

PANORAMA ZUIDVLEUGEL

An art project by Kunstgebouw and SKOR

commissioned by Atelier Zuidvleugel

I A LOCATION AS INSPIRATION AND CHALLENGE

The location: Zuidvleugel

The Zuidvleugel (South Wing) is an area in the southwest of the urban agglomeration of The Netherlands called the Randstad. It is located within the Zuid-Holland provincial limits, approximately between Dordrecht, The Hague, Leiden and Gouda. With its 3.5 million inhabitants, it is one of Europe's most densely populated areas. The objective is for the Zuidvleugel to grow into a network city of administration and law, knowledge and logistics in a landscape typical of Holland. In 2000, the Bestuurlijk Platform Zuidvleugel (South Wing Administrative Platform) was set up to ensure this objective is achieved.

Atelier Zuidvleugel

Atelier Zuidvleugel is a team of young (landscape) architects brought together in 2005 for a two-year period to elicit response for the 'Zuidvleugel' idea amongst administrators, planners and inhabitants. Atelier Zuidvleugel casts a critical eye on existing plans and serves as inspiration for new ideas and cooperation. Its brief is to function as a source of information, a design lab and stage for displaying and discussing ideas. It also aims to bridge the gap towards the general public (the Zuidvleugel inhabitants).

Kunstplan Zuidvleugel

Through Atelier Zuidvleugel, the idea arose to create an art project surrounding the 'Zuidvleugel' theme as it was felt that artists could drive planners' design processes and that Zuidvleugel inhabitants would be more easily reached through art. SKOR and Kunstgebouw were asked to deliberate on the input of art and artists and to translate this into an art project.

II THE VISION BEHIND THE ART PROJECT: PANORAMA ZUIDVLEUGEL

SKOR and Kunstgebouw have proposed a project that revolves around the imagination and experience of the Dutch landscape – in the past, the present and the future – with a focus on the Zuidvleugel area.

Landscape?

Whenever the term landscape is used in this art project, it is intended in the sense of Ton Lemaire's definition: a unity of nature and culture joined and united by the horizon. Or in other words: a stretch of land that can be seen or experienced at a single glance. This refers to either a rural, urban, industrial or virtual landscape.

Inventors

The basis for this art project is the idea that visual artists can be seen as the inventors of the 'landscape' concept. Painters have been 'composing' the landscape since the late Middle Ages. Think of the hedgerow landscape, pastoral landscapes, or the dramatic Romantic landscapes as a mirror of the soul. Think of the opening of the worldview in the Renaissance and the invention and application of perspective. Think of Impressionism, in which modernisation and decay take shape. Landscape still features strongly today, in photography, virtual perspectives and other media.

Change

The Zuidvleugel is an area that is subject to constant change – and always has been. This particular stretch of the Netherlands reflects the changes afoot in society. The landscape changes with the times. Changes in the Dutch landscape are also a frequent feature in the Dutch painting tradition. The Dutch seventeenth-century painters were the first to make the landscape explicit, the first to rid it of its mythological gaudery. Rembrandt's realistic landscapes are pure illustrations of this change, as are paintings such as 'Gezicht op Delft' (View of Delft) by Johannes Vermeer and the 'Panorama Mesdag' from the famous The Hague School. This is the drive behind our ambition to reflect through this art project how contemporary artists currently conceptualise the Zuid-Holland landscape.

III ELABORATION

Eight artists will be given the task of proposing a rough plan for an art project. Three of the eight project proposals will be selected for actual implementation. This implementation will be translated into for instance a television programme, a newspaper or a website.

Summery: the art project consists of two phases: the rough plan phase (autumn/winter 2006) and the implementation phase (autumn 2007).

Rough plan phase (autumn/winter 2006)

The artists' project proposals must focus on the historic, contemporary or futuristic landscape in the Zuidvleugel. It is their assignment to make their vision of the landscape artistically tangible and to involve the public actively in their project. The source of inspiration should be the landscape of the Zuidvleugel itself, with its infrastructure that is a natural invitation to travel. It contains an interweaving of train, tram, underground and bus lines. The roads vary between multi-lane motorways and rustic paths. The future is likely to bring Randstadrail, a RijnGouweLijn and possibly the Stedenbaan (all new transport modalities). Footpaths and cycle routes are also an important feature. All these routes are part and parcel of the structure of the Zuidvleugel landscape.

Presentation

The artists will present their rough plans in the autumn/winter of 2006 during

a day specifically organised for the event. This day is planned as an inspiring meeting between artists, staff of Atelier Zuidvleugel, relevant landscape designers, urban and rural planners and policymakers.

Implementation phase (autumn 2007)

Three of the eight art project proposals will be selected for implementation (television, newspaper, website). During the selection, points of focus will include the proposals' artistic quality and the way in which they deal with public participation and (mass) media. The artists can choose to include one of the mass media as an integral component of their project, or to use the media for the reflection of the result. The broadcasts or publications will be held in September and October 2007.

IV ARTISTS TO INVITE

Artists

We will be inviting artists with an interest in landscape (historical, contemporary and/or futuristic) and who are capable of actively involving the public in the realisation of their work. The artists we wish to invite are:

Matts Leiderstam (Malmö)
Karen Lancel
Ra.nj.
Hans Schabus
Geert Mul
Mateusz Herczka
Aleksandra Mir
Willem de Ridder

Students Royal Academy for the Visual Arts The Hague (KABK)

We are looking to perform a separate student project with the KABK parallel to the rough plan and implementation phase. Students from the Visual Arts department will be asked to work on project assignments similar to those given to the artists, with the exception that they will be given greater scope with the conditions. A part of this student project should be a series of lectures will be held at the Academy with 'landscape' as theme. Lecturers/speakers could include artists who have received assignments in the context of this project as well as other artists, curators or scientists.

V ORGANISATION

Organisational structure

Kunstgebouw is in charge of project implementation and has a commission relationship with both SKOR and the Province of Zuid-Holland.

Planning

Selection, briefing, assignment allocation artists	
summer 06	
Interim discussions artists' proposals	autumn
06	
Start student project KABK	autumn 06
(Semi-)public presentation	winter 06-07
Selection final assignments	winter 06-07
Completion, opening, presentations, end of the project	
autumn/winter 07	

COLOPHON

This art project was created by SKOR (Stichting Kunst en Openbare Ruimte or Foundation for Art and Public Space) and Kunstgebouw, Stichting Kunst en Cultuur Zuid-Holland (Foundation for Art and Culture Zuid-Holland) and was commissioned by Atelier Zuidvleugel. © May 2006.

For more information: HYPERLINK "<http://www.atelierzuidvleugel.nl>"
www.atelierzuidvleugel.nl / HYPERLINK "<http://www.kunstgebouw.nl>"
www.kunstgebouw.nl / HYPERLINK "<http://www.skor.nl>" www.skor.nl

Holland – not to be confused with the Netherlands: consists of two provinces, Noord- and Zuid-Holland, the two most westerly provinces in the Netherlands.

Lemaire, Ton. (1970). *Filosofie van het landschap (Landscape Philosophy)*. Bilthoven: Ambo. p. 71.

Lemaire, Ton. (1970). *Filosofie van het landschap*. (Landscape philosophy) Bilthoven: Ambo.