

Press Release

New art exhibition in Utrecht

Call of the Mall

International art event in the most famous shopping mall of the Netherlands

20 June – 22 September 2013



press preview on June 20th.

The international art exhibition Call of the Mall will take place in the summer of 2013 at one of the busiest crossroads in the Netherlands. New work by 25 national and international artists will be displayed in the halls, on the walls, under and on-top of the roofs, and within the hidden cavities of Hoog Catharijne and Utrecht Central Station. During the exhibition Netherlands most successful shopping center will take on the identity of both a time capsule and a pressure cooker. Call of the Mall is organised in collaboration with the municipality of Utrecht.

Artists Christian Jankowski, Wilfredo Prieto, Robbie Cornelissen, Nathan Coley, Pilvi Takala, Gabriel Lester, Melle Smets, Lily van der Stokker, John Miller, Troika, Bik Van der Pol, Sylvie Fleury, Matthew Darbyshire, Krijn de Koning, Henrik Vibskov, Ligna and many others will participate in Call of the Mall. All of them will be exhibiting new work.

Call of the Mall

The world is changing. Our world is becoming more technical and more digital: both 'fast' and 'busy' increasingly describe our average weekday. We are constantly connected via social media, but are we really connecting with each other? The world around is both very large and small all at once. The financial crisis, and shifting powers in Europe and beyond - they present us with conflicting visions of how the world is changing and where these changes are taking us.

Hoog Catharijne is changing too, and its history and circumstance reveals this shifting world around us. The forty-year old building complex is undergoing a drastic makeover as it moves into an uncertain future. If we can buy everything via internet, why would we bother going to a store? And if we can work anywhere and anytime, why go to an office?

A new world lies before us, and in many ways we are strangers to that world. In the mini-society that is Hoog Catharijne – where you can eat, shop, work, recreate and live - artists try to get a grip on the transformations around them and to hold a mirror up for us to take a good look at ourselves.

Hoog Catharijne

Most people have a strong reaction to Hoog Catharijne: *you either love it or you hate it*. When it opened forty years ago it was Europe's largest indoor shopping centre. Thanks to the complex's luxurious interior design – marble floors and walls, palm trees, an aviary, roof gardens, art and a bronze fountain, even a small theater - a visit to Hoog Catherine was an experience. However, the grand dame has lost much of her charm in the course of time, and a major renovation is now taking place of the entire area surrounding the train station. Call of the Mall is happening at the height of the (re)construction of the Utrecht CS and Hoog Catherine.

Art at one the busiest places in The Netherlands

Exhibiting art in Hoog Catharijne and Utrecht CS means presenting in a place brimming with social, political and cultural significance and tensions. Everything is clamouring to be seen and everyone is busy doing something. A number of works jump out at the passerby, such as Celestial Teapot by Lily van der Stokker and a spectacular 'rope fountain' by the London-based design collective Troika. Other artworks by Germaine Kruij and Ester van de Wiel offer the public a glimpse of otherwise off-limits places such as the roofs and the expedition cellar. A new film by Gabriel Lester can be seen in the Mirliton Theater. The exhibition also offers a programme of one-time presentations and performances.

And for visitors who after seeing the exhibition want to make something themselves, a work-shop space will be open for three months on the Jaarbeursplein in collaboration with the Centraal Museum.

New works of art

Artists Christian Jankowski, Wilfredo Prieto, Robbie Cornelissen, Nathan Coley, Pilvi Takala, Gabriel Lester, Melle Smets, Lily van der Stokker, John Miller, Troika, Bik Van der Pol, Sylvie Fleury, Matthew Darbyshire, Krijn de Koning, Henrik Vibskov, Ligna and many others will participate in Call of the Mall. All of them will be exhibiting new work.

Partners

Call of the Mall is a part of the celebration of the Peace of Utrecht and is made possible in part by: EFRO (Europees Fonds voor Regionale Ontwikkeling), SKOR (Stichting Kunst en Openbare Ruimte), Corio, ProRail, Mondriaan Fonds, VSB Fonds, Prins Bernhard Cultuurfonds and kfHeinfonds.

www.callofthemall.com

Note to editors:

You are invited for the press presentation of Call of the Mall on June 20th in shopping mall Hoog Catharijne, Utrecht, The Netherlands. Please let us know if you want to join the preview.

For more information please contact Lieke Timmermans via lieke@kunstinhetstationsgebied.nl or via 06 - 245 03 978.