

PRESS RELEASE

'WINDWIJZER' - A NEON ART-WORK IN AMSTERDAM NOORD

During the first week of December 1979, a new outdoor art-work will be placed in Amsterdam Noord.

The site is ~~the~~ on the wall of a flat building that faces the Koopvaardersplantsoen on the corner of the Dekshuitstraat, Banne Buiksloot, Amsterdam Noord.

The art-work has been commissioned by the Afdeling Kunstzaken of the Gemente Amsterdam, and has been conceived and designed by the artists Theo Botschuiwer and Jeffrey Shaw of the Eventstructure Research Group, Amsterdam.

Background history of the project:

Early in ~~1978~~ ¹⁹⁷⁸, the Kunstenaarswerkgroep Noord, under the initiative of Hans Mantje, ~~approached~~ ^{asked} the artists Botschuiwer and Shaw ~~and asked them~~ to make a proposal for an outdoor art object using light for the Banne Buiksloot area.

~~In mid 1978~~, Botschuiwer and Shaw presented the concept of a neon art object called 'windwijzer' which was accepted by the Werkgroep. A further presentation of the concept to a meeting of the buurtbewoners at the Buurthuis de Banne was enthusiastically recieved.

Thereafter, the technical design of the project was worked out by Botschuiwer and Shaw, a factory was ~~found~~ ^{built} to manufacture the art-work (M.M.P. te Krimpen), and arrangements were made with the G.E.B. and the Gemeente Woningbedrijf regarding the installation.

In July 1979 the final proposal for the 'Windwijzer' was presented to and accepted by the Afdeling Kunstzaken of the Gemeente Amstersam, and the manufacture of the art-work was begun.

Description of the art-work

The intention of the artists in the design of this art work were to make a spectacular kinetic light sculpture that would continuously change in response to the weather (wind speed), and that would also ^{provide} be a visual expression of the identity of the neighbourhood where it was going to be placed.

Noticing that all the street names in the area were related to the sea and shipping (Dekshuitstraat, Aakstraat, Statenjachtstraat, etc.), Shaw and Botschuiwer decided to make an art-object that would be a visual metaphor of the sea - ~~to use wave patterns if neon light to suggest wave forms, and in the same way that the appearance of the sea changes according to the weather, these lighted wave forms change their shape in direct relation to changes in wind speed.~~

The art work they designed moving
uses neon light in a wave form pattern, and ~~let~~ ^{to} these lighted wave forms change shape in direct relation to the wind speed in ~~the same~~ ^{a similar} way that the sea is calm, or choppy, or rough in relation to ~~the~~ weather conditions.

Describing the art-object itself - de basisfiguur bestaat uit.....

About the artists

Theo Botschuiwer born ... Rotterdam, living in Amsterdam.

Jeffrey Shaw born 1944 Melbourne Australia, living in Amsterdam

Botshuiver and Shaw formed the Eventstructure Research Group in 1968 in Amsterdam and are probably best known for their inflatable structures such as the Waterwalk and the Pavilions at Sonsbeek 70.

More recently they have been involved with the application of new technology in art and have been working with film, lasers and computers.

About the artists;

Theo Botschuiwer born 1945 Rotterdam
Jeffrey Shaw born 1944 Melbourne Ausyralia

Botschuiwer and Shaw formed the Eventstructure Research Group in 1968 in Amsterdam. The group is probably best known for its ^{late} inflatable structures made in the late 60's and early 70's such as the Waterwalk and the Pavilions for Sonsbeek.

Objects and ^{events} performances by the group have been ~~shown~~ shown at Museums and Festivals in Europe and Australia, including the Stedelijk Museum Amsterdam and the Paris Biennale.

Over the last five years the group has concentrated itself on the applivation of new technologies in art such as photography, film, ^{light} lasers, ^{electronics} and computers. The group made ~~and~~ ^{performed} the laser light show for the English pop group Genesis, and Botschuiwer has worked as director for the childrens program Sesamstraat since ~~its~~ ^{its} inception in Holland.

^{This year} Recently Botschuiwer and Shaw completed a large ^{electronic} sculpture in the context of the 1% regeling for the new swimming pool in Ijmuiden, and at the moment dicumentation of their work in the 60's can be seen at the Museum Boymans exhibition.

Shaw and Botschuiwer are at present also working on a pröposal for an environmental art work for the Turfmarkt in Amsterdam commissioned by the Afdeling Kunstzaken.

Further details regarding the installation of the art-work 'Windwijzer'

The art-work is being manufactured by Modern Materials Promotion (M.M.P.) in Krimpen a/d Ijssel.

A demonstration of the completed art-work will be given at the factory during the last week of November.

The imstallation of the art-work in Amsterdam Noord is planned for the first week of December.

The installation will take two to three days - the first day will involve the placing of the object on the flat wall by means of a crane - the second (and third) days will involve the electrical and electronic installation and testing of all the elements.

Prior to, and during the instal ation appointments can be made with the artists and other involved persons for discussion of the project.

Any further information that may be wanted can be obtained directly from the Theo Botschuyver (020-927855, and 02963-3404) or Jeffrey Shaw (020.927855 and 020 940276) or by writing to the Eventstructure Research Group, Javastraat 126 Amsterdam.

enclosed are drawings of the art work and a photographic collage showing an impression of its appearance as it will be when completed