



# Med

Art, nature, biology and food in Amsterdam.

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Stop by and recycle for fashion.

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Program June 2024

# *Restore it in the LapLab*

People sometimes think that our program is only about urban agriculture, mycelium, smell and taste. However, there is another sustainable topic close to our hearts that keeps coming back to us at Mediamatic: Clothes!

Fashion design is an inspiring profession and it's nice to look good. But we exceed the limits of what the world can handle: In the Netherlands on average we buy about 50 new pieces of clothing a year. Especially *fast fashion*; super cheap stuff that doesn't last long. For this we pay a hidden price of environmental pollution and extreme water use. And children in low-wage countries foot the rest of the bill with their handiwork.

In Europe, textiles are in the top 5 for environmental burden. The Netherlands has set a goal of having a fully circular textile sector by 2050. And by 2025, every textile product would consist of at least 25% recycled material. We are not yet on track...



At Mediamatic LapLab we can't fix that but we can host workshops where you can learn to make beautiful clothes yourself, as well as reuse with imagination and celebrate the beauty of repair. In June, we have additional tex workshops: transform sad garments into new fashion with Kristin Maurer and Daniele Tiben and learn a special dyeing technique from Clemens Tomlow and Fedora Boonaert. Make beautiful repairs with Bronwen Jones and upcycle your own wardrobe with Conny Groenewegen.

## *Fashion Machine*

In Mediamatic's 40-year history, we have often organized projects about clothing and upcycling. In 2017 we knitted all summer during *Fashion Machine* (FAMA), a concept by

designer Conny Groenewegen. Fleece was the headliner. This popular material is falsely appreciated for being made from recycled PET bottles. Recycled, sounds good! However, research shows that it is a major cause of large-scale ocean pollution. One fleece sweater releases a million microplastics per wash, which end up in surface water and our drinking water via the sewer. We collected 6,000 sweaters and turned them into a giant blanket for a better world. We wrapped the Mediamatic building with this giant knitwear.



*ikikik!*

More than 10 years before (2008), we worked with the Parisian collective of fashion activists and designers *Andrea Crews* and *Salvation Army Reshare*. Together with our visitors, we transformed a 4-meter high pile of second-hand clothes (see back cover) into fashion. For weeks in workshops, the most beautiful new creations were made and shown on the catwalk. The project was part of a series on self-representation on the internet. We investigated how to make culture with minimal ecological footprint and what influence clothing has on our self-image.

*Enjoying repair*

To accelerate the transition to a circular economy, a change in consumer behavior helps. We often throw away clothes when they have a hole in them, or a zipper is broken. We don't have to! Every Wednesday you can stop by the Mediamatic LapLab for *Textile Repair Café*. Together with other clothing rescuers, you'll learn practical techniques to repair your favorite pieces from artist and designer Clemens Tomlow.



# Workshops & events *June*

|             |  |
|-------------|--|
| Sun 02 June | <i>Building a Wardian Case</i>                 |
| Sun 02 June | <i>Building Aquaponics Systems</i>             |
| 6 – 16 June | <i>EAT - A Concert-Ritual-Breakfast</i>        |
| Sun 09 June | <i>Visible Mending</i>                         |
| Sat 15 June | <i>Herb Couture: Cyanotype</i>                 |
| Sun 16 June | <i>Casting a Cucumber</i>                      |
| Mon 17 June | <i>a/Artist Meeting: Design for Well Being</i> |
| Fri 21 June | <i>Pixel Paradise: Heliotropic Harmony</i>     |
| Sat 22 June | <i>Re-fashioning Clothing</i>                  |
| Sun 23 June | <i>Distilling a Citrus Ritual</i>              |
| Sun 23 June | <i>Composing Fragrance</i>                     |
| Fri 28 June | <i>It Takes More Than Listening To Hear</i>    |
| Sun 30 June | <i>Claiming Back Forgotten Clothes</i>         |
| Weekly      | <i>Textile Repair Café</i>                     |
| Weekly      | <i>Open Aroma Lab</i>                          |
| Weekly      | <i>Meet-a-Maker</i>                            |



Sun 02 June- workshop

## *Building a Wardian Case*

Artist Janneke de Lange envisions a future scenario in which she can grow her own tropical fruit trees in a mobile plant greenhouse, a so-called Wardian case. In this workshop, you will learn to cut glass yourself and build a unique glass dome that Janneke designed especially for this workshop.



Sun 02 June - workshop

# Building Aquaponics Systems

Aquaponics is one of the best methods for producing food in the city. It takes up little space and does not require much water. Fish droppings provide plant food and the plants purify the water. You will learn to build a Miniponics system with Saro van Cleynenbreugel; a small home edition.



06 – 16 June

# EAT

Tomoko Mukaiyama is a Dutch-Japanese pianist, visual artist and director. In this specially curated vegan 7-course piano breakfast, you start your day in a very different way. EAT combines a beautiful concert with flavors that tell unique stories of time and place, such as aged miso from Terschelling and plums from a 200-year old tree. A stimulation of all the senses. With compositions by Henk van der Meulen and breakfast served on handmade platters by ceramic artist Akihiro Nikaido. Tickets are available at [tomoko.nl](http://tomoko.nl)



Sat 15 June - Lap Lab workshop

## *Herb Couture: Cyanotype*

This workshop consists of two parts. Fedora Boonaert tells more about the medicinal properties of the plant while foraging the knotweed. For example, the root acts as an anti-inflammatory and promotes menstruation. Then you will learn how to make a unique cyanotype print on textiles with artist Clemens Tomlow.

Sun 09 June - Lap Lab workshop

## *Visible Mending*

You will learn a special technique to repair holes in your favorite garments in this workshop. Designer Bronwen Jones will teach you how to repair your favorite garments so they won't be thrown away. It will also make your clothes more beautiful and colorful. We will discuss the sentimental and emotional value we place on our clothes and share stories as we repair them together.







Mon 17 June - a/Artist Meeting

## *Design for Well Being*

An evening for mental health, featuring architect Kristin Maurer and designer Mawee Pornpunyalert of MOSS (Makers Of Sustainable Spaces). Kristin will talk about architectural design for anxious people. Mawee will present her research and experiments on well-being and biophilic design. An evening of presentations and good conversation over a shared meal, included in the ticket. The *a/Artist Meeting* is a monthly gathering on neurodiversity in the arts. Everyone is welcome!

Sun 16 June - workshop

## *Casting a Cucumber*

Artist Silke Riis is inspired by the underwater world. She is especially fascinated by the sea cucumber, they breathe through their rear end and are essential for coral conservation. On our toilets you can find her special creations. And you can now make them yourself in this workshop! You will make a mold and learn to work with latex. You will receive your casts, molds and a small jar of latex to take home after the workshop.



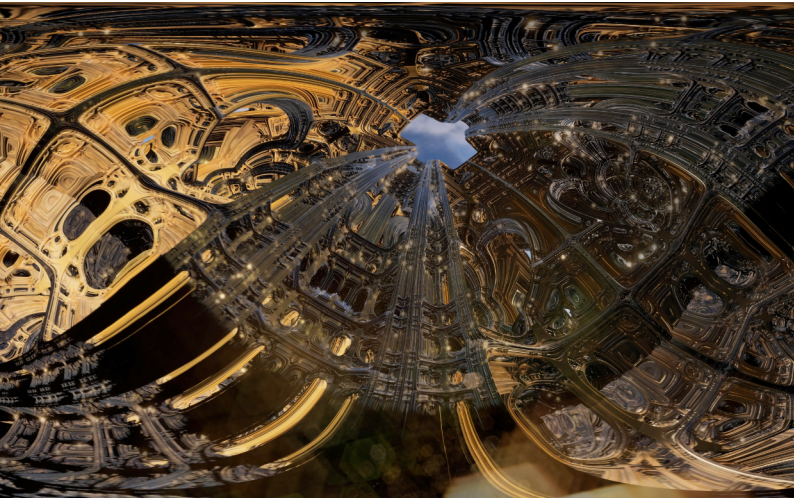


Fri 21 June - VR live ceremony

# *Heliotropic Harmony*

Pixel Paradise (artists Kamiel Rongen & Nemo Vos) and Mediamatic celebrate the longest day of the year in this holistic live VR experience. Where the digital and the analog, the present, the future and the past, the microscopic and the immense, the banal and the endlessly complex embrace each other and we can all sigh: it's finally summer! Admission is free, please make reservations through our website.

This event is made possible by AFK and Stimuleringsfonds Creatieve Industrie.



Sat 22 June - Lap Lab workshop

# *Re-fashioning Clothing*

Love an item of clothing but it no longer fits? Don't throw it away! In this workshop you will learn how to transform your old favorites: shorten pants, add a lining to a shirt or turn jeans into a bag. Designer Kristin Maurer and artist Daniela Tiben will teach you techniques for both machine and hand sewing.



Sun 23 June - workshop

# *Composing Fragrance*

This workshop provides an introduction to the world of perfume creation. You will learn from fragrance artist Frank Bloem the basics of composing a scent and the principles of perfuming. You will go home with a bottle of your favorite scent.

Sun 23 June - workshop

# *Distilling a Citrus Ritual*

During this workshop you will be introduced to odor extraction and the distillation process. Distillation is the process of extracting essential oils from plant materials. We will explore the process of transforming citrus peels into fragrant essential oils and do a ritual together.





Fri 28 June - Living Tower Talk

# *It Takes More Than Listening To Hear*

The city is a noisy place, and not just for and by people. Dogs too, of course. And birds, reckon! But what about trees or fish? What about fish or water fleas? What about soil and mycelium? What are they talking about?

An evening with listening artist Harpo 't Hart, who will do his best to make us understand the language of the North Sea.

& Thijs de Zeeuw who we suspect of being slightly akoestofile, although he designed a silent space for eels....

& Arne Hendriks with a rant about the sound-absorbing properties of mycelium, and an invitation to stick your head in one of the mycelium pigeon towers he built around Mediamatic.



Sun 30 June - Lap Lab workshop

# *Claiming Back Forgotten Clothes*

Did you know that buying just five new garments a year can significantly reduce your carbon footprint? In this workshop, discover how your old garments can remain dear to you. With designer Conny Groenewegen, you will think of creative ways to transform your wardrobe. You will learn how to breathe new life into your old clothes with handy techniques and a touch of imagination.



Weekly - Every Thursday 16:00 - 18:00 / 18:00 - 20:00

# Open Aroma Lab

Design your own unique fragrance in this DIY workshop. You will become familiar with the principles of fragrance composition and receive a 10ml bottle of your own blended fragrance (and the recipe) to take home. You will have access to over 250 scent materials. The possibilities are endless.



Open Lap Lab - Weekly on Wednesday 16:00 - 20:00

# Textile Repair Café

Come give new life to your favorite pieces. We bring people together who want to repair their clothes instead of throwing them away. We are for less new clothing and more recycling. Our expert volunteers will guide you through the repair process at no charge. And it's a lot of fun!



# Mediamatic *ETEN*

Summer is here! At our beautiful waterfront location, we serve delicious drinks, snacks and wood-fired pizza. Come try the latest flavors on our spacious terrace, our pizzas are topped with fresh and plant-based ingredients.

Soon we also hope to welcome you back to our Serres Séparées, intimate two-person greenhouses. Keep an eye on our website. We are open Tuesday through Sunday.

Pizzas are available Thursday through Sunday, 4:00 - 8:30.

## *Meet-a-Maker*

We are fortunate to be continuously inspired by the many artists who work and reside with us for exhibitions, residencies and workshops.

Meet-a-Maker is a 30-minute session where you can engage in one-on-one conversation with artists currently working at Mediamatic. In June, you can schedule an appointment with Bronwen Jones, Clemens Tomlow, Silke Riis (see photo), Kristin Maurer and Conny Groenewegen.





# Exhibitions

Mediamatic continuously invites (inter)national artists to show their work. Visit the art installations in and around our biotope for free. Check the map at the back of this booklet for a complete overview. Every Friday afternoon we give a tour, information and tickets through our website.



Installation Janneke de Lange

## *Fruiture Nursery*

Designer Janneke de Lange imagines a scenario in which she can grow her own tropical fruit trees in a mobile plant greenhouse, a *Wardian case*. Because the Dutch climate is not suitable for fruit trees such as mangoes and papayas, we rely on expensive and environmentally damaging international trade. Moving plants can also have other consequences, that much we did learn from Japanese knotweed.



Installation Alaa Abu Asad

## *The Dog Chased its Tail to Bite it Off*

Rotterdam-based Palestinian artist Alaa Abu Asad explores the influence of language on our relationship with other species. Shocked by the intense language surrounding Japanese knotweed, he collected a list of words used for the plant. The hostile language is reminiscent of negative terms, often directed at migrants. This installation contains about 250 of these words that are slowly being overgrown by this plant.



Scent Project - Aroma Lab

## *Aromas of Extermination*

In recent years, contractors have come up with many creative and absurd ways to eradicate Japanese knotweed. You can freeze it or electrocute it, among other things, but since the resilient plant has now become quite established in Europe, it may already be too late to eradicate it completely. You can smell the various attempts at eradication in this installation.



Exhibition Siobhán McGibbon

## *Xenophon:*

*Making Odd: a Goat, a Bee, a Psyllid, Fungus, Knotweed and Me*

Irish artist and researcher Siobhán McGibbon develops fictional worlds to discover an alternative kinship with non-humans. In the fictional world *Xenophon*, the creatures of this world (Xenothorpians) have the ability to mutate through fusion with other species. In her work, she herself becomes Xenothorpians by fusing with the Japanese knotweed.

Exhibition Clemens Tomlow

## *Monsters Under the Bed*

All over the world, monsters are used to scare children. But they are the same fairy tales that show that what we find monstrous in our society is often rather misunderstood. This exhibition is a personal quest that celebrates all that is different and misunderstood. Clemens asks us to reflect on what we find scary or dangerous and to open ourselves to the idea that what we find scary we may not understand very well.





Scent Project - Aroma Lab

# *Suspect: Japanese Knotweed*

We would like to find Japanese knotweed in order to eradicate or eat it, but for many people the plant is still difficult to recognize. Visually, it is still sometimes confused with native species such as field bindweed and sorrel. But each plant also develops a unique odor. Can you recognize the knotweed with your nose?



Installation - Silke Riis

# *Some Breathe Through Their Butts*

Did you know that sea cucumbers breathe through their butts? Or that their poop plays a crucial role in protecting coral reefs from ocean acidification? With her sculptures of speculative botanical species, Silke Riis plays with the idea of evolution shaped by climate change. The work can be seen, and felt, on the toilets at Mediamatic.





Installation - Weimin Zhu

## *Playful Jewelry for the Inner World*

Weimin's designs focus on the often intimate relationship between objects, our daily lives and our bodies. This installation consists of a collection of jewelry that invites the wearer to move meditatively, also called *stimming*. The rhythmic movements bring you closer to your feelings, make you more aware of your body and help you process stimuli better.

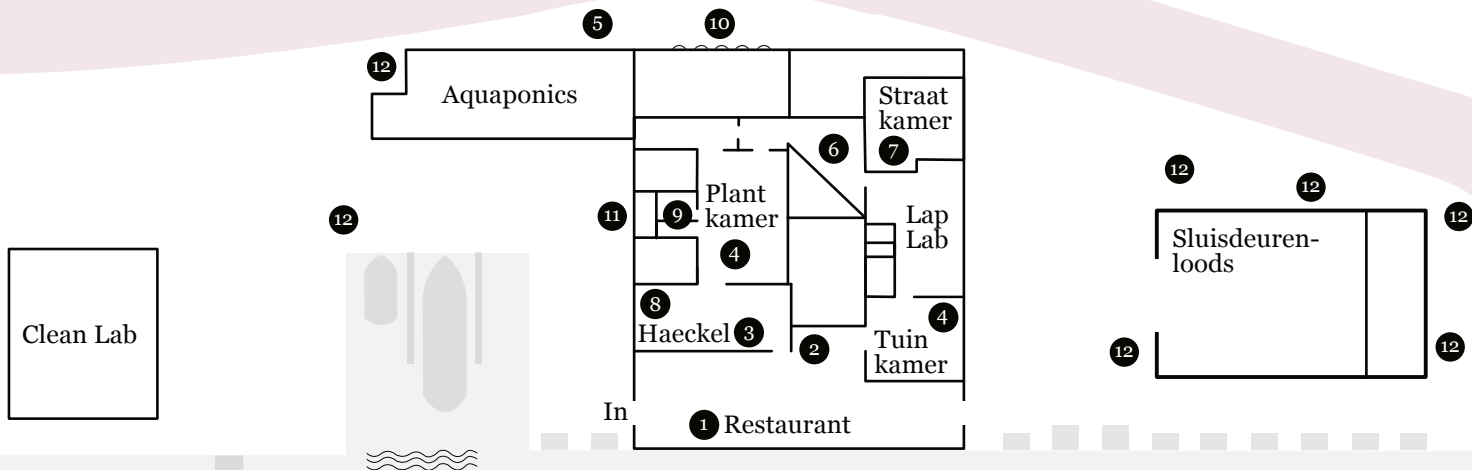
## *Doors of Perception 1*

This groundbreaking CD-ROM is the interactive record of the first Doors of Perception conference in 1993. Together with the Netherlands Design Institute, Mediamatic initiated Doors of Perception: a series of conferences on the cultural and social challenges of interactive media. Participants from very diverse disciplines came together to explore the cultural challenges of interactivity, the role of design in transforming information into knowledge, and the challenges of "smart objects" and "smart spaces."



# Mediamatic Map

- 1 Janneke de Lange - *Fruiture Nursery*
- 2 Alaa Abu Asad - *The Dog Chased its Tail To Bite it Off*
- 3 Aroma Lab - *Aromas of Extermination*
- 4 Siobhán McGibbon - *Xenophon: Making Odd: a Goat, a Bee, a Psyllid, Fungus, Knotweed and Me*
- 5 Clemens Tomlow - *Monsters Under the Bed*
- 6 Aroma Lab - *Suspect: Japanese Knotweed*
- 7 Doors of Perception 1
- 8 Weimin Zhu - *Playful Jewelry*
- 9 Silke Riis - *Some Breathe Through Their Butts*
- 10 Kamiel Rongen - *Pure Gold (te zien in de avond)*
- 11 Bahia Shehab - *Al Rihla (De Reis)*
- 12 Arne Hendriks - *Pigeon Towers*



Ons programma wordt mede mogelijk gemaakt door Stimuleringsfonds  
Creatieve Industrie, Amsterdams Fonds voor de Kunst en Mondriaan Fonds.





do not climb  
the mountain

Together with activist fashion collective Andrea Crews, we transformed 430,000 pounds of recycled clothing into designer pieces in 2008.

Learn more at [mediamatic.net](http://mediamatic.net) and follow us on our newsletter & Instagram.