

Does this count as protein?

**Graduation
Show
Materialisation
in Art + Design
Sandberg
Institute**

**Looiersgracht 60
Amsterdam**

**Opening night
Friday 16 June
5 to 8 pm**

**14 to 21 June 2017
Open daily
12 to 8 pm**

fondskwadraat

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 **Bundles**
We love laundry

Jan Reek natuursteen

Press Release

Materialisation in Art + Design (MAD) is a temporary collective of artists and designers united in their shared sensitivity to material, craft and tone. Leaning into the serendipity of chance, accident and discovery, they cultivate practices that happily defer authorship, allowing experiment, rather than prescription, to enable a material's own physical and psychic properties to emerge and take command.

Through individual research and collective exchange, MAD conceives of materiality, and the possibilities it presents, as an urgent response to a world in which hands on experience increasingly dwindles in the face of technological mediation. They return to what can be known and discovered through doing, pushing, toiling and failing. Drawing on the performative aspect of materials and a collective effort towards blurring the perceived threshold between art and life, they foster new forms of perception and engagement in a process of openness and exchange that is critical to a time when narratives of exclusion characterize popular discourse. In a curious, almost mystical framework, the synergy between cognitive labor and handwork merge as material practice is replenished with an utterance that can speak beyond a singular tongue towards a multitude of minds and hands. With a wry mix of sincerity and irreverence, the MAD collective threw themselves into independent, but paralleled material research. This exhibition is a snapshot, a frieze of coexisting conceptualisations and practices that have developed over the course of two years before they atomize out and seed in different applications and contexts.

Keeping in mind that confusion is inherent to a curious mind, MAD toils at these methodologies, each one surfacing and diminishing in its urgency. Yet they leave one question to common contemplation. Both mythic and contemporary, both critical and casual... Does this count as protein?

MAD / temporary collective

Anne Büscher (DE), Caroline Jacob (FRA), Carly Rose Bedford (AU), Dominique Festa (USA), Ellen Vårtun (NOR), Iris Box (NL), Julien Manaira (FR), Johan Romme (DK), Mio Fujimaki (JPN), Oliver Barstow (ZA), Thom van Hoek (NL)