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For Immediate Release

# Hide & Seek by Maarten Baas now open at Design Museum Holon

November 27, 2018 – April 27, 2019

Featuring over a decade of works pushing the boundaries of design, art and theatre with a solo exhibition



Maarten Baas, *Baas is in Town!*, 2014. Photography by Shay Ben Efraim

**November 2018: Design Museum Holon** presents *Hide & Seek*, the solo exhibition of bold and influential designer, Maarten Baas. As an award winning and internationally renowned leader in the design world, Baas is known for his artistic expression and imaginative projects. *Hide & Seek* highlights his multifaceted portfolio of works, taking visitors on an exploration of time, humour and limitations.

Through a variety of installations, conceptual objects and video performances, *Hide & Seek* provides a retrospective view on the ground-breaking work of Maarten Baas. Design Museum Holon features eight series' of Baas' work, embodying a game of Hide & Seek, a play on the title of the retrospective.

*"Hide & Seek shows the world how I continually explore and alter my course of working,"* says **Maarten Baas**. *"Having my works in Design Museum Holon's inspiring space presents my evolution in two extremes."*

*"Hide & Seek shows our visitors there is no limit to design,"* says **Maya Dvash, Chief Curator of Design Museum Holon**. *"Maarten Baas' distinctive and*

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*extraordinary character provides us with the perfect opportunity to look inward at testing the boundaries of design and art.”*

The **Upper Galley** of the Museum serves more introverted works, evoking one of Maarten Baas’ extremes. Featured is the widely popular series, *Smoke* (2002), Baas’ graduation project from Eindhoven Design Academy. For this series, Baas burned several Baroque pieces of furniture after covering each in transparent epoxy resin, resulting in a remarkable finish, sparking ideas of aesthetic, consumerism, and purpose. The *Smoke* series includes a charred mahogany wood piano, a linen cupboard, as well as an armchair dating back over 100 years.

Also featured in Upper Gallery of Design Museum Holon is the series *Where There is Smoke* (2004), displaying seven works of burnt furniture by Baas. Among this series is a Zig-Zag chair originally designed by Gerrit Rietveld in 1932. Accompanying these evocative works is the series *Real Time* (2009), including six Grandfather clocks with 12-hour video works of actors indicating time by manually changing the dials on a clock in different forms.



Maarten Baas, *Where There is Smoke...*, 2004. Photography by Shay Ben Efraim

The **Lower Galley** of the Museum represents expressive, extroverted works that takes the visitor through a number of bright and multicoloured installations. The renowned series *Clay* (2006) displays several colourful handmade furniture pieces made of industrial clay. Each shaped by hand, the yellow, green, blue and purple fans of different sizes are displayed throughout the Gallery. In addition, *Baas is in Town* (2014), a ‘joyful circus’ with lights and vibrant colours is presented in the Lower Gallery. The series explores Baas’ love of ‘creativity and possibilities’ as opposed to the ‘superficiality and temporariness’ of exhibitions. The series was recognised for highlighting this contrast with Best Show Award at Milan Design Week in 2014.



Maarten Baas, *Clay*, 2007. Photography by Shay Ben Efraim

Curated by Mark Wilson and Sue-an van der Zijpp, *Hide & Seek* is a travelling exhibition, which originally premiered in 2017 at The Groninger Museum, the Netherlands.

‘Maarten Baas, Hide & Seek’ is organized by Design Museum Holon and the Groninger Museum, the Netherlands

Fitting in to the concept of time, a new exhibition, **Time Machines**, is featured in the **Design Laboratory** of the Museum. This original exhibition displays twenty-five works by Israeli designers, all using time as a material or co-creator. One work by Omer Polack floats in the space, harmoniously representing the moon through day and night. Titled *Luna*, the work will be part of the Museum’s permanent collection. Ten original and thoughtful works were created especially for the exhibition, curated by Noga Shimshon and Rona Zinger.



*Luna*, 2018 by Omer Polack, Marsotto LAB. Photo – Younes Klouche



Wrapping around the **Corridor** of the Museum and shedding light on technology and functional design is original exhibition, **Working Together: Design and Engineering**. The exhibition takes visitors on a journey through renowned developments by James Dyson that led to his iconic company, Dyson. Curated by Efrat Barak, this exhibition reveals the thought processes and methods that made revolutionary changes in the product design field.

-ENDS-

## Notes to Editor

**For press information or high-resolution imagery of the exhibition and Design Museum Holon, please contact Jacob Peres Office:** Ariella Nathan, [ariella@jacobperes.com](mailto:ariella@jacobperes.com)

In October 2017, Design Museum Holon was selected by National Geographic Traveller as one of the 15 must-see museums around the world.

## About Design Museum Holon

Designed by world-renowned architect Ron Arad, Design Museum Holon was inaugurated in March 2010 and has quickly established itself as one of the most exciting developments to emerge in the Middle East. The Museum is part of an urban regeneration initiative that aims to transform the City of Holon into a centre for design. Central to Design Museum Holon's mission is to supply an enriching and thought-provoking environment for visitors to explore exciting and engaging design ideas, principles, processes and objects in a tactile and practical fashion. [www.dmh.org.il](http://www.dmh.org.il)

## About Maarten Baas

Maarten Baas (born February 19, 1978) is a Dutch designer. From 1979, Baas grew up in Burgh-Haamstede and Hemmen located in the southwest and central region of the Netherlands. After graduating from high school, he began studying at the Design Academy Eindhoven in 1996. Baas is considered to be one of the most influential Dutch designers of the beginning of the 21st century. He is often described as an "author designer," of which his works lie on the boundaries between art and design. His work is known as rebellious, playful, intellectual, theatrical and artistic. He has gained an autonomous position in the design field, and his work varies from conceptual designs, limited editions, production design, installations, public space, architecture, interior design, theatre design and performances. His works are in major museum collections, such as the MoMa, Victoria & Albert Museum, Les Arts Decoratifs, San Francisco Museum of Modern Art, Die Neue Sammlung, Stedelijk Museum and Rijksmuseum. He has worked for exclusive brands, such as Louis Vuitton, Swarovski, Dior, Gramercy Park Hotel, Dom Ruinart and Berluti. From 2005, Baas has collaborated with Bas den Herder as his production partner.

<http://maartenbaas.com/>

