

*Associazione Culturale Visioni Contemporanee is proud to present*

*With the Patronage of*

*The Royal Netherlands Embassy in Rome*

*The Netherlands Institute in Rome*

*The Italian Ministry of Culture*

*The City Hall of Rome*

# *WonderHolland*

*Mercati di Traiano, Rome*

*22 October – 15 December 2004*

*a project by Marianna Vecellio*

*curated by Marianna Vecellio and Angelique Westerhof*

*with the collaboration with the Dutch Fashion Foundation and West 8*

*With the financial support of*

*HGIS*

*Mondriaan Foundation*

*Virgin Express*

*ING Real Estate*

*Shell*

*Hotel 47, Rome*

*Philips*

*Ocè*

*Unilever*

*Heineken*

## CONCEPT:

### WONDERHOLLAND: short story of a radical country

- *May I help you to some wine? –  
Asked the Hare in an encouraging tone.*  
- *I can't see any wine – said Alice, glancing at  
the table set only for tea*

-  
Lewis Carroll

WonderHolland is Dutch wonderland.

WonderHolland is a way of escaping Calvinist rigidity.

WonderHolland means a country that has not restrictions.

WonderHolland means playing with reinvention through irony and multiplication of meanings.

WonderHolland means also becoming lost in a sort of magical state.

WonderHolland means evading reality.

WonderHolland is a multidisciplinary project that brings the visitor into a Dutch exploration of contemporary art. The visitor will be surprised by confrontation with the different artworks on a walk through the monumental setting in the foro.

Holland is a country that has had to adapt its creative spirit and restless quest for innovation to a most unusual geological and geographical nomenclature.

A land dominated by water and, for years, subject to structural changes that have made it unrecognisable for us today.

A space of disproportion between what could be utilized and what in fact is utilized, torn between demographic demands and a culture of respect for the countryside, has generated research and experimentation in architecture, design and the arts. This, in turn has fostered the development of some outstanding talent, able to transform extreme visions into reality.

The absence of established codes and the possibility of creating new ones have provided a significant incentive for research and new ideas, which, right from the outset, have been characterised by an anarchic, anticonformist and radical approach.

Today, Dutch talent has shown that design is not merely a method to invent and plan items for use, but that it could also become a device to reinvent everyday objects by just a slight shift in direction through a magical, extravagant and radical process. Radical freedom and a very unusual idea of form are the result of this attitude.

WonderHolland is also a way of escaping Calvinist rigidity, which has prevented the formation of avant-garde movements of unparalleled importance, creating alternative realities in which to get lost. It's an intermediate state, as an in-between vision, where still everything is possible; where you can reinvent the reality through a magical approach, through a game of irony, through the pure veil of the innocence and puberty.

Even though the Dutch creative force has never lost sight of the rigorousness and seriousness required by research, it has carried out studies and produced projects, which, upon initial examination, appear utopian and surreal, similar to evasion from reality. However, on a more careful examination, they are not only scientifically innovational but also totally appropriate. Architecture, having been faced with the unusual but major problem of seeking to build on land considered impossible for such purposes, has developed techniques and resorted to methods, which allude to Utopia and define the artificial as natural.

The purpose of WonderHolland is to recount that unique open attitude to experimentation, identifiable in an extremely free and somehow magical attitude. An approach that is both conceptual and extreme: an attitude that draws on an unfettered creative freedom and produces a "wonderland".

## EXHIBITION SPACE

### TRAJAN'S MARKETS: THE HISTORY

---

The complex known as "Trajan's Markets" was built entirely of brick-work between AD 94 and 113 for the purpose of supporting the slopes of the Quirinal Hill that had been out away to built Forum Trajani from below one can see the large hemicycle with the upper pathway of the via Biberatica, the central body with the large covered Hall, an area with services in the Garden of the Tower of the Militia and an interesting block overlooking the via della Salita del Grillo. The complex was probably used for a number of purposes: an annex to Forum Trajani and commercial centre. The Markets provide a glimpse of city life and a very modern model of a multi-purpose structure.

#### Great hemicycle and via Biberatica

Laid out a three levels, the huge hemicycle probably ended with shops overlooking the via Biberatica, which runs through the whole complex. The floor below contains chambers opening onto a corridor lit by arched windows, with gables of various geometrical shapes. On the ground floor are small *tabernae* with white and black marble flooring and frescoes.

#### Great hall and central body

---

Overlooking the via Biberatica is a three-storey building, its interior layout suggesting that it was meant to be used for representative offices and official ceremonies. Part of it communicates with the Great Hall, also on three storeys, with a central, rectangular, cross-vaulted chamber, while the system of corridors in the upper storeys provides air and light.



Templum Divi Traiani

West Library

Column of Trajan

East Library

Basilica Ulpia

Equus Traiani

Fornix

Artists:

## SCULPTURES/INSTALLATIONS

- Job Koelewijn
- Mark Manders
- Cees Krijnen

## PHOTOGRAPHY

- Marnix Gossens
- Anuschka Blommers & Niels Schumm
- Hellen van Meene
- Elspeth Diederix

## VIDEO ART

- Liza May Post
- Saskia Olde Wolbers

## DESIGN

- Ineke Hans
- Hella Jongerius

## FASHION DESIGN

- Keupr/van Bntm
- Rozema Teunissen
- Niels Klavers
- Oscar Suleyman

## CATALOGUE

- Carmen Freudenthal & Elle Verhagen

## ARCHITECTURE

A Dutch architectural studio is selected among 4 to design the exhibition space

The studios invited are:

NEXT ARCHITECT

WEST 8

CONCRETE

EVENT ARCHITECTUUR

The studio selected is West 8

