



# FROM EXPEDITION TO EXHIBITION

Newsletter 02 18 January 2010



## **(Ant)Arctic Matters in Bruges**

So, a start has been made. The first exhibition in a long series is over. For the international non-profit association AAM, the organisation in Bruges was a mixed success.

First and foremost, as an organisation we were mainly curious about the reaction of visitors and sponsors. And they were predominantly positive. The visitors unanimously found that it was worth the trip to Bruges.

On the other hand, the weather conditions didn't really help us.

The hoped-for mass of visitors stayed away, and the people counter remained stuck at 5,200. The first 2 weeks of the exhibition were literally rained out, and the massive rush in the Christmas period never materialised due to the early closing of the Ice Sculptures festival, made necessary when the tent roof collapsed after the heavy snowfall just before Christmas.

Fortunately our exhibition remained untouched by major disasters, and even the numerous evening winter company nocturnes in the open air proved a success, in part thanks to the striking and comfortable tent of Organic.

We wish once again to thank all of our sponsors, artists and personnel for their enthusiastic collaboration. Without them, this exhibition would never have come together.

However, there is still a lot more work to be done. Several containers have to be bolstered in terms of their contents, and many challenges still await the work group for the organisation of the European road show.

## **(Ant)Arctic Matters at the 'Verbeke Foundation'**

We were contacted by the Verbeke Foundation which invited AAM to participate in its thematic winter show 'Polar Exhibitions'. With its 12-hectare nature area and its 20,000m<sup>2</sup> of covered spaces, the Verbeke Foundation is one of the largest private initiatives for contemporary art in Europe.

Because no more exhibitions were scheduled until mid-May, we didn't want to deny our artists this unique opportunity to exhibit within the context of a purely artistic show.

'Polar Exhibitions' explores the motives of artists who journey to the North and/or South Pole: do they do so because of a fascination with the unknown, their determination to exploit new grounds for their art, an ecological conviction, or a purely romantic sense of adventure?

At Verbeke, the different art containers of AAM and the containers of WWF/Unicef and the AAM partners are lined up on the forecourt of the exhibition site. The other containers were stacked along the Antwerp-Knokke motorway to guarantee an optimal visibility for this new initiative. Ecostream is once again ensuring a minimal footprint by installing the solar panels on the different containers.

The exhibition is opening on Saturday, January 16th and you are all invited to the vernissage which begins at 6 p.m.

Verbeke Foundation: Westakker  
B-9190 KEMZEKE – Stekene

The Polar Exhibitions show runs  
until May 15th and is open from  
Thursday through Sunday, from  
11 a.m. to 6 p.m.

More information at  
[www.verbekefoundation.com](http://www.verbekefoundation.com)



## Website

We would also like to thank our partner Digipoint for creating our website [www.antarcticmatters.com](http://www.antarcticmatters.com) - and for doing so within an extremely short deadline.

The website has already been visited more than 2000 times, and once again we have received predominantly positive feedback. Here, too, a lot more work remains to be done, however.

We wish to make the site even more interactive so as to encourage even more people to sign the charter, the platform where you express your commitment to actively participate in stopping global warming. A theme which, after the failure of the Copenhagen Summit, is more urgent than ever.

We will stay in contact.  
 Jean Pierre Deschepper  
 Dixie Dansercoer

Photo credits: Delta Light, Yann Verschuren, Dixie Dansercoer, Hermann Vanaerschot

