

# NIET NORMAAL

**Invitation press viewing**  
**Niet Normaal \* Difference on Display**  
**Tuesday 15 December 11.00 hrs**

## **Niet Normaal**

16 December 2009 through 7 March 2010, the Beurs van Berlage in Amsterdam will be hosting Niet Normaal \* Difference on Display, a large-scale, audience-oriented art event. Internationally renowned artists offer their views on one of society's most pressing questions: what is normal, and who decides?

## **What is normal and who decides?**

Technology and progress offer opportunities to people of all sorts and sizes. Yet everything seems to be focused on uniformity. Market and media increasingly decide how we look at ourselves and others. Perfection is the standard. But exactly what is this standard, and who meets it? Do we draw the line at a wrinkle, a depression, an unwillingness to pursue a professional career, a visible prosthesis, a willingness to take performance-enhancing pills, or invasive corrective surgery?

## **Exhibition**

The main hall of the Beurs van Berlage exhibits paintings, sculptures and installations by such artists as Marlene Dumas, Viktor & Rolf, Aernout Mik, Thomas Hirschhorn, Nathalie Djurberg, Marc Quinn, Louise Bourgeois, and many others. Especially for this exhibition, several new pieces were created. Also on display are works of art from various international museums and private collections.

## **Publication**

Accompanying the exhibition will be a publication, presented by Nai Publishers: 'Difference on Display, diversity in art, science and society'. The volume - published both in English and Dutch - presents full colour illustrations of the works of all participating artists, and contains essays about subjects such as the spectacular growth of ADHD, rivalry with cyborgs in sports, valids versus invalids in science fiction films, able bodies and companion species, written by renowned authors such as Donna Haraway, Trudy Dehue, Tom Shakespeare, Amade M'charek and Michel Callon.

## **Opening by Princess Máxima**

The exhibition will be officially opened at 17.15 hrs. by Her Royal Highness Princess Máxima of the Netherlands.