

Press Release and Press Invitation

Guest curators assemble 'Identities' art exhibition

First time in Amsterdam: Pop-up Museum in a nursing home

Amsterdam is getting a unique Pop-up Museum from October 2-30, 2018, under the name 'Identities'. Ten curators, over the age of 65, have amassed around 100 artworks from both well- and lesser-known artists. For the first time in Amsterdam, a nursing home has been partly adapted into a museum. The 'Identities' Pop-up Museum gives a new meaning to the term 'identity'. The 'Identities' Pop-up Museum will officially open at 2.30 pm on Sunday, September 30, 2018. The address is: Verpleeghuis Vreugdehof, De Klencke 111, 1083 HH Amsterdam, The Netherlands.

The Vreugdehof nursing home, in Amsterdam Buitenveldert, has converted its former accommodation annexe into a temporary art exhibition space, a 'pop-up museum'. Ten guest curators, over the age of 65, have put together the exhibition, following a briefing session from the artist Emile van der Kruk. The theme of the exhibition is 'Identities'.

"When I was young, I knew who I was; absolutely. When I reached middle age, I thought I still knew who I was. But, as the years advance, the uncertainty about who I actually am has grown. And now? I don't know anymore. Absolutely!" – Guest Curator, Rudolph Boshuizen.

Admission to the 'Identities' Pop-Up Museum is free, between October 2 and October 31, 2018, on Tuesdays through to Sundays, from 10 am to 5 pm. The 'Identities' Pop-up Museum will officially open at 2.30 pm on Sunday, September 30, 2018. The address is: Verpleeghuis Vreugdehof, De Klencke 111, 1083 HH Amsterdam, The Netherlands.

Workshops and activities

In addition to the exhibition of artworks, various workshops and activities are organised throughout the whole month. These include workshops created by the Van Gogh Museum and Kröller-Müller Museum, plus a hip-hop dance workshop. The artist Dorette Giling will apply herself as 'artist in residence' in the nursing home. Together with visitors to the exhibition and the nursing home's residents, she'll be making a sculpture relating to the theme 'Identities', which will remain in the home after the exhibition has ended.

Fourth time in the Netherlands

The Pop-up Museum is organised every year in collaboration with older men and women as guest curators. The purpose is to encourage a link between the art world and older people. Many people over the age of 65 are valued art lovers with years of interest, knowledge, and experience. This is the fourth time that a group of older people has been trained in the role of guest curator. The guest curators assemble the exhibition as a team, give guided tours, and speak about their personal collection and motivation.

Previous Pop-up Museums were organised in Amersfoort and attracted around 3,000 visitors. There is also interest being shown abroad in the initiative: the Oldham Gallery in Manchester wants to realise a similar concept in the UK.

Admission and opening hours

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Klencke 111, 1083 HH Amsterdam, The Netherlands. See <https://www.amstelring.nl/verpleeghuis-vreugdehof> (information in Dutch only).

Would you like to know more about the 'Identities' Pop-Up Museum?

Visit the dedicated website www.popupmuseumidentities.nl

Note for editors

For more information, interviews or images, contact Marie-José De Bie.

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