



S.E.A.T.

Supporting Experiments in Art & Technology

Introduction

In this catalogue, In4Art presents eight artists who each show a willingness to experiment and take risks.

The artists' individual processes of experimentation vary greatly in both aim and scale, but each of their endeavours open gateways to new ideas, new uses of materials, or new techniques. Each is a combination of trial and error, and involves no small amount of serendipity. The artists gather insight and manipulate the status quo. The drive to experiment results in knowledge and inspiration that can guide our curiosity towards new answers and solutions. The resulting artistic prototypes and works, each one the consequence of critical reflection in a visible result, enable a conversation with the observer about what they see, feel, and think.

These collisions and interactions are starting points for new outputs, interpretations in other domains, or new networks and relationships. What we encounter is not a linear process, it is an open trajectory through which the work of an artist may end in a finished work, but may also be the starting point for a entirely new iteration.

We invite you to Take Your S.E.A.T., fasten your S.E.A.T. belt, and enjoy the ride. We are eager to see which artefacts will become part of your own narrative.

Lija & Rodolfo Groenewoud van Vliet
Founders In4Art
Rotterdam
5th March 2019

Take Your S.E.A.T.

What is Take Your S.E.A.T?

Take Your S.E.A.T is a concept where pitching meets auction and translates insights from the business incubation and start-up world towards artists career development. It is the first of its kind.

Take Your S.E.A.T is developed by In4Art with the aim to guide some of the most talented artists in the Netherlands in their career development. By guiding, we mean selected artists have received months of training, coaching and professional support before they rise the stage. Take Your S.E.A.T is an auction event where all artists will pitch their vision and work. After the pitches the works will be put to auction by esteemed auctioneer Jop Ubbens. The trajectory is supported by BNG cultuurfonds.

Why?

Because at In4Art we believe that artists who develop entrepreneurial and professional skills and get the opportunity to launch themselves to buyers and professionals have a higher chance of achieving success. For this purpose, we combine traditional elements from art (exhibition and auction) with elements from the startup incubation world (investor pitching, masterclasses and crowdfunding).



PRISCILA FERNANDES

What do artists do with their time off? Going to the museum can also be seen as work for an artist. Reading a book risks sparking ideas, while a walk might offer a new reflection on a practice. Even doing nothing is not as easy as it seems — nothing, after all, often leads to something. Priscila Fernandes is interested in looking at the increasingly blurry lines between leisure and work to find positive ways of working that resist the expectation of productivity. She goes to great lengths to free herself from these constraints by looking for situations where the process itself becomes key, such as creating machines that can facilitate production, using paint that melts with heat, or working while roller skating.

Priscila Fernandes has exhibited widely both nationally and internationally, including at the 32nd São Paulo Biennial (Brazil); Foundation Joan Miró and Museum Reina Sofia (Spain); Reykjavík Art Museum (Iceland); Serralves Museum and MAAT Museum (Portugal); TENT Rotterdam, Arnhem Museum and Cobra Museum (The Netherlands).

www.priscilafernandes.net



‘What do artists do with their time off?’

◆ *It can take a lifetime to find the right work-life balance. That balance is continuously influenced by external stimuli, in either positive or negative ways. Priscila’s quest shows our drive towards change. What if other values come to dominate our work ethos? What will be the next trend after industrialization, globalization, and digitalization? How will that reflect on our free time? Answering this will stimulate us to take steps towards a new economic era.*

In4Art ◆



Title I wish you were fun, 2019
Medium Encaustic on paper and beeswax frame
Size 52 x 39 cm



Title Watching the wheels, 2019
Medium Encaustic on paper and beeswax frame
Size 52 x 39 cm

Many thanks to

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And what would an auction be without an auctioneer? We are honored that top Dutch auctioneer Jop Ubbens is a part of this journey.

Colofon

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 Artist Statements text: all included artists
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