



PHOTO IN THE ART SPACE OF THE AKZONOBEL ART FOUNDATION, ARTWORK BY ANNESAS APPEL (AKZONOBEL ART COLLECTION).

GET LOST

‘ART ROUTE SET TO RETURN THIS YEAR!’

In 2015, Zuidas hosted the first GET LOST - Art Route, when seven organizations commissioned eight artists to produce works to display in public spaces. This year, GET LOST returns. By connecting companies in Zuidas with talented young artists, the GET LOST foundation will once again generate art meant especially for local public spaces. As organizers Cecile Wentges and Bonnie Dumanaw explain, striking up both private and public partnerships to commission art are essential for the cultural development of places like Zuidas.

HOW IS THE GET LOST - ART ROUTE SET UP THIS YEAR?

Cecile: ‘Several companies in Zuidas have agreed to be patrons and are commissioning young artists from various art schools to create a work to display in a public space.

The artists are free to come up with their own designs. They’ll each present two sketches, from which the company chooses one – provided they feel comfortable with the proposal, of course.’ Bonnie: ‘The sketches are presented without obligation,

so the company can decide whether it actually wants to produce the work. These won’t be static paintings or objects, but interactive, thought-provoking and genuinely eye-catching works. Together, all of these artworks will ultimately form

the GET LOST - Art Route 2018. Given the growing population of area users, Zuidas could definitely use an added splash of colour and dimensionality.’

THE TITLE OF THIS UPCOMING EDITION IS CODE OF CONDUCT. WHAT DOES THAT REFER TO?

Cecile: ‘Code of conduct is a corporate reference, of course, pointing specifically to the fact that society and consumers these days expect businesses to be increasingly transparent. There’s a clear desire for openness. So we decided to ask companies if they would be interested in having an artist take their code of conduct as a conceptual starting point for an artwork for the public space.’ Bonnie: ‘This is quite exciting for many of them, as it can be a contentious topic. The artists will be looking at a company’s code of conduct through their own artistic lens. As we discovered, a lot of companies haven’t actually fully fleshed out a code of conduct yet.’

WHAT ARE YOUR BACKGROUNDS AND WHY DID YOU INITIATE THIS PROJECT?

Cecile: ‘I studied economics and after that did a management traineeship at a multinational, where I quickly discovered



GET LOST 2015

that the business world was not my cup of tea. I enrolled at the Gerrit Rietveld Academie and started exploring where my strengths lie. That quest took four years, eventually culminating in building an actual bridge between the Loyens & Loeff office and the Gerrit Rietveld Academie and giving guided tours for and through both of those worlds. I think that there are so many ways in which we can learn from each other and inspire each other in today’s world. Besides, having trust and working together is essential to that. Being that link between the worlds of art and business really suits me.’ Bonnie: ‘For many years I worked for a national fund that provides grants to artists, designers and architects. That is how I met Cecile; she asked me to help with this year’s edition. I think it’s important to provide a visible showcase for artworks by young artists. GET LOST is an initiative that links young artists to companies, and it is those two very different worlds that we want to bring together.’

Would you like to commission an artwork for the route, alongside AkzoNobel, ABN AMRO, BPD, FLOW Real Estate, Loyens & Loeff, Vrije Universiteit and Stibbe? Get in touch via the website: www.getlost-artroute.com. Your organization can contribute to art in a public space in Zuidas starting from €2,500.

GET LOST is part of Public Art Amsterdam, an event that celebrates art in public spaces and spotlights both new and existing artworks. GET LOST and Public Art Amsterdam will mark their kick-off with a special opening weekend on 22-24 June.



Hester Alberdingk Thijm, member of the GET LOST recommendations committee and director of the AkzoNobel Art Foundation: ‘We value the opportunity to take part in the GET LOST - Art Route, because it engenders a wonderful synergy between artist, company and place. In our own public exhibition space, Art Space, we similarly try to forge connections with the outside world and to facilitate artistic encounters. Now the GET LOST - Art Route is doing the same thing in public spaces all throughout Zuidas. This is a unique and ideal platform for talented young artists to get exposure!’