



EXHIBITION  
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PUBLIC OPENING  
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Press release  
Zaandam, November 20, 2019

## MAARTEN SPRUYT IS THE THIRD GUEST CURATOR OF HET HEM

**With CHAPTER 3HREE, Het HEM will offer an insight into Maarten Spruyt's thoughts from 24 January. Spruyt is a stylist and art director with a unique talent for creating atmospheres. After several commissions for exhibitions at various museums and institutions in the Netherlands, he now receives carte blanche in Het HEM. Without a prescribed exhibition concept or museum collection, he ventures into the underground spaces of Het HEM where he creates an immersive, theatrical exhibition about the power of the human mind to generate new perspectives without outside influences.**

As a trendsetter, master collector and maximalist, Maarten has a highly developed sense of images, colours and materials that grab your attention. Where most exhibitions originate from a substantive narrative, Het HEM is curious about what happens when you let intuition guide you and mediate a layered world of experience on a radically sensitive level. Director Kim Tuin: "*Translated from Latin, intuition means 'inner seeing'. It is a soft quality that enables us to know intuitively without using our ratio. For Maarten, intuition is his inner compass and that is why we want to create this third Chapter with him.*"

The group exhibition with more than 20 works of art takes the impressive architecture of Het HEM as a starting point for an experiential programme and challenges visitors to appeal to their capacity for introspection. Largely installed in the 200-metre long underground shooting range of Het HEM, we present a literal experience of a tunnel vision, which may seem endless and hopeless at first, but gradually becomes more and more pleasant. In the basement, the virtual absence of 'outside' provides a powerful context for shaping an internalised experience and making the visitor aware that happiness can be achieved from within.

Maarten Spruyt: *"The intention is that this should be a solo experience. You enter the exhibition alone to alienate yourself from the outside world and to enter your own world of experience. It is an intense sensory experience that visitors can only share with each other afterwards."*



Maarten Spruyt, 2019 © Anouk van Kalmthout

#### About Maarten Spruyt

Already at a young age, Spruyt was able to convey moods in spherical images. After studying fashion design at Akademie Vogue in Amsterdam, he became one of the first professional stylists in the Dutch fashion industry. International assignments shortly after his graduation were reserved for companies such as Mexx, Volkswagen, Rémy Martin and Swatch, which he completed in collaboration with renowned photographers such as Mario Testino, Bart van Leeuwen, Vivianne Sassen and Carli Hermès.

Spruyt's first major exhibition, *Woman by*, was made together with designer Roosje Klap in the Centraal Museum Utrecht (2003).

This was followed by exhibitions in leading Dutch museums and

institutions, including the Rijksmuseum in Amsterdam, Museum Boijmans Van Beuningen in Rotterdam, Kunstmuseum Den Haag, Van Gogh Museum in Amsterdam and Paleis Het Loo in Apeldoorn. He recently developed the presentation *Rothko and Ik* (2019) for Stedelijk Museum Schiedam, worked at the Kröller-Müller Museum on the exhibition *Als kunst je lief is* (2018-19) and with Hans Lensvelt on the presentation *Nothing New* for the Salone del Mobile in Milan (2018).

#### About Het HEM

Het HEM is a house for contemporary culture in a former munition factory, situated between nature and monumental industry on the outskirts of Amsterdam. The cultural programmes (chapters) aim to connect art and society and to bring the outcome closer to the people. Each Chapter is developed in collaboration with a guest curator. These are not necessarily professionals from the arts, but people whom we consider to be 'visionaries' because of who they are, what they do or how they look at the world. Together with Het HEM curatorial team, they develop interdisciplinary exhibitions that keep their finger on the pulse and encourage the public to think in new directions. Het HEM produces three Chapters a year.