



DRAAGVLAK

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► Bestuur Niet Normaal

Voorzitter: Hester Alberdingk Thijm, *Directeur Akzo Nobel Art Foundation*. Liesbeth van der Kruit, *Directeur CSR Achmea group*. Secretaris: Toine van der Horst, *LPR Interim Management en Advies*. Penningmeester: Hans Jonker, *Directeur Administratiekantoor Amsterdam (AKA) B.V.* Bestuurslid: Vincent Bijlo, *cabaretier en schrijver*. Bestuurslid: Riemer Knoop, *Gordion Cultureel Advies en Lector Cultureel Erfgoed, AHK*. Bestuurslid: Julienne Straatman, *Straatman Strategisch Advies*.

► Team Niet Normaal

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► Team Gemeentemuseum

Artistiek directeur: *Benno Tempel*. Zakelijk directeur: *Hans Buurman*. Curator/productie: *Laura Stamps*. Productie TCS: *Ap Gewalt, Djonny Chatterpal*. Communicatie: *Gijs Meier, Marlien de Vries*. Educatie: *Jet van Overeem, Andrea Freckmann*

► www.ja-natuurlijk.com

Empowered by: Stichting Niet Normaal & Gemeentemuseum Den Haag.



Yes Naturally

MARCH 2013 – AUGUST 2013

NIET NORMAAL



FOTOMUSEUM DEN HAAG

Gemeente
museum
Den Haag

MUSEON

YES NATURALLY HOW ART SAVES THE WORLD

Spring 2013, The Hague. The words *Yes Naturally* appear on walls all over the court capital. People can take cooking lessons using food collected from garbage cans. Supported workshops make thousands of flyers from old packaging materials. You can use the public toilet of Atelier van Lieshout at the Plein for free, as long as you agree to have your excrement recycled. Scores of adolescents run through the streets with gps receivers, playing a game on their urban biotope. *Yes Naturally* has opened and everyone's part of it.

➔ What is natural?

Yes Naturally is an extended art exhibition that takes us off the beaten trail. Instead of plunging into the 'green hype' without further notice, *Yes Naturally* asks the question: What is natural, and who or what decides? *Yes Naturally* takes a holistic view and doesn't distinguish between human, nature and technology. The one runs over into the other. With both liberating and hilarious consequences: design your own housepet, moulds turn out to be your best friends, you can harvest the city and seagulls make for a tasty barbecue. Plus: Facebook is your habitat, internet the new biotope and life without nano particles is unimaginable. *Yes Naturally* shows how culture and nature merge.

➔ Close encounters

Yes Naturally is an affirmative approach to building partnerships with the world around us in a less delusional and less self-indulgent manner, opening our minds to the genuine otherness of what we call 'nature'. Visitors are introduced to examples of co-evolution, have close encounters with unsuspected guests and hunker for more. *Yes Naturally* doesn't take sides for or against nature but demonstrates how innovation enhances collaboration between humans and non-humans. It inspires partnerships as necessary preconditions for biodiversity. *Yes Naturally* presents new viewpoints, challenges old patterns and encourages sustainable behavior.

➔ Who, where and when?

Yes Naturally welcomes visitors to the inner and outer spaces of the GEM Museum for Contemporary Art and Photo Museum from March to August 2013. The Gemeentemuseum will join in by presenting theme-related works from their permanent collection. The Museum opens its doors to *Yes Naturally* artists. The exhibition will go beyond the museum walls. Newly commissioned works of art arise in the museum gardens and around the City. Lectures, urban wildlife safari's, NGO congresses, debates and film screenings. And *Yes Naturally* will make its presence felt in social media and digital fora.

➔ Participating artists include

Francis Alÿs, Jimmie Durham, Olafur Eliasson, Peter Fend, Fischli & Weiss, Damien Hirst, Natalie Jeremijenko, Marjetica Potrč, Zeger Reyers, Superflex, Ai Weiwei.



RECOMMENDATIONS

"*Yes Naturally* uses the visionary power of artists to put an urgent social theme on the agenda: how we can become ecologically intelligent. By doing so *Yes Naturally* not only sends out an important signal but also sets an example to be followed. *Yes Naturally* artists invite us to look at ourselves, our society and our relationship to planet earth differently. This change in view is a necessary condition for a lasting change to sustainable behavior."

➔ **Herman Wijffels, CoChair Worldconnectors and Professor of Sustainability and Social Change UCAD**

"I read the materials *Yes Naturally* sent me with pleasure. After the Christmas speech of Queen Beatrix, this was another encouragement for me as ambassador for The Earth Charter. The efforts of *Yes Naturally* give form and content in particular to the final words of The Earth Charter, "... and the joyful celebration of life".

➔ **Ruud Lubbers, Ambassador for The Earth Charter**

"The perspective *Yes Naturally* takes is challenging and offers artists and scientists space to present new ideas. *Yes Naturally* invites us to let go of traditional thoughts about nature, culture and technology, and their relationship to each other. At the same time *Yes Naturally* works from a positive basic attitude in its search for a better relationship between humans and environment: that we take responsibility for our planet."

➔ **Robbert Dijkgraaf, President KNAW (the Royal Netherlands Academy of Arts and Sciences)**

"We are very impressed with your mission, plans and perspective for *Yes Naturally*! We look forward to working with you!"

➔ **Josine Meurs, Maria Splinter of Stichting Publiek (Public Foundation)**

"The blockbuster *Yes Naturally* binds contemporary art with a socially relevant fact: the reciprocal relationship between humans and nature. In an accessible and (mildly) comic way the exhibition is able to feature a social theme and get a large audience thinking."

➔ **Gitta Luiten, Director of the Mondriaan Foundation**

"*Yes Naturally* is an inspiring initiative for museums and art institutions to go public. In an interactive way the exhibition brings together the public with artistic perspectives on ecology, humans and sustainability and forges a new step in mutual involvement. DOEN Foundation enthusiastically supports the collaboration between the Niet Normaal Foundation and Gemeentemuseum Den Haag and hopes that the experiment will lead to more."

➔ **Steve Elbers, Senior Advisor to DOEN Foundation**