

A SAFE PLACE

Stichting White Cube is committed in creating a safe place for all; to enjoy art, to create, to meet each other. Whatever religion, gender, sexuality, skin-colour, age or material wealth; everybody is welcome at Stichting White Cube's events and you can basically be just you. In 2019 we have organized international arts event about human rights and a large-scale international art exhibition 100% FEMALE with 100 participating female artists .

As one art event doesn't change the world, we have to continue our efforts to make this planet a better place. Therefore we decided to organize an art event that focuses on women's rights coming October 2021 in Zaandam, the Netherlands. We organize this happening in gallery PLAY room. Filmhuis de Fabriek and Regio College are also joining in this project. The plan in short: there will be two art exhibitions -one in De Fabriek and one in PLAY room-, a debate-afternoon, showing a documentary and short art-videos, live music and a school-project to involve the younger generation.

OPEN CALL FOR A GUEST CURATOR

100% FEMALE was an all-female art exhibition. Founder of Stichting White Cube and owner of PLAY room, Jeroen van Paassen doubted if the new project should also be with only female artists or not. In the Facebook artists group of 100% FEMALE he posted the question and many reactions from the artists followed. One in particularly stroke a nerv: *'It's time that men make space for women!'* That reminded him also about the performance Zoë Simon had in October 2019 at PLAY room, where she taped herself onto the window of the gallery in order to claim space for female artists in galleries.

So yes, in order to make space for women Jeroen van Paassen steps aside and invites a female curator to take over.

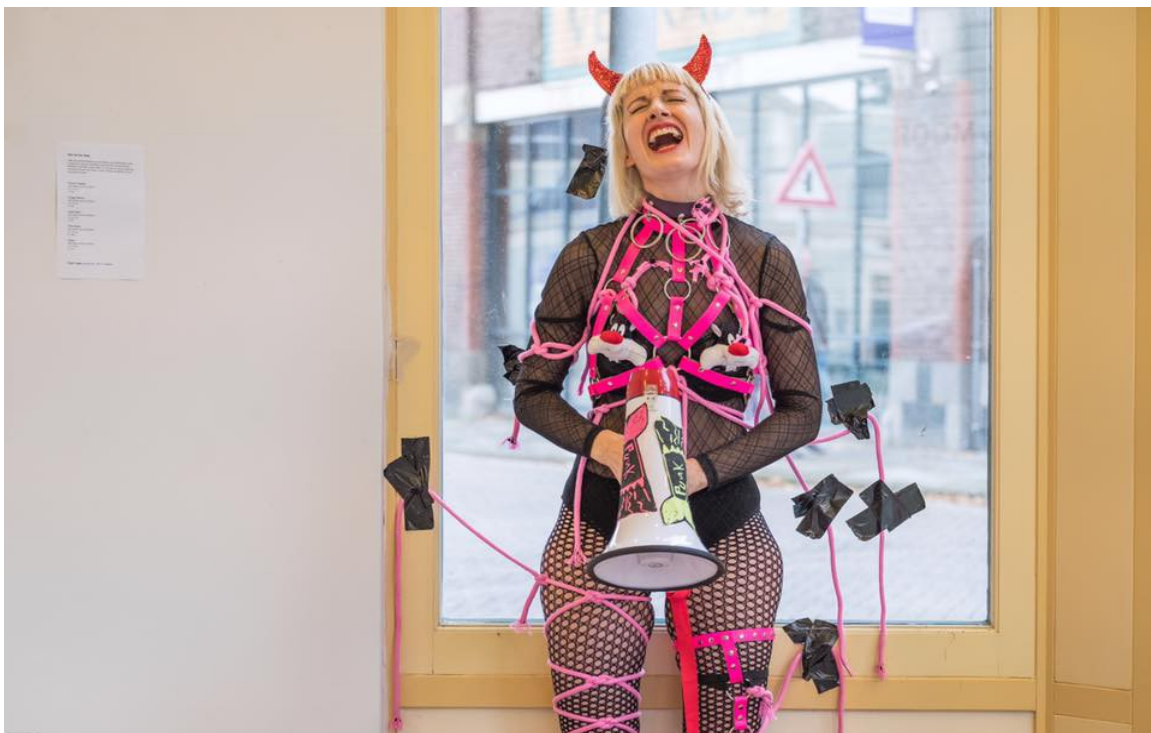


Photo: Performance Zoë Simon during opening of the preview of 100% FEMALE in PLAY room, Zaandam, Oct. 2019

Who are we looking for?

We are looking for a female curator who creates a contemporary art exhibition in October 2021 in PLAY room, Zaandam, The Netherlands. The theme has to fit within the topic of women's rights. Whether or not it's an all-female artists exhibition or a mixed one is up to the guest-curator. Also if you want to work with Dutch artists only or with artists from abroad. However the exhibition needs to aim for a diverse audience.

As our regular exhibition program has a growing fan base we would like to share this with you and surprise our audience.. At PLAY room we usually show 8 to 12 artists in one exhibition, from The Netherlands and abroad. The art we show varies from paintings to videos to performances and installations, basically we cover every medium within the contemporary art field.

Apart from that we are not shy in showing art that addresses hot topics in our society either, whether it's climate change or human rights or the growing authoritarianism. At PLAY room artists are free to 'play' with form and subject (and so are you in curating and designing this expo!).

At the end of this document you'll find a floor plan of the gallery.

What do we offer?

Stichting White Cube will do it's best to get funding for this project, but at this moment we can't guarantee that we will succeed in it. So please keep in mind that this is a low-budget project. If we have enough funding, the guest-curator can get a fee of maximum € 250,-.

Unfortunately we can't give the participating artists any fee. Therefore the artists are responsible for sending their art to and from the gallery. Only if an artwork is sold we charge 30% commission (10% for the guest-curator).

Each artist is invited to bring next to their art for the exhibition also one affordable art piece for our web shop and giftshop; like drawings or works in series (price-range to max. € 350,-). See our website for examples: www.playroom-zaandam.nl

The guest-curator is responsible for creating the theme of the exhibition and selecting the artists. We'll share the open call for artists via our platforms in co-operation with the guest curator.

Our team will assist the guest-curator with planning, building up & down, pr, keeping the gallery open, posters & flyers, the opening, etc., etc.

For our YouTube channel we will make at least 5 videos covering the exhibition;

1/ general overview of the exhibition during the opening

2/ interview with the guest-curator

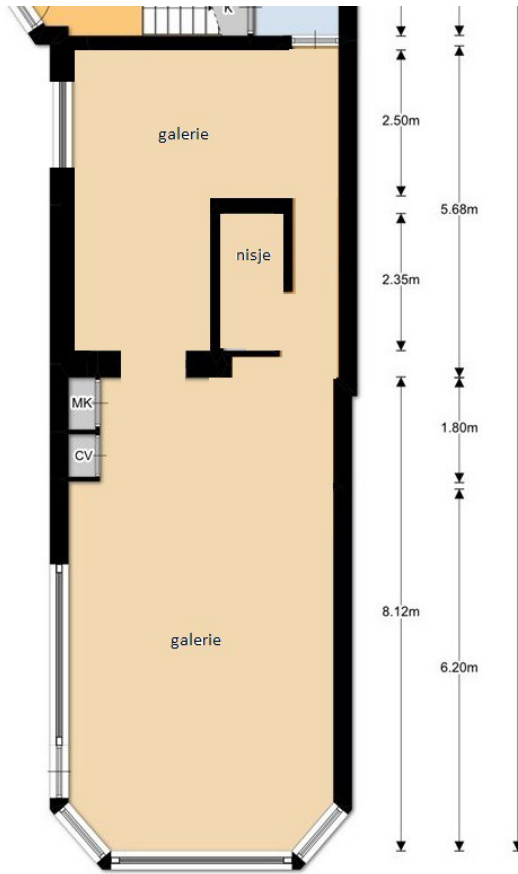
3/ at least 3 artworks from the exhibition will be reviewed in separate videos

How to apply?

Send in a PDF with your concept/idea for this exhibition, in which you explain what we can expect from your exhibition.

Email it too: info@playroom-zaandam.nl

Deadline: **29 December 2020**



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Jeroen van Paassen