

NORTH WEST WALLS

POWERED BY
**ROCK
WERCHTER**

**PRESENTING: DEFO, JEN ZIE, PICHİ & AVO, ROA, MARTIN RON
CURATOR: ARNE QUINZE**

The Rock Werchter Provincial Spatial Implementation Plan (RUP Rock Werchter), approved on 16 April 2012, makes room for a new landscape park. The first phase, in which the festival grounds will be extended to offer greater comfort, is due for completion this year. Capacity remains more or less the same. So, more than ever, Werchter will offer the best possible conditions for festivalgoers.

Besides offering the best music and the best festival experience, the Festival Park will make room for art. This is nothing new. Rock Werchter has already demonstrated that art is possible at a festival, and that it works.

North West Walls, an ambitious project, brings a new art experience to the festival. North West Walls will be a shining example of landscape art that can be admired even while the festival is not on. It is a permanent installation. But then again, it isn't. Because North West Walls will look different every year.

Arne Quinze is the curator of North West Walls. With his help and support five artists will bring the walls to life.

PERMANENT ART AT THE FESTIVAL PARK

Art and Rock Werchter - the festival already has some pretty impressive credentials. The AmuseeVous wristband promotion allowed Rock Werchter to send festivalgoers to tens of museums in Belgium and the Netherlands for free. The festival also helped organise a top exhibition in Bozar in Brussels. "It's Not Only Rock 'n' Roll, Baby!" was the summer exhibition not to be missed in 2008. And there has always been plenty of scope for temporary art out on the field. Nor did the "BikiniBar" by Atelier van Lieshout or the pink tank entitled "A Rose by any other Name", by Kendell Geers, pass unnoticed.

The Festival Park will be bigger this year and what that means is new prospects. We are investing in extra comfort and a better experience for the festivalgoer. The additional plot of festival land, in the northwest corner, is not a suitable location for an additional stage. But it will provide space for more catering and all kinds of other indulgences. At its centre we will have North West Walls, a permanent art installation, for which internationally renowned artist Arne Quinze has designed an architectural structure of shipping container stacks. The container structures will provide a canvas - the wall - for street artists. Arne Quinze will curate the project.

North West Walls is an artistic project with ambition. This shining example of landscape art, which can be enjoyed even when the festival is not on, will become a new tourist hotspot for the Hageland.

THE CURATOR OF NORTH WEST WALLS: ARNE QUINZE

Rock Werchter and Arne Quinze have been hatching a joint artistic project for about two years now. The extension of the grounds has finally made those plans possible.

Arne Quinze conceived the structure of North West Walls, an unusual and impressive constellation of shipping containers. Arne has decided not to exhibit his own work at Werchter, but will act as curator of North West Walls. He is inviting street artists to do their thing on the canvas that he has devised for them. New works will adorn the North West Walls every year.

Arne Quinze began his career as a graffiti artist in the mid 1980s. His later work, from huge public installations to small, more intimate pieces, grew from the street art of the day. Not only that, but Arne Quinze sees an interwoven connection between street art and music. As curator and designer of the North West Walls he is now able to offer a platform, in an environment that lives and breathes music, for street artists from around the world.

A STRUCTURE MADE FROM SHIPPING CONTAINERS OFFERS A CANVAS FOR STREET ART

Arne Quinze aims to give spectators a new view of their environment. For North West Walls, he conceived an architectural structure of shipping containers. The containers are stacked in an organic, but very deliberate way to create three towers. Technically this was no small feat, because never before have so many containers been stacked in such an apparently chaotic manner. Metal sheets on the containers make the walls truly workable and suitable for all kinds of artistic techniques. Result: a 360° architectural canvas.

The structure is designed to reflect the dynamics of the street but is also a clear reference to the structural chaos typical of Arne Quinze's work.

NORTH WEST WALLS 2014: THE ARTISTS

With North West Walls, curator Arne Quinze aims to give the audience a taste of the world of street art. Our cities are currently full of beautiful street art. These works are often of the finest quality. In the year 2014, street artists are part of the international art circuit and find their way to the most prestigious art galleries. Yet their art remains open to the public at large, both literally and figuratively.

Graffiti artists are anything but naive about society. They travel the world and rub up against all kinds of cultures. This gives them a highly cultivated outlook and understanding of our modern world. Their art often conveys a complex story and carries a message. It is fascinating to see. And street artists don't just attack a wall with a spray can these days. So many new techniques have come into play, involving markers, brushes, stencils, spatial elements, etc.

Though art is one of the cornerstones of society, the threshold to art houses is still high for many. Street art bridges this gap between art and the community. Art in the street can address the embitterment of society, inspire people to broaden their thinking and to put things in perspective.

For the first edition of North West Walls Arne Quinze went in search of the greatest possible diversity. From very classical graffiti involving compositions of letters to a more surrealist, modern approach. Each of the five guest artists is among the best in the world and has their own style and much respected technique. And three of them are Belgian, no less.

Jen Zie

(°1981, Belgium)

"Jen Zie is a tattoo artist with a style of her own," explains Arne Quinze. "She is very figurative and poetic. This is what sets her apart from the often brash and more classical style of tattooing. A real diehard artist with an enormous talent for transferring her drawings to skin with absolute precision. I am looking forward to seeing what she'll do with the skin of the NWW."

Defo

(°1977, Belgium)

Curator Arne Quinze says of Defo: "Defo is a traditional graffiti artist. He belongs to one of the old-school, Belgian graffiti crews and has mastered the art of the spray can like no one else. He was present at the foundation of the Belgian graffiti scene and is among the absolute best in the world today. His quirky, typographic and abstract, organic creations are a brilliant example of graffiti avant la lettre."

Pichi & Avo

(Pichi, °1977, Valencia/Spain; Avo, °1985, Valencia/Spain)

"Pichi & Avo is a renowned graffiti duo that always produces a spectacular explosion of fresh colours and impressions," Arne tells us. "When they work together they create breathtaking figurative detail and quality. Their work is very striking and always commands the spectator's full attention. It is for good reason that they are among the very best in the world."

ROA

(°1976, Ghent/Belgium)

Curator Arne Quinze says of ROA: "ROA has a very unique and particular way of drawing animals. Usually on an enormous scale and predominantly in black and white. His works are superbly anatomical. Present in places around the world now, his works always create a very subtle link with their location. By stopping and thinking about his choice of animal, you often uncover the underlying dialogue with the environment."

Martin Ron

(°1981, Caseros/Argentina)

Curator Arne Quinze on Martin Ron: "Through the very refined organisation of his compositions Martin Ron creates artworks with a cinematic character. This is very surrealist work with a hint of the grand masters, such as Magritte and Dalí. His gigantic wall paintings are fantastic stories in themselves, in which you keep discovering new things."

NORTH WEST WALLS: INITIATIVE & FUNDING

North West Walls is a Rock Werchter initiative. The festival funds the installation itself. To make North West Walls an even stronger artistic and tourist project, the festival has applied for support from the province of Flemish-Brabant and Tourism Flanders. At the moment, a decision about funding from these two authorities has not yet been received.

NORTH WEST WALLS: THANKS TO

Citykingz - citykingz.com

MTN - www.mtncolors.com

Toerisme Vlaanderen/Tourism Flanders - www.toerismevlaanderen.be

Provincie Vlaams-Brabant/Province of Flemish-Brabant - www.vlaamsbrabant.be

NORTH WEST WALLS: PRACTICAL INFO

Opening hours during Rock Werchter

North West Walls opens every festival day at 3.30 PM and remains open to the public without interruption until 03.30 AM.

Music Maestro

A DJ booth has been built into one of the towers. On Thursday **Michael Midnight** will be behind the decks. On Friday **Faisal**. Saturday it's the turn of **The Whatever's**, Sunday **Skyve**.

North West Walls online

The construction of North West Walls is documented in interviews, video and photo reports. Follow via facebook.com/northwestwallswerchter and youtube.com/user/northwestwalls! Twitterers and Instagram users are advised to give their messages and photos of North West Walls the hashtag #NWW.

Note for the editors, not for publication:

For more information please contact

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Arne Quinze – Dave Bruel – 0486 295 121 – dave@arnequinze.com

The press file and photo material are available online via the Rock Werchter press site:

<http://rockwerchter.be/press>

The artists will be at work on the grounds of North West Walls between 11 and 27 June. Some of the artists and the curator, Arne Quinze, will also be present during the Rock Werchter festival. The grounds cannot be freely visited during construction or while the festival is on. For interviews or reportages with the artists or curator Arne Quinze, please contact Nele Bigaré and /or Dave Bruel (see above). Press members with Rock Werchter accreditation can also contact Nele Bigaré (see above) to arrange interviews and photo reportages.