

Summer in New Holland and the Kingdom of the Netherlands present:

**Orange Days in New Holland
A Festival of Contemporary Dutch Culture
July 1-14, 2013**

April 2013 marked the start of the official Year of Russia in the Netherlands and the Netherlands in Russia. To help foster cultural exchange, this occasion brings with it a program of over 400 events, set in the most prestigious venues of each country. In July, one of the seven sites for the exchange program in St Petersburg will be New Holland, an island whose history is inextricably linked to the Netherlands.

The Orange Days Festival of Contemporary Dutch Culture will take over the entire space of the island from July 1st through 14th, introducing locals and visitors to the city alike to the most up and coming Dutch artists, designers and musicians. The program includes film screenings, concerts, exhibitions and performances, as well as lectures and workshops. The island will also host a *Summer Architecture Camp* for both Russian and Dutch students, during which participants will draft their own proposals for the future development of New Holland Island.

Summary of the Program of Events:

Architecture Summer Camp

Together with *The New Institute*, New Holland will organize a *Summer Architecture Camp*, led by Dutch architect Paul Meurs and with the help of Vladimir Frolov, Chief Editor of the magazine, *Project Baltia*. Over the course of the week, ten architecture students from Russia and the Netherlands will study modern facets of developing cultural centers, eventually producing their own models for the future version of New Holland. These final projects will be presented to the public, and the best ideas will inform the actual reconstruction of the island.

***Me & My Models*, an exhibition of photographs by Jan Hoek**

As a collaboration with *FOAM* magazine, New Holland will host *Me & My Models*, an exhibition of young Dutch photographer Jan Hoek. Hoek's lens fixes its focus on an unusual coterie of amateur models: African homeless people with mental health problems; girls without arms or legs; heroin addicts dreaming of becoming supermodels; and random people from the internet. Hoek's work plays with the theme of the fleeting relationship between the photographer, his model and the conflicting expectations that happen during a photo shoot.

The exhibition will include a screening of a film in which the photographer divulges more about unpleasant, amusing, touching and painful moments from his professional life.

Workshop with Food-Designer Marije Vogelzang

As a future student of product design, Marije Vogelzang discovered that food was the ideal material for her early experiments. Since that time, she has created a vast array of projects involving food, as an instrument for collaboration between others, as well as a source of new revelations and sensations; her activities range from performances and installations, to creating lunches for overweight children.

On New Holland, Marije will lead a workshop for all interested, where she will share her experiences of working with food as a material for design, expression and experimentation.

REFUNC Performance Design Laboratory

REFUNC is a Dutch design laboratory, working at the crossroads of design, art and architecture, to create experimental structures from local waste and recyclables. These works are always connected to the local context and the history of the items used. REFUNC consists of five artists: Denis Oudendijk, Jan Körbes, Damian van der Velde, Bart Groenewegen, and Boris Duijneveld.

For New Holland, REFUNC will produce a unique object, based on research conducted on site. The process of creation itself will take place as a performance.

Ari Versluis and Ellie Uyttenbroek: *The Exactitudes Project*

For over 19 years, photographers Ari Versluis and Ellie Uyttenbroek have documented the dress codes of different social groups on the streets of Rotterdam and other world cities. The title of this series of works – *Exactitudes* – derives from a combination of English words: *exact* and *attitude*. Capturing their subjects in the most identical context as possible, with the same poses and carefully selected accessories, they conduct an almost scientific study of people’s attempts to identify themselves through their appearance.

On New Holland, the artists will open a pop-up photo studio, adding to their collection representatives from the various Petersburg subcultures.

Screenings from the Rotterdam International Film Festival

The annual Rotterdam International Film Festival is one of the most distinguished in Europe. From the moment of its founding in 1972, the film festival has made it its mission to support independent films, experimental cinema and emerging directors.

As part of the *Orange Days Festival*, the island’s art gallery will host a series of screenings of short films, selected from the program of the Film Festival.

Giuseppe Licari: *Hortus Conclusus*

Giuseppe Licari was born in Sicily in 1980. In 1999, he moved to Bologna to study painting at the Academy of Fine Arts, later studying at the *AKI Enschede* in the Netherlands. Since 2007, he has lived and worked in Rotterdam. His practice consists mainly of social-based work, and installations, interacting with a given locality, its art and social spaces.

For New Holland, Licari will transform the roof of the art gallery into an installation, *Hortus Conclusus* (Latin for “a closed garden”), as a metaphor for freedom and social space.

Summer in New Holland

Summer in New Holland is a seasonal summer program on the island of New Holland, which samples from the most diverse areas of contemporary culture. The program is the first step of a grand-scale renovation of New Holland Island, which aims to preserve the island as a monument of architecture while rethinking its role within the city. By 2017, the island will feature a multi-use center for culture, commerce, and tourism.

Internet Resources for the Year of Russia in the Netherlands and the Netherlands in Russia:

www.russia2013holland.ru

<http://www.facebook.com/pages/Россия-Голландия-2013>

Summer in New Holland

Admiralteysky Canal Embankment, 2

Mon - Thurs: 11:00 am – 10:00 pm

Fri - Sun: 11:00 am – 11:00 pm

www.newhollandsp.com

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For images or further information about the *Summer in New Holland* program, please, contact press representative Aliona Markovich: +7 964 333 36 41, +7 931 256 29 12, pr@newhollandsp.com.

For more information about the investment project of New Holland Island, please contact press representative for *Millhouse*, John Mann: +7 495 961 1307, john.mann@millhouse.ru.