

For release – 11 september 2020

Artist and filmmakers imagine life after quarantine



Video still: Ariela Bergman, I touched the future, 2020

In The One Minutes Series 'New Normalism' curated by Arnoud Holleman, 14 visual artists and filmmakers imagine life after quarantine. The selected one-minute videos were sent in from Belgium, Hungary, the Netherlands, New Zealand and United Kingdom.

Going back to normal?

Now is the time for New Normalism

'New Normalism' premieres 25 September 8pm CEST at

<https://live.hetnieuweinstituut.nl/en/activities/new-normalism>

Arnoud Holleman, Julia van Mourik (director of The One Minutes Foundation) and the participating artists will be present.

The series is selected for Reykjavík International Film Festival.

New Normalism is a term that changes almost every time we use it. At the time of the Open Call in April, New Normalism was part of an idealistic narrative of change. Over the months, we've learned that Covid-19 will be around for a while. Meanwhile, New Normalism has been claimed by both left and right, without giving proper directions of what it should or could be. In the fourteen selected One Minutes, the confusion of the pandemic is tangible, it is hard to get a grip on something so vast and still unknown. But together, and placed in associative order, they make for a clear voice. Images reveal what words cannot contain.

As an artist and writer, Arnoud Holleman's extraordinarily diverse output is connected by a strong thematic concern with the life and significance of images. He exhibited among others in Stedelijk Museum Amsterdam (NL), Van Abbemuseum (NL) and Frans Hals Museum (NL). Currently he is working on a documentary for KRO/NCRV on the impact of the Holocaust in a post-war Jewish family - and how photography plays a key role in it.

**Participating artists:**

**Finn Borath and Laila Claessen**

**Peter Vadocz**

**Pedro Fonseca**

**Louisa Vergozisi**

**Ariela Bergman**

**Anuka Ramischwili-Schäfer**

**Marnix van Uum**

**Emanuele Dainotti**

**Sonja van Kerkhoff**

**Danielle Imara and Yolande Brener**

**Fabian Landewee**

**Anet van de Elzen**

**Jeroen ter Welle**

**Alejandra Morote Peralta**

Please download the trailer: <https://vimeo.com/457676928>

The One Minutes Series 'Imagine The Earth Is Your Lover', curated by Annie Sprinkle and Beth Stephens, premieres at Het Nieuwe Instituut Online on Friday 30 October at 8pm. 'New Normalism' and 'Imagine The Earth Is Your Lover' are a collaboration between The One Minutes and Maastricht Institute of Arts and were made possible by the support of Amsterdam Fund for the Arts.

The One Minutes Foundation produces and distributes one-minute videos from an artistic point of view, offering an international stage for people to create, engage and connect.

The One Minutes is active at the forefront of international contemporary art, as well as in education and welfare. And has exhibited amongst others at Power Station of Art (CN), National Gallery of Iceland in Reykjavík (IS) and Whitney Museum of American Art in New York (USA).

Every month, The One Minutes Foundation puts out a new series of 60-second films that investigate how we perceive and engage with moving image. Museums and cultural organisations around the world subscribe to the series.

Please send in your videos and participate in the project!

<http://theoneminutes.org/participate>