

Exhibition: **Geert Mul. Espacios Locales. Estrellas Globales**

Institut Valencià d'Art Modern IVAM

10 January – 12 February, 2006

Curator: Consuelo Císcar

Sponsor: **Fundació VCF**

sempre!



The exhibition of the Dutch artist Geert Mul, one of the most influential contemporary artists in the development of interactive installations with video, music and photography, is the result of the collaboration between the IVAM and the Fundación Valencia Club de Fútbol. The installation relates sport and art using new technologies by means of an audiovisual interpretation of the universe of Valencia Club de Fútbol and its environment: symbols, architecture, supporters, players, etc., creating an interactive kaleidoscope of images and sounds that permits the public to participate by walking around the central rectangle of the gallery, laid out simulating a football pitch, and, thanks to software that detects their movements, setting in motion a sequence of images in different categories, such as sportsmen, supporters, veterans, symbols, autochthonous

elements, terraces, the playing field, etc... The catalogue published for the exhibition contains a broad selection of the kaleidoscopic images from the installation projected by the IVAM and a text by Consuelo Císcar, director of the IVAM, and an interview with the artist, Geert Mul, by Fernando Castro.

Geert Mul (Alphen a/d Rijn, Holland, 1965) studied at the Academy of the Arts in Arnhem (1985- 1990) and specialised in computer animation. After he finished his studies, he travelled to several countries, including Japan. The audio and video recordings he made on these trips were later exhibited at Dutch art galleries. In order to achieve financial independence, in the mid nineties Geert Mul began to make video films combined with pop music for a discotheque in Rotterdam, and so he became one of the first video jockeys in Holland.

Geert Mul made several visual and spatial installations at different festivals, like LowLands and Drum Rhythm, fashion shows for DIESEL or for the Museums of Modern Art in Chicago and Kyoto. He also made a show with the National Symphony Orchestra of France and Speedy J, and he presented a project about the Biennial for new artists in Turin. From that time on, he has conceived video as a stream of images that he related to music, architecture and the social environment.

In 2003, the artist presented the installation *La Biblioteca de Babel*, based on a story by Jorge Luis Borges, where he described a never-ending library. Besides, he built a database full of sounds and images

of different types, including themes about politics, business, trade, history, current affairs and sex, as well as landscapes and portraits.

Geert Mul's work, which has been exhibited in museums, pop festivals, public spaces and concert halls, basically comprises videos, installations, performances and concerts. He has frequently designed site-specific pieces, which he has adapted to the unique features of the setting, the architecture or the behaviour of the public. His works adjust to the space they are going to occupy, which can be anything from lively discotheques to art festivals or the quiet artistic spaces of museums and public buildings.

The Dutch designer uses computers as a tool at the service of his ideas and involves the spectator as an indispensable piece in his creations, which are anything but presentations based on simple television screens. In this way he builds corridors and spaces totally occupied by screens where the three-dimensional montages trap the spectators with the visual impact of the sequences of images projected and the music programmed.

The central theme of his work is the relationship between structure and meaning. Geert Mul designs his own software to store and retrieve visual data and to generate the structures underlying the expression and meaning of the work. But in some other works he shuns technology and seeks the syntax of pure visual and emotional expression.

In his latest work we can see a clear evolution; his installations give

way to a series of videos where technology is applied to the pursuit of a syntax of pure visual expression that affects the emotional sphere.

In the exhibition to be held at the IVAM, the Dutch artist takes a popular sport like football and by means of the Mestalla team, proposes a new aesthetics in which Olympic sports concepts combine with the no less Olympic and athletic dimension of Art. And he does this with photographs blown up into new technological images achieved with the aid of computer science.

In this way and through the interconnection between art and sport, science and technology, modernity and contemporaneity that Geert Mul proposes, we, as spectators, approach a much broader intermediate space to understand art, stimulating and enriching for our senses.

The Fundación Valencia Club de Fútbol is a non-profit organisation created in 1996 to dedicate its funds to many different purposes. The main aim of the Fundación Valencia CF is to be an instrument through which Valencia CF can reach society by channelling all the dynamics created around football in the Valencian society to carry out projects of a social, cultural and scientific nature; and manage the affairs of Valencian football with a view to promoting Valencia Club de Fútbol.