



Embassy of Intimacy

Where bodies, things and spaces move each other

DDW: 21 – 29 October 2017

When do we ever blush or shout in public? When do we give attention, enjoy or cry for all to see? Can we still be intimate with ourselves and with others while the world is watching? And if so: what does this intimacy look like?

Is this how we want it or do we long for something else; for different forms of expression, less (unwritten) rules, more room to show others who we are and how we feel? That is what the Embassy of Intimacy, part of this years first World Design Event and curated by Angelique Spaninks of MU and designer Tom Loois, is all about. In this Embassy three intimate spheres of influence converge: that of bodies, things and spaces.

Intimacy is highly elusive. Situated as it is somewhere along the tension between the head and the heart, between reason and emotion, hardware and software, public



PRESS RELEASE

Exhibition

Dutch Design Week

21 – 29 October 2017

Embassy of Intimacy is part of World Design Event, in collaboration with Dutch Design Foundation



Specials

21 October at 12.00

The Future of Intimacy
by Jeroen van Mastrigt

ABN AMRO House, Klokgebouw

During DDW 2017, MU is bustling with activities: expos, workshops and talks.

For updates and the latest news, please visit our [website](#).

IMAGE:
Embassy of Intimacy

and private. It is human but not necessarily individualistic; it is about connecting and gauging the distance.

This is where both curators see opportunities. Combining an analytical approach with creative and practical qualities, they put expressions of intimacy centre stage by making them more explicit, shared and possibly even rewriteable.

Besides that they try to crystallise the most intimate immateriality into objects, appliances and even services. A key strategy they apply is performance, because it is a means to make manners, habits and emotions like shame or passion explicitly clear.

Some highlights of the Embassy of Intimacy:

THE ECONOMY OF WAITING – Julian Hetzel

The actuality of poverty is omnipresent in the urban environment, thus almost inhibited by the perception. In the past seven years, the number of homeless people in The Netherlands has risen by more than seventy percent. How is it possible that we still pass them by without any consideration? By dislocating a subject from the public space, a blind spot is created in the urban architecture while the presence in the exhibition room generates hyper visibility. The Economy of Waiting creates intimate encounters between individuals and explores the thin line between art and life. It is a meeting with the self through an encounter with the other.

24H HOST – Lauren McCarthy

Saturday 28 October 13.00 + Sunday 29 October 13.00

What roles would humans perform in a future determined by artificial intelligence (AI)? Before too long, algorithms will be able to optimise our entire lives, including the most intimate contacts and interactions. The one thing algorithms aren't good at yet is the expression of emotions. In this work, developed especially for the Embassy of Intimacy, McCarthy advances the idea that we might well play our final role as an emotional interface for AI. During a 24-hour performance, she will show what an informal party among friends might look like under such circumstances. In this case the hostess entertains a constantly changing number of guests, instructed by AI to optimise their stay and their interactions. If you would like to participate in this unique party, feel free to register at <http://24hour.host>

MANIFEST OF INTIMACY – Arnon Grunberg

According to Dutch daily NRC, Grunberg is this year's most influential international

About MU

MU is an adventurous guide in the suburbs of art of today and tomorrow, for a wide and mainly young audience.

MU offers breeding ground for hybrid talents. MU is an open and dynamic space. MU's program exudes the 21st-century practice of creative multidisciplinary collaboration.

culturemaker of The Netherlands. In this manifest, written for the Embassy of Intimacy, he shares his own unconventional views on intimacy. It can be heard through a periodically playing audio track.

PARTICIPATING ARTISTS

Chan Chiao Chun

Design Academy students Man and Food & Man and Well-Being

Circus Engelbregt & Marjolijn Zwakman

Jonas Ermland

Familiar Faces

Arnon Grunberg

Julian Hetzel

Lenneke Maas

Jeroen van Mastrigt Lauren McCarthy

Kim Saarinen

Sam Scheuermann

The Secret Cooky Factory

The One Minutes curated by Next Nature Network

Victoria Romp

Suzie van Staaveren & Afra Eisma

Dries Verhoeven

Jante Wortel

CURATORS

Tom Loois & Angelique Spaninks

Editor's note

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