



January 2019



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Avec le soutien de
Royaume
des Pays-Bas

Jos Houweling, *Toeristen ! (Touristes !)*
planche tirée du **700 centenboek
Amsterdam**, 1975
Tirages collés sur planche en carton,
épreuves gélatino-argentiques
© CentrePompidou / photo :
G. Meguerditchian / Dist. RMn-Gp,
© Jos Houweling

PRESS RELEASE JOS HOUWELING, AMSTERDAM SEVENTIES

6 FEBRUARY- 29 APRIL 2019

MUSEUM, FOCUS ROOM - LEVEL 5

Beginning in February 2019, the Centre Pompidou is devoting an original exhibition to the series of photocollages of Amsterdam made by Jos Houweling, a Dutch artist born in 1943. These collages of thousands of photos were made in the 1970s and compiled in the popular book, *700 Centenboek Amsterdam*.

Published on the occasion of the 700th anniversary of the city of Amsterdam in 1975, the book consists of 175 large 60 x 40 cm plates and details the Venice of the North as seen through the mischievous eye of Jos Houweling.

It is the artist's declaration of love for his native city.

700 Centenboek Amsterdam is now seen as one of the major works of the 1970s, half-way between a conceptual and artistic approach and a playful and popular approach to photography. It is one of the best-selling photo albums in the Netherlands. In 2016, all 233 collages in the project, both published plates and additional research, were added to the Centre Pompidou collections.

As an artist, typographer, exhibition curator and teacher, Houweling asks a question that is both simple and inexhaustible: **what makes up a city and what are the elements of an urban structure?**

His photocollages thus defined series of urban motifs and constructed veritable thematic typologies: *Lege huizen* [Empty houses], *Grachtenwater* [Canal water], *Transportfietsen* [Transport bicycles], *Naambordjes* [Nameplates], *Brievenbussen* [Letterboxes], *Bromfietsen* [Mopeds], *Sexartikelenwinkels* [Sales counters for erotic items] ...

He endeavours to inventory these objects, placing them on the same level without any hierarchy or commentary, thus producing large, entertaining theme-based plates that allow the poetic to slip between the interstices in the ordinary. **The popular and alternative character of the city of Amsterdam in the 1970s appears before our eyes, revealing the anti-establishment spirit of a young and rebellious generation.**

PHOTOGRAPHING UNTIL THERE IS NOTHING LEFT TO PHOTOGRAPH

700 Centenboek Amsterdam fits into a certain logic of photography, consisting in the desire to exhaust the totality of a subject, in this case, conducting the most exhaustive inventory possible of the city of Amsterdam. We find this approach in the American artist Ed Ruscha (1937), who photographed *Every Building on Sunset-Strip* (1966), in Christian Boltanski (1944) in 1974 with *Inventory of Objects Belonging to a Woman from Bois-Colombe* and again in Sol LeWitt (1928) with his photographic collections of objects (*Autobiography*, 1980).

In 2025, the city of Amsterdam will celebrate its 750th anniversary and Jos Houweling's book will be 50 years old. The Dutch city has changed greatly over the years, at least as much as our way of looking at cities. The virtual cities in which we navigate today constitute a digital empire of signs that were prefigured by Jos Houweling's playful and mischievous spirit.

PRATICAL INFORMATION

THE EXHIBITION

CURATOR

Florian Ebner, Head of the Department of the Photography Department, National Museum of Modern Art
Assisté par **Emmanuelle Etchecopar-Etchart**, Conservation Officer, National Museum of Modern Art

Production Manager: **Céline Makragic**

ADMISSION AND PRICES

Centre Pompidou, 75191 Paris cedex 04

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Access: metro Hôtel de Ville and Rambuteau, RER Châtelet-Les-Halles.

Opening times: every day from 11 a.m. to 9 p.m., except Tuesdays and May 1st.

Admission: €14, reduced price €11

Free for those under 18. Young people under 26*, teachers and students at schools of art, drama, dance and music and members of the Maison des artistes may visit the Museum for free and buy tickets for exhibitions at the concessionary rate.

Free admission for Centre Pompidou members.

Home printable tickets: centrepompidou.fr

* Nationals of Member States of the EU or the European Economic Area aged 18–25.

Valid the same day for the Musée National d'Art Moderne and all exhibitions.

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AT THE SAME TIME AND UPCOMING AT THE CENTRE POMPIDOU

IN PARIS

VASARELY

SHARING FORMS
6 FEBRUARY – 6 MAY 2019
GALLERY 2, LEVEL 6

MUTATIONS / CRÉATIONS 3

LA FABRIQUE DU VIVANT
ERIKA VERZUTTI
20 FEBRUARY – 15 APRIL 2019
GALERIES 3 ET 4, LEVEL 1

ELLSWORTH KELLY: FENÊTRES

27 FEBRUARY - 27 MAY 2019
GALERIE 0, LEVEL 4

HARRY SHUNK

JANOS KENDER
27 FEBRUARY – 27 MAY 2019
GALERIE DE PHOTOGRAPHIES,
LEVEL -1

STÉPHANE MANDELBAUM

6 MARCH – 20 MAY 2019
GALERIE D'ART GRAPHIQUE,
LEVEL 4

IN MUSEUM

MUSÉE EN ŒUVRE(S)

**NEW PRESENTATION
OF THE CONTEMPORARY
COLLECTIONS**
SINCE 20 SEPTEMBER 2017
MUSÉE, LEVEL 4

HISTOIRE(S) D'UNE COLLECTION

**NEW SEQUENCE
OF EXHIBITIONS-FILES
IN THE PATH OF THE
MODERN COLLECTIONS**
FROM 31 MAY 2018
MUSÉE, LEVEL 5

UNE SAISON ROUMAINE AT

CENTRE POMPIDOU
NOVEMBER 2018 - JULY 2019

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