

“Concentrated culture as a supplement to daily life. And I should know!” Cecil Adams

“...In Nederlands is er geen woud. Daarom is er een debat over. Het is allemaal park. Het is allemaal cultuurlandschap.”

Bijlmer

“Een Studie uit Later Nieuwsgierigheid...”

The book is part of the project “catalogue” (2001-2003). It’s a self produced and published magazine from the book designer Will Holder alias “good-will”. It has 1-6 different issues. One is about a play, one about a poem,.....,and one is about the Bijlmer. The Bijlmermeer neighborhood, which houses thousands of people, was designed as a single project. The neighborhood is built up out of several, nearly identical high rise buildings. The apartments were meant to attract a suburban set, rather like condominium housing.

The book based on a project of the Stedelijk Museum Bureau Amsterdam and the Centrum Beeldend Kunst Zuidoost. They invited the artist Gijs Mueller to live half a year in the Bijlmer the “special” part of Amsterdam (August 2001 till February 2002). Gijs Mueller is better known as “Uw nieuwste Vriend”. He was presenting himself with that slogan in the preceding year of 2000 in big newspaper advertisements and in television commercials. Gijs Mueller is a safe- made man, what every artist is infect. Uw nieuwste vriend is an emotional product with an enormous charisma.

He wants to reach the public with his projects especially the younger generation to be kind of a role model. Therefore he took part at the **BijlmAIR (Artists in Residence)**. He called his project **“Opportunity I am”**. He worked with kids who really seem to have no chance and showed them that there is a possibility to create their own chances - that you can achieve a lot more than you expected if you really want to fly at higher game. During his time in the Bijlmer he had to reflect the multiethnic quarter of Amsterdam. The outcome of this is that the word “cultural landscape” gets a high discussed issue in the book.

“The cultural landscape is fashioned from a natural landscape by a cultural group. Culture is the agent, the natural are the medium, the cultural landscape is the result. Under the influence of a given culture, itself changing through time, the landscape undergoes development, passing through phases and probably reaching ultimately the end of its cycle of development. With the introduction of a different, alien culture, a rejuvenation of the cultural landscape sets in, or a new landscape is superimposed on remnants of the old one” (Sauer’s, 1925).

Through their form, features, and the ways they are used, cultural landscapes reveal much about our evolving relationships with the natural world. They provide scenic, economic, ecological, social, recreational, and educational opportunities which help individuals, communities and nations understand themselves.

Who took also part on creating that book?

Winnie Terre; 33 yaers old, works as a freelance journalist

Pauline Terreehorst; 55 years' old,director of the Centraal Museum in Utrecht

Geoff Salvidant



Links:

uwnieuwstevriend.nl

<http://www.cbkzuidoost.nl/data/content/opdrachtvoorbeeld>

http://www.kunstenpubliekeruimte.nl/werk_480.html

www.bijlmerbreakz.com