

Press release, Tuesday 12 September 2017

NEW MASTERS AT THE OUTSIDER ART MUSEUM

POIGNANT PORTRAITS BY PHOTOGRAPHER SANDER TROELSTRA

In the exhibition *New Masters*, the Outsider Art Museum introduces more than 70 works by 30 talented contemporary Outsider artists. Moreover, in a series of intimate, poignant portraits, photographer Sander Troelstra gives a face to their fascinating world. Troelstra has won the Canon Silver Camera Award on many occasions, and also took the honours at the prestigious Dutch National Portrait Award in 2015.

Propelled by the unusual, Troelstra concentrated on creating portraits of people on the fringes; those who sometimes have trouble connecting with society. *New Masters* brings the visitor face-to-face with these unconventional artists, exploring their hypersensitivity and extraordinary creativity. Who are these New Masters? What motivates them? What drives their near manic working method?



Only a few decades ago, it would have been impossible for these artists to launch successful careers – their work would have remained unseen due to their social isolation and a life behind closed doors. For many years, the art world was hesitant to afford autodidactic artists a place on the art circuit. The arrival of the Outsider Art Museum in 2016 helped to accelerate the much desired change: the museum contributes significantly to the recognition and inclusion of these new talents by and in the international museum world.

Work by a selection of New Masters will also be on display at the Modern Art Museum in Shanghai from 26 October 2017 to 30 January 2018. Work by several outsider artists will feature in the exhibition *City Life*.

The exhibition at the Outsider Art Museum in Amsterdam will be officially opened by photographer Koos Breukel on 3 October 2017. *New Masters* will remain on display until 28 May 2018. The exhibition will be accompanied by a photographic publication featuring portraits by Sander Troelstra and the work of the featured artists.



BIOGRAPHY OF SANDER TROELSTRA

Sander Troelstra (1976) graduated from the Amsterdam Photography Academy in 2011. He has several major awards to his name, including first, second and third prizes in the Canon Silver Camera Award. He won the Dutch National Portrait Award in 2015 with his portrait of Outsider artist Ben Augustus, one of the New Masters featured in the exhibition.

OUTSIDER ART

There was enormous interest in Outsider Art following World War I. In 1922, German psychiatrist Hans Prinzhorn (1886-1933) published his book *Die Bildnerei der Geisteskranken*, featuring a large selection of work by patients in psychiatric institutions. Numerous artists were inspired by the publication, including Salvador Dalí and Asger Jorn. Jean Dubuffet (1901-1985) later coined the term 'Art Brut', meaning 'raw art'. In 1972, the English art historian Roger Cardinal introduced the term 'Outsider Art' and in 2013, the Venice Biennale pushed Outsider Art into the limelight on the international art scene.

OUTSIDER ART MUSEUM

Located in the Hermitage Amsterdam, the Outsider Art Museum is the only museum in the Netherlands to display acclaimed works by leading Dutch and international outsider artists. The museum, opened by Queen Máxima in March 2016, was made possible thanks to a unique collaboration between care organisation Cordaan, the Hermitage Amsterdam and Haarlem's Dolhuys | museum of the mind. Benthem Crouwel Architects were responsible for the design and interior; the graphic design was by Kees Peerdeman.

Meanwhile, the Dutch Old masters are on show in the Hermitage Amsterdam as well. The exhibition Dutch Masters from the Hermitage features 67 works by 50 artists from the Dutch Golden Age. From 7 October until 27 May, 2018.

Note to editors, not for publication:

The press preview will be held at 09:30 a.m. on Tuesday 3 October. Photographer Sander Troelstra is available for interviews. To register for the press preview, please send an email to Tamar Herfs via herfs@hetdolhuys.nl.

For additional information and visual material, please contact:

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