



Nxt  
Museum

Nxt Museum  
Amsterdam Noord

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## First museum in the Netherlands dedicated to New Media Art to open in Amsterdam 29 August 2020



- Nxt Museum, the first museum in the Netherlands dedicated to New Media Art, will open on 29 August 2020
- Through a three-fold programme, comprising exhibitions, performances and learning and research, Nxt Museum will fuse art and technology to seek, show and question *what is next*
- The first exhibition, *Shifting Proximities*, will feature large-scale, multi-sensory installations by acclaimed artists and academics: Thijs Biersteker with Stefano Mancuso, Heleen Blanken with Naivi and Stijn van Beek, Roelof Knol, Marshmallow Laser Feast, Lucy McRae with Niels Wouters, and United Visual Artists (UVA) – and will include a number of newly commissioned pieces.

Amsterdam, 3 June 2020 – Nxt Museum, the first museum in the Netherlands dedicated to New Media Art, announced today that it will open to visitors on Saturday 29 August. Driven by the idea that the future is one of the most fascinating concepts for the human mind, Nxt Museum will fuse art and technology to seek, show and question *what is next*.

Nxt Museum will exhibit and commission ambitious, large-scale new media art installations born of interdisciplinary collaboration between leading and emerging artists, designers, technologists and scientists. Through immersive, multi-sensory exhibitions that shed new light on the world, visitors will be invited to engage and interact physically, conceptually and emotionally with the art.

The inaugural exhibition, *Shifting Proximities*, will explore human experience and interaction in the face of technological and social change.

### *Shifting Proximities*

Curated by **Bogomir Doring** and **Jesse Damiani**, the group exhibition will showcase large-scale, multi-sensory installations by some of new media art's most prominent figures including London-based collectives **United Visual Artists (UVA)** and **Marshmallow Laser Feast**; British-Australian sci-fi artist and body architect **Lucy McRae** and human-computer interaction researcher **Niels Wouters** in partnership with the **Science Gallery Melbourne**; ecological artist **Thijs Biersteker** in collaboration with Italian plant neurobiologist **Stefano Mancuso**; Dutch visual artist **Heleen Blanken** with software developer **Naivi** and sound artist **Stijn van Beek**; and audio-visual artist **Roelof Knol**.

A number of newly-commissioned, site-specific installations, will be on public display for the first time alongside previous works that have been re-imagined for the museum's expansive exhibition space of over 1000 sqm.

Nxt Museum is the brainchild of **Merel van Helsdingen**, founder and managing director. She said: *"Living in London, a hub for innovation and home to some of the world's most forward-looking art institutions, inspired me to create a new space to champion the incredible art being produced today with groundbreaking tools. The Netherlands has a long tradition of leading developments in the art world and Nxt Museum has been created in this spirit. Our multi-sensory exhibitions are designed to shift not only our visitors' experience of art, but to inspire new understandings of the world around them and their place within it."*

**Natasha Greenhalgh**, co-founder and creative director, added: *"We believe the future is collaborative. These large-scale installations are the result of convergence among leading international artists, designers, technologists and scientists. And when we welcome our first visitors in less than three months' time, we'll ask them to share in the act of creation by interacting directly with these visions of the future."*

Nxt Museum's three-fold public programme, comprising exhibitions, performance and learning and research, has been designed to appeal to a broad range of visitors and will be consistently led by the museum's mission to incite curiosity, challenge assumptions and open minds.

The museum will also host a residency programme, *Nxt Lab*, to facilitate collaboration between artists, designers, technologists and scientists, and allow for the invaluable exchange of skills and resources. By connecting interdisciplinary pioneers from around the world, the museum will provide a catalyst for new developments at the intersection of art, technology and humanity.

Centrally located in a 2,100 sqm former production studio, Nxt Museum will open this summer with a bar-restaurant and a large terrace. The new museum will be a unique addition to the thriving creative district of Amsterdam Noord and a major new cultural destination for the city at large.

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## Notes to Editors

### About Nxt Museum

Opening in August 2020, Nxt Museum is the first museum in the Netherlands dedicated to New Media Art. Driven by the idea that the future is one of the most fascinating concepts for the human mind, Nxt Museum fuses art and technology to seek, show and question *what is next*. Nxt Museum exhibits and commissions ambitious, large-scale new media art installations born of interdisciplinary collaboration between artists, designers, technologists and scientists. In addition to exhibitions, the museum's programme includes live performance and a studio and gallery space for learning and research. [www.nxtmuseum.com](http://www.nxtmuseum.com)

### Nxt Museum's COVID-19 policy

Nxt Museum is scheduled to open on Saturday 29 August in line with Dutch national policy, which permits museums in the Netherlands to reopen from 1 June. The museum will open with the necessary measures in place to ensure the safety and wellbeing of both staff and visitors.

### Merel van Helsdingen-founder and managing director at Nxt Museum

Merel van Helsdingen has worked on Marketing and Partnerships for tech, music and entertainment companies in London (Apple, BBH, Crowdmix). She specialised in digital marketing and entertainment partnerships at BBH, working with the likes of Rovio and Universal Music. Merel's passion for new media, film and music, combined with her entrepreneurial flair, inspired the idea for Nxt Museum in 2018. Over the last two and a half years, Merel has built the museum from scratch, leading on everything from the concept to fundraising and artist liaison, with the support of her network of advisors. She holds a Bachelor's degree in Media & Culture and a Masters in Marketing.

### **Natasha Greenhalgh-co-founder and creative director at Nxt Museum**

Natasha Greenhalgh's background is rooted in art and design, having studied at Chelsea College of Art in London and worked in the UK and the Netherlands for renowned creative agencies (Brinkworth Design & FutureBrand Uxus). She brings a high level of architectural design and curation experience to Nxt Museum, having worked with some of the world's leading fashion and lifestyle brands (Nike, Alexander McQueen, Burberry) on brand strategy, store design and visitor experience. Natasha joined Nxt Museum in 2019 and has played a key role in the concept, art direction and curation of the museum.

### **Bogomir Doringe-curator and head of learning & research at Nxt Museum**

Bogomir Doringe is an artist, researcher and curator. He is currently doing an Artistic Research PhD at the University of Applied Arts Vienna with an ongoing research project "I Dance Alone" that observes clubbing from a birds-eye-view as a reflection of social and political change. In collaboration with frei\_raum Q21's Artist-in-Residence programme and exhibition space at MuseumsQuartier Wien, he curated the exhibition "Dance of Urgency", establishing a definition of dance that aims to empower individuals and crowds in times of personal and collective crises.

Between 2012-2015, he curated an international series of exhibitions and events tackling the social meaning of the personal image under the title 'FACELESS'. The project was inspired by his interest in the recurring presence of hidden faces and the ritual of masking on contemporary society after September 11th. After this project Bogomir started a yearly collaboration and production of exhibitions and symposiums with the CPDP-Computer Privacy and Data Protection Conferences in Brussels. This phenomenon is documented as a special edition of the University for Applied Arts Vienna, under the title "FACELESS: Re-inventing Privacy Through Subversive Media Strategies".

In addition to co-curating the inaugural exhibition, drawing closely on his own areas of research, Bogomir will head up the museum's learning and research programme and will coordinate the *Nxt Lab* residency programme.

### **Jesse Damiani-curator at Nxt Museum**

Jesse Damiani is a writer, curator, producer and entrepreneur in emerging technology. He is Deputy Director of Emerging Technology at Southern New Hampshire University, a Forbes Contributor, and Editor-at-Large of VRScout.

Jesse was the Curator/Producer for the groundbreaking immersive art exhibition, Spatial Reality, at sp[a]ce gallery; Co-Curator of VIRTUAL FUTURES with LACMA for LA Art Show; and Co-Curator of SIM-CINEMA with FLOAT and Wevr. He curates XR For Change, the XR summit at Games For Change, and the Tech Zone at DesignerCon, where he produced the Spider-Man: Into the Spider-Verse AR tunnel with Sutu and Sony Pictures Animation. He is a Curatorial Advisor at CURRENTS NEW Media and at AWE, where he curates and produces the three-day Immersive Arts Symposium.

He served as a mentor in the YouTube VR Creator Lab and has worked with Facebook, Google, and the Sundance Institute as a researcher and consultant. A regular speaker and host, he has appeared at conferences, shows, and industry events such as SXSW, Cheddar, and the School of the New York Times. He hosts TECH TOCK, a talk show in Microsoft's Social VR platform, AltspaceVR.