

Out of Art # 2006-1

Ethnography is Hein

Dingeman's most important source of inspiration, especially that of the aborigines. Hein's tribesmen look impressive. In his youth he was inspired by the 'body builder' types in comics. Earlier the sex of his subjects was masked by large heavy metal electric guitars. Later drawings show more erotic aspects. His subject's sizable phalluses play a central role. Lately Hein has rekindled his childhood's interest in elves and trolls. Recently all these different worlds flow together. We see a watercolour of a couple sensually embraced. 'Love between a Polynesian and an elf. That's integration for you!' is Hein's enthusiastic comment. [p. 7-10]



Safnasafnid is an Outsider Art museum in Iceland. The collection comprises mainly of Folk and Outsider Art. The goal of the museum is to collect and exhibit artworks of autonomous artists under the motto 'Creativity for All'. The most important pieces have been created by artists who live in their own dream world and use their fantasies to illuminate the dark side of their existence. Safnasafnid organizes three to four exhibits each year. The museum tries to raise the interest in its collection in other museums. The advantage of the small-scale of the museum is that the collection can grow and expand through interaction with visitors. [p. 12-15]



Artist/collector Jack Vreeke (1942) taught artistic forming at the Fontys Hogeschool, Eindhoven. He gathered experience on the development of children's drawings. "The development of persons with Down syndrome is similar, only much slower. When looking at children's artwork, I could point out relations to general art history, but then I discovered Outsider Art, that was completely free of such relations. The photographic memory, perspective and obsession of these artists with certain subjects, particularly fascinated me. I am a collector of collections: Naïve Art, children's drawings, art by psychiatric patients and persons with an intellectual disability. Vreeke founded the Art Card Museum *KuKaMu* and the office for Naïve Art, *BuNaKu*. [p. 18-22]



The Living Museum in Queens, New York, is one of the few institutes in the United States dedicated to the work of artists with psychiatric disabilities. The museum is located in the Creedmoor Psychiatric Center. Through the creation of art patients are transformed into artists. They can thus free themselves of their frustrations, channel emotions, express their thoughts and confront their problems. The emphasis is on their personal talents and achievements, not on their disabilities. The art-

works have international acclaim. In the museum every object and surface, from floor to ceiling, has been worked on by the artists. It is a wonderful example of an old building brought back to life through a dialog with original art. [p. 28-30]



Looking for inspiration, Arnulf Rainer (1929) discovered the work of psychiatric patients. In 1953 he made his first *übermalungen*: painting over paintings and photos by himself and others. In *Face Farces* Rainer seems to show his preoccupation with Outsider Art most clearly: imitating madness as a source for his own autonomous work. He was not interested in the form language, but in the way in which this art was generated, completely free of any tradition in the visual arts. He collaborated with psychiatric patients/artists and collected their art. According to Rainer there is no connection between his interest as an Outsider Art collector and his own artwork. [p. 32-35]

Cultural project development and Outsider Art

Symposium may 12 2006 Rotterdam

The Outsider Art world, in recent years, is increasingly involved in cultural project development. Atelier Kunst & Vliegwerk in Leiden and Atelier Herenplaats in Rotterdam have worked on various joint venture projects and on May 12th 2006 are organizing a symposium on the subject, with speakers from the business world.

Atelier Kunst & Vliegwerk has collaborated with KLM Cargo, SRT (producer of the *Succes* agendas) and Bandridge (Cable producer). KLM Cargo commissioned artworks for an exhibition to celebrate its 85th anniversary. The artists were inspired by the location: a cargo hangar. With the motto *Art by Succes*, SRT asked the artists of the studio to design unique covers for agendas. These colourful covers are currently selling well on the internet. The artists have also designed original packaging for products of Bandridge. As a result the *OxyPure* Line has won the prize for most innovative product introduction for 2005.

Atelier Herenplaats has collaborated with *Caffé Poli* Nederland. *Caffé Poli*, specialized in Italian coffee, developed the concept *Beautiful People*. Espresso and cappuccino cups are decorated with paintings by six artists of the studio. The sales profits benefit Atelier Herenplaats and as well as a project for orphan children in China. Artists of the studio coach pupils of the Van Veldhuijzen school in Rotterdam who are painting a series of self portraits for the project *The Face of the Future*. The 330 portraits were combined in one artwork for the facade of the school. Chris Bouma of the *Kunst & Zaken* foundation has been asked to advise in the compilation of a new art collection for the new building of *Price-waterhouseCoopers* in Rotterdam. Artworks by artists of the studio have been acquired for the collection with the motto *the Feeling of Rotterdam*.

Mutual understanding, professional agreements and good communication have proved to be essential for the success of these projects.