

## Persbericht



### REDEFINING WHAT MATTERS

Kunstenaar: Claire van Lubeeck (NL, 1990)

Curator: Gerben Willers

Opening: 22 november, 17:00 – 21:00

Tentoonstellingsdata: 23 november 2013  
– 12 januari 2014

Locatie: Showroom MAMA, Witte de  
Withstraat 29-31, 3012 BL Rotterdam

Met trots presenteert MAMA een nieuw project van de Rotterdamse kunstenaar Claire van Lubeeck, Redefining What Matters. Redefining What Matters is een selectie werken gebaseerd op het fenomeen succes. Van Lubeeck onderzoekt een aantal 'succes-theorieën' via internetfilmpjes, veelal gebracht door over-fanatieke mental coaches die de weg naar succes als een geconstrueerde formule presenteren. De uitkomsten van dit onderzoek hebben vorm gekregen in een tentoonstelling waarin beeld, geluid en omgeving een totaalervaring teweegbrengen.

Are you on top of your game? Did you work hard enough? Are you successful in your work field? What does it take to be the man/woman for the job? Are you good enough? Do you have the spirit of a winner? Are you in control of your life? Do you pursue your ambitions? Do you grasp success? Have you made the right choices? How do you want to be remembered? Do you have good time management? Do you set the right goals for yourself? Are you willing to sacrifice one thing for another? Did you make a plan for your business? Are you aware of your economical identity? What time do you wake up? Do you work during lunchtime?

## Press release



### REDEFINING WHAT MATTERS

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**Curator: Gerben Willers**

**Opening: 22 November, 17:00 – 21:00**

**Exhibition dates: 23 November 2013  
– 12 January 2014**

**Location: Showroom MAMA, Witte de  
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**MAMA proudly presents Redefining What Matters, a new sound-installation by the Rotterdam based artist Claire van Lubeeck. Redefining What Matters is a selection of works based on the phenomenon of success. For this exhibition Claire van Lubeeck researched a few "succes-theories" found on the internet of fanatic mental coaches that present the road to success as a contracted formula. The outcomes of this research were developed into an exhibition in which sound, images and environment form an immersive experience.**

**Are you on top of your game? Did you work hard enough? Are you successful in your work field? What does it take to be the man/woman for the job? Are you good enough? Do you have the spirit of a winner? Are you in control of your life? Do you pursue your ambitions? Do you grasp success? Have you made the right choices? How do you want to be remembered? Do you have good time management? Do you set the right goals for yourself? Are you willing to sacrifice one thing for another? Did you make a plan for your business? Are you aware of your economical identity? What time do you wake up? Do you work during lunchtime?**

How do you deal with chat talk? What is expected from you? Why are some people more successful than others? How to get better relationships? Are you living a life full of desperation? Do you do things differently? Do you know how to change your habits? Are you well organized? How badly do you want to learn? How much effort do you want to put into getting better? What is it you want to accomplish? Did you make a list for the week? What us the most valuable use of your time? Do you know how to concentrate? Do you have a grip on the consequences? Are you important? Are you able to set priorities? Did you delegate? How do you have good meetings? Why are you on the payroll? Can you get a raise? Are you doing well? Are you uneasy with your boss? How do you clean up your desk? Is the bin basket your best friend? Are you willing to work from 5 to 7? Do you know the value of your contribution?

Afgelopen jaar heeft MAMA's curator, Gerben Willers, nauw samengewerkt met Claire van Lubeek. MAMA is als kunstinstelling de thuisbasis van een grote groep jonge mensen en biedt plaats aan het allernieuwste talent. Jonge kunstenaars en kunstprofessionals worden intensief begeleid en maken onder begeleiding van MAMA's stafleden nieuwe tentoonstellingen, publicaties en kunstwerken.

Voor meer informatie en persbeeld kunt u contact opnemen met Lori van Vlerken (lori@showroommama.nl).

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**For the past year Claire van Lubeek has worked closely with Gerben Willers. MAMA, as an art institution, is home to a large group of young people and offers a place for the newest talent. Under the guidance of MAMA's staff, young artists and art professionals work on the production of new exhibitions, publications and artworks.**

**For more information and press image please contact Lori van Vlerken (lori@showroommama.nl).**



showroom:  
Witte de Withstraat 29-31  
3012 BL Rotterdam - NL

post:  
PO Box 23070  
3001 KB Rotterdam - NL

T +31 10 2332022  
info@showroommama.nl  
www.showroommama.nl

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