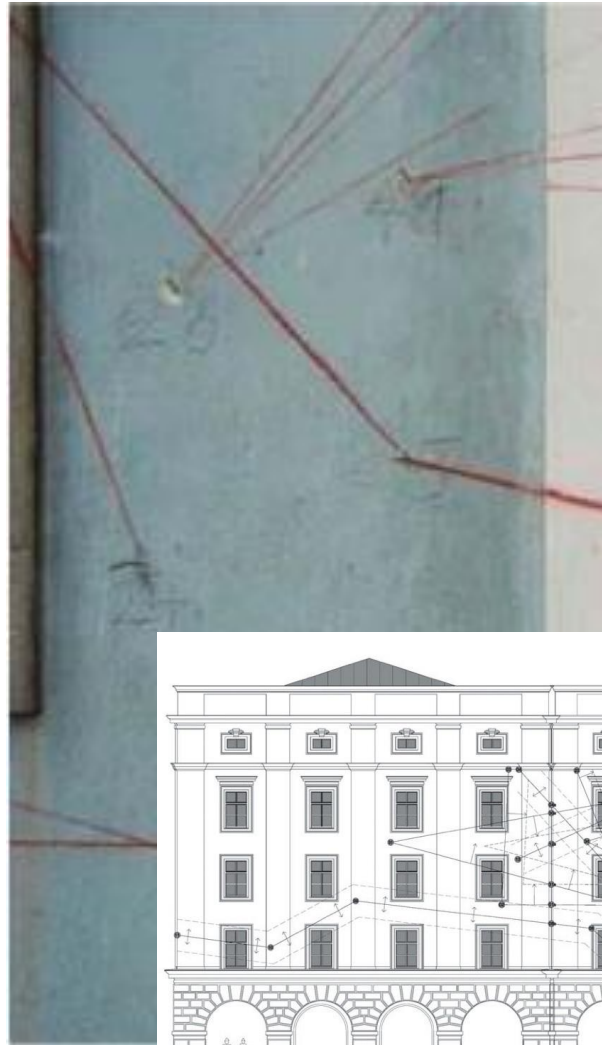
Hito Steyerl — *IN OUR MIDST*
LINZ 2009 European Capital of Culture

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Tatzu Nishi — *Denken Sie einmal an meine Stelle*
Berlin, 2002

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Incubates sociality through the production of new public spaces



Fuat Sahinler and Murat Sahinler — *Breather*
Forecourtyard of Christchurch Art Gallery, 2008
Scape Biennial, NZ

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- Attracts the international art community and cultural tourism
- Enlivens the public life, art and cultural scene of the city
- Promotes a cosmopolitan life style for the society



Opening Venice Biennial, Giardini

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- Raises the artistic criteria to the international level and stimulate better exhibitions
- Fosters professionalism of the market and gallery system
- Supports the economic vitality of the city



Opening at Fons Welters Gallery

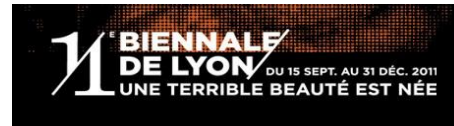
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Functions as city branding, promotion and marketing through art:
 Liverpool Biennial, Sao Paula Biennial, Istanbul Biennial, Lyon Biennial,
 Moscow Biennial, Sydney Biennial, Venice Biennial, Athens Biennial...



Biennale de l'Art Africain Contemporain



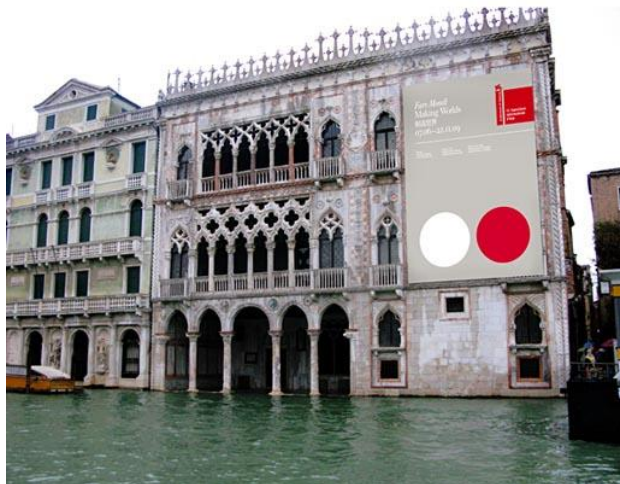
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- Re-positions the city nationally and internationally
- Places Amsterdam into the heart of the global contemporary art map



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3. STRUCTURE

- Who: internationally acclaimed artists (35 -40 artists)
- What: site-specific and context responsive temporary urban projects, interventions, installations, ephemeral performances and objects
- Where: on building façades and entrances, parking lots, streets, billboards, the metro, and other urban public spaces and vacant buildings or structures
- How: through developing a novel model of curatorial organization of a periodical exhibition

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On building façades and entrances



Ebru Özseçen — *Beyoglu*, 2001

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Fuat Sahinler & Murat Sahinler — *Untitled*
Istanbul Pedestrian Exhibitions 1, 2002



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Urban public spaces and vacant buildings or structures



Mike Nelson — *A psychic vacuum*

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Do Ho Suh — *Bridging Home*
Liverpool Biennale (UK), 2010

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Public domain is what the eye can take in



Tomas Saraceno — *Flying Garden*, 2006

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Tomas Saraceno — *Flying Greenhouse*, 2008
10th Sonsbeek 2008, Arnhem, NL



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Carmela Gross — *FRONTEIRA, FONTE, FOZ*, Sao Paulo (BR) 2001



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Carmela Gross — *Aurora*, 2007
Moscow Biennial, 2007

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Ayse Erkmen — *Crystal Rock*, 2009



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3. STRUCTURE

- Workshops by Universities
- Archives and info centers
- Talks, lectures, public debate
- Guide including city map
- Publication

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Workshops by Universities



Workshop **Chto Delat/What is to be done?** with participants
Curatorial Programme De Appel '10/'11

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Archives and info centers



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Info Center

İstanbul
yaya **tünel**
sergileri **karaköy**
16 Ocak - 22 Ocak



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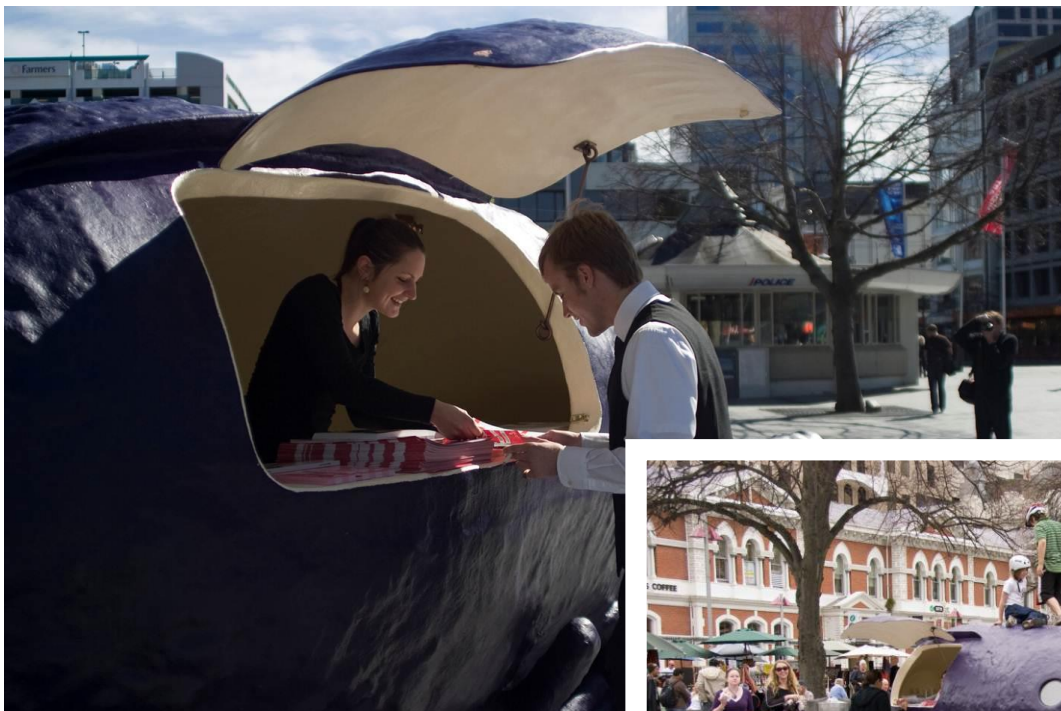
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Atelier van Lieshout — *Darwin*
Info Center at 5th Scape Biennial, Christchurch, NZ, 2008

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Talks, lectures, public debate



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Artists in Public I: *Disclosing the Invisible*
Jill Magid and Heath Bunting — March 25, 2011

Initiated by SKOR in collaboration with Stedelijk Museum

(photo by Stefanie Grätz)

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Actors, Agents and Attendants I
Speculations on the Organization of Civility
Felix Meritis, 2010

First edition in the series of symposia, initiated by SKOR | Foundation for Art and Public Domain

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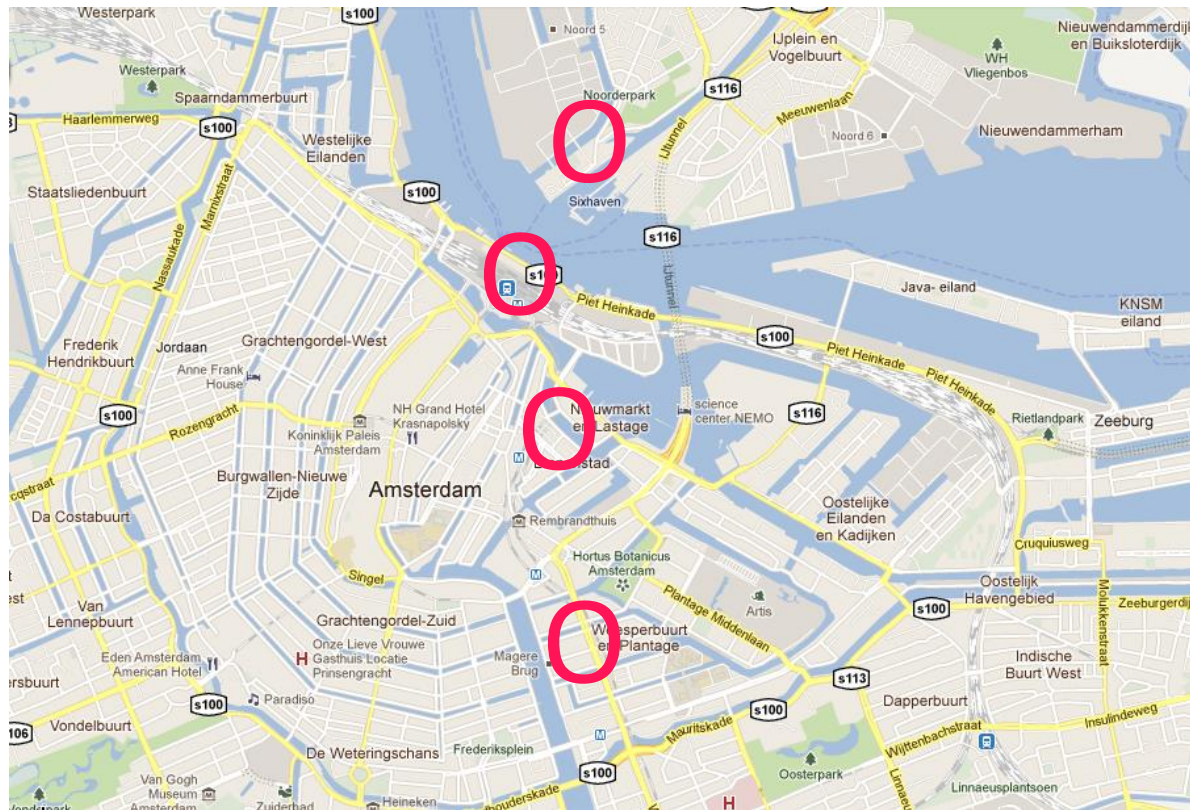
First edition in the series of symposia, initiated by SKOR | Foundation for Art and Public Domain

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4. PROMENADE AND LOCATIONS

It is critical that this project maps the complex textures and terrains that constitute city. E.g: North, Centraal, Nieuw Markt, Wibautstraat- area.



5. ORGANIZATION

- Organized in collaboration with the City of Amsterdam
- Partner institutions for info centers and archives, e.g.: Tollhuistuin, Eye Film Institute, De Verdieping/ Trouw, W139, Waag Foundation, etc.
- Universities: e.g. Goldsmiths- London, VU and/or UvA- Amsterdam, Sandberg Institute, Istanbul Technical University or Sabanci University / Bilgi University



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Stedelijk Museum



W139



Goldsmiths
UNIVERSITY OF LONDON



**SANDBERG
INSTITUUT
AMSTERDAM**
MASTERS RIETVELD ACADEMIE



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6. COMMUNICATION, SOCIAL ENGAGEMENT, INTERNATIONAL DIALOGUE AND NETWORKING

- Continuous communication all year long starting one year prior to the opening date of the event
- The targeted group does not only include the art-audience and professionals of Amsterdam, but also Local, Regional, National and International audiences and press



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LOCALLY

- Press conferences, media presentations and press releases
- Lectures, panel discussions, workshops, artist talks and other forms of social engagements with the participation of distinguished international curators, critics and artists start one year prior to the opening and are concentrated around the opening events

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INTERNATIONALLY

- Formal/informal meetings, gatherings and presentations in international biennials and events
- Distribution of publicity materials like postcards and handouts at these events
- An international PR and communication company: i.e. Brunswick

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Opening Venice Biennial — June 2011

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Maglietta "L"



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Tote bag Venice Biennale
Australian pavilion



Tote bag Venice Biennale
Turkish Pavilion



Tote bag Singapore Biennale

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6. FUNDING (PUBLIC-PRIVATE)

- Financed by the organization and the City of Amsterdam
- Public Funding e.g. AFK, Mondriaan Fund, Stimulerings Fonds voor de Architectuur, Ministry of Foreign Affairs
- International funding institutions e.g. Goethe-Institute, British Council for the Arts, FRAME, OCA, Nestlé Foundation, American Center Foundation, Pro-Helvetia, Andy Warhol Fund
- Private sponsorship e.g. ABN Amro bank, Rabobank, Philips
- Private funding bodies, e.g.: VSB Fonds, SNS Reaal Fund, Stichting Doen, Triodos Bank

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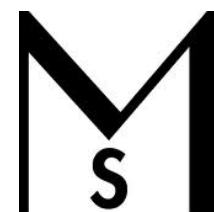


Ministerie van Buitenlandse Zaken



swiss arts council

prohelvetia



Mondriaan Stichting
(Mondriaan Foundation)



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VSB FONDS



SNS REAAL  Fonds

Triodos  Bank



Rabobank

Interpolis



PHILIPS

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INTERCITY

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International Open Call
For Squares

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- 2 (or more) projects in 2 (or more) contrasting squares

For Example:

Dam Square / Tahrir Square, Cairo

Dam Square / Taksim Square, Istanbul

Dam Square / Time Square, New York

Dam Square / Red Square, Moscow

Museum Plein / Tiananmen Square, Beijing

- Internationally acclaimed jury - ambassadors of the project
- Close collaboration with the Stedelijk Museum, Rijks Museum, Van Gogh Museum
- International collaborations with institutions like Cairo Biennial, Townhouse Gallery, Cairo, ARTER Istanbul, International Istanbul Biennial, Creative Time, New York, Public Art Funds, New York, Ullens Foundation, Beijing

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- Revitalize and activate the city through innovative international examples of contemporary art
- Further foster internationalism when coupled with concurrently realized projects, for instance, in Tahrir square in Egypt, Taksim square in Istanbul or Time square in New York

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Felice Varini — *Cinque Ellipses Ouvertes*, 2010
Place d'Armes, Metz (FR)

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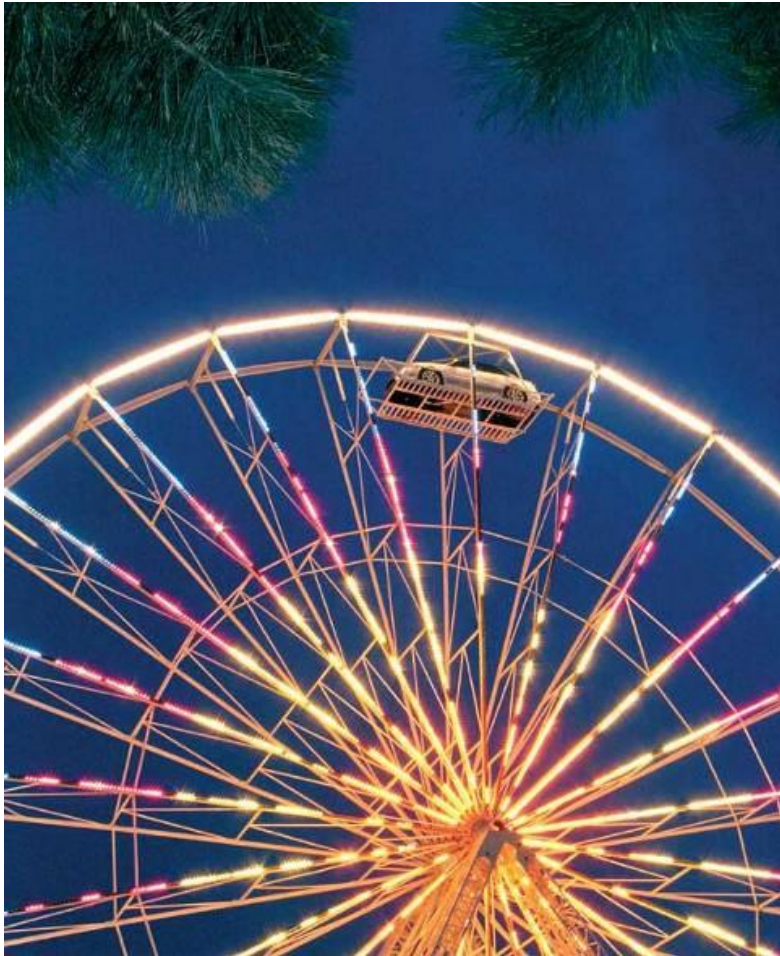


Felice Varini — *Entre Ciel et Terre*, 2005
Saint Etienne (FR)



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John Kormeling — *Drive-in Ferris Wheel*, 1999, Utrecht

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Bruce Nauman — *Square Depression*, 2007

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Elmgreen & Dragset — *Short Cut*, 2003

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TAKSİM SQUARE İSTANBUL, TURKEY

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Cevdet Erek, 1st of May, 2010

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Ai Wei Wei — *Web of Light*, 2008

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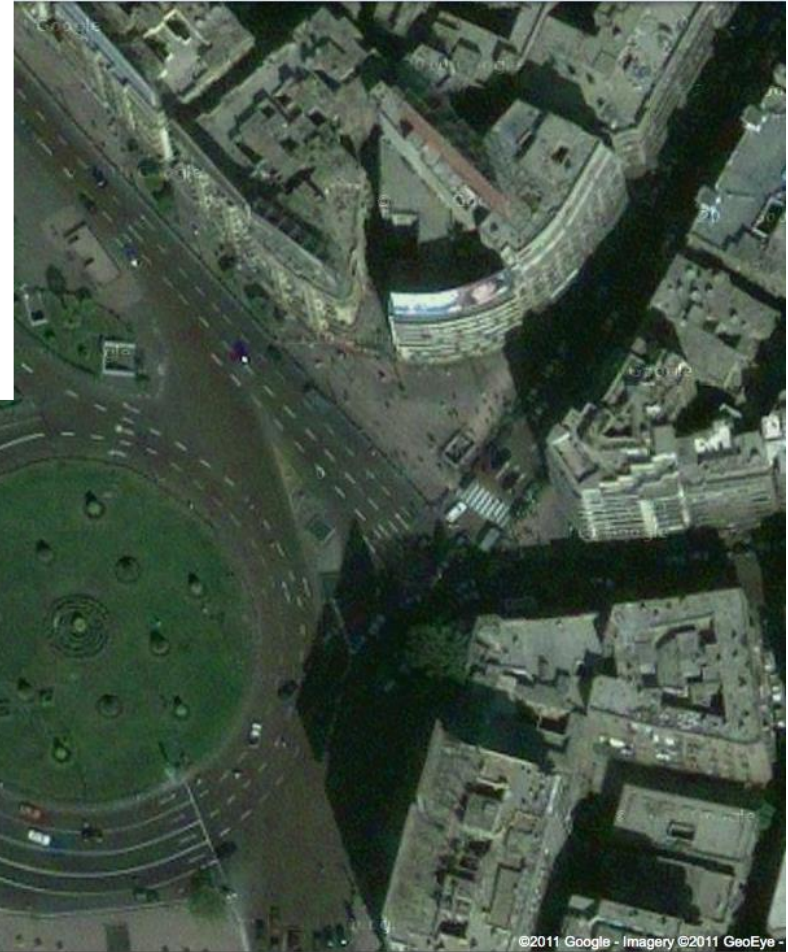


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Heather and Ivan Morison — *I lost her near Fantasy Island.*
Life will be never the same...
Bristol (UK) 2006

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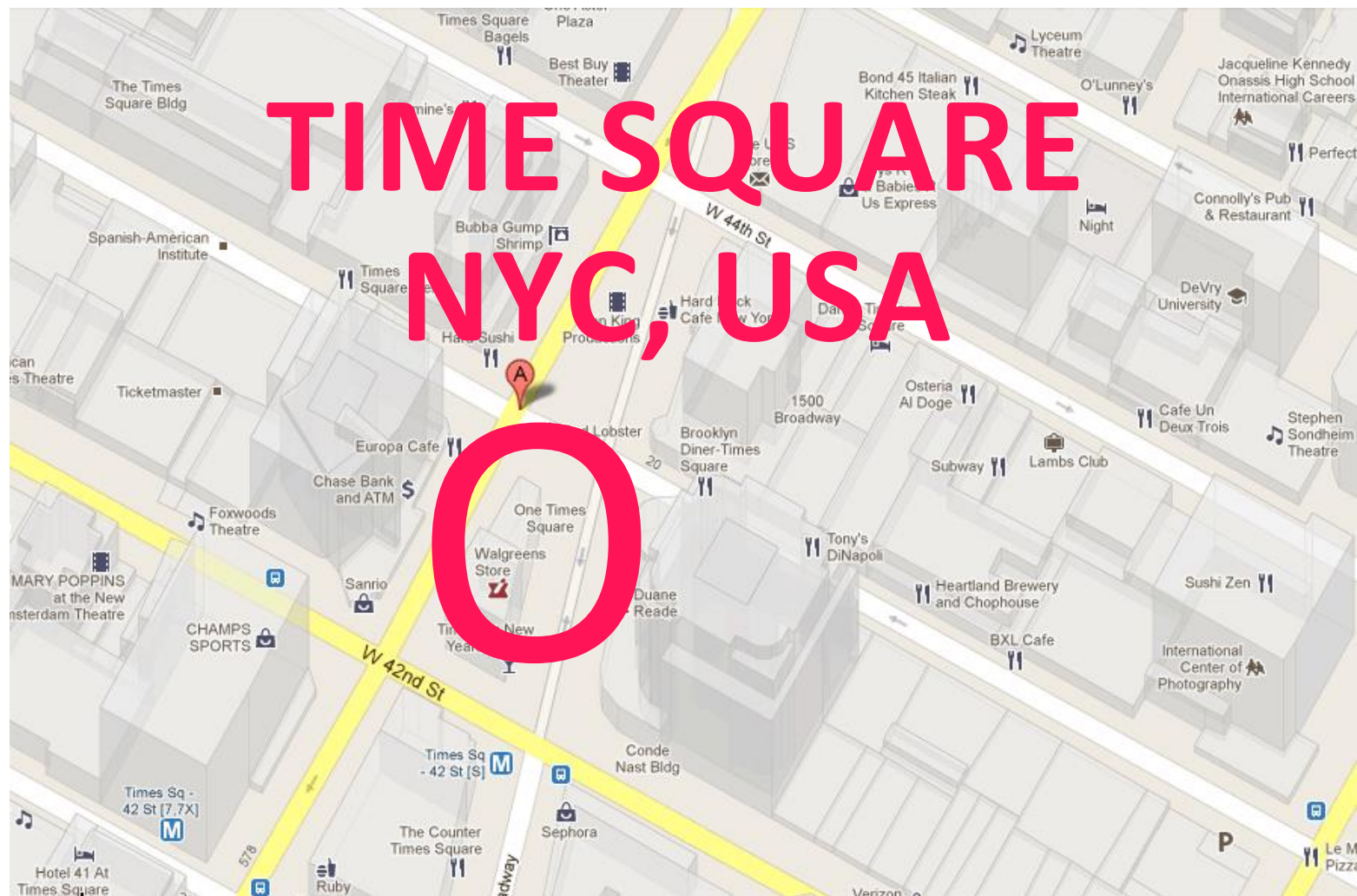


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Free — *Protest Drives History*

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The end...

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Thank you!

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S K Foundation
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and Public
Domain

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