

Media information

## MAARTEN BAAS – NEW TIMES

Exhibition at the Gewerbemuseum Winterthur / Switzerland  
7 June to 27 October 2024

Media briefing  
Wednesday, 5 June 2024, 11:00

Opening  
Thursday, 6 June 2024, 18:30

**For the first time in Switzerland, the work of the internationally renowned Dutch designer and artist Maarten Baas (\*1978) is being presented in a monographic exhibition. The Gewerbemuseum Winterthur provides a broad insight into his oeuvre and also shows his latest works. The solo show focuses on the overarching theme of time and the motif of the clock, which he explores through large-scale video installations, design objects, sculptures and conceptual projects.**

The internationally renowned Dutch designer and artist Maarten Baas (\*1978) combines conceptual art, craftsmanship, (video) installations, performance and public space in his projects, while straddling the boundary between art and design. All his works demonstrate the unique style for which he is famous – a style that is intellectual yet at the same time rebellious and playful, theatrical and artistic. Maarten Baas graduated from the prestigious Design Academy Eindhoven/NL in 2002, attracting international attention for his graduation project “Smoke”. This series features various design classics that have been charred by fire without having their function destroyed. He founded Studio Maarten Baas in the Netherlands in 2003 and has used it as his creative base ever since. Today, “Smoke” (2002), “Clay” (2006) and “Real Time” (since 2009) are his best-known works.

The solo show “Maarten Baas - New Times” at the Gewerbemuseum Winterthur is the designer's first monographic exhibition in Switzerland. Its central focus is on Maarten Baas' diverse and long-standing exploration of the phenomenon of time and the motif of the clock. He illumines these themes from numerous angles using a vast range of artistic interpretations. Ever since the first presentation of “Real Time” at the Salone del Mobile in

Milan in 2009, Baas has been developing the series, for which he designs clocks in a variety of forms. These are complex works in which the time of day is represented in video projections. Baas' use of the term "Real Time" refers to the fact that the time period covered by a particular film corresponds to the actual time taken to show it. Accordingly, Maarten Baas' "Real Time Clocks" involve performative videos filmed over 12 hours, each of which takes 12 hours to be viewed in full.

Objects exploring the concept of time are also on display. These include charred, timeless design icons from the series "Smoke" (2002), recollections of childhood memories in the project series "Clay" (2006) – and the "Plastic Chair in Wood" (2008), through which Maarten Baas draws attention to the varying amounts of time required by different materials during the production process for design objects.

The exhibition "Maarten Baas – New Times" shows – in addition to a selection of his characteristic design objects – a broad spectrum of his "Real Time" room installations and video projections as well as a series of "Grandfather Clocks" and "Children Clocks". Baas' work combines design, art and technology, as well as reality and fiction, existence and transience. He thus rethinks clocks and reflects on the relativity of time – inducing the viewer, quite literally, to watch time pass.

"If I had been asked to design a clock, I wouldn't have come up with this idea. I've seen the video of Bob Dylan's "Subterranean Homesick Blues". He holds up posters showing the words he is singing and tosses them away one by one. Kind of like simultaneous subtitles. When I saw that, I wondered what it would be like to hold up a piece of paper with the time on it and after a minute toss it away, and there's the new time behind it, and so on. So it started with this technical gimmick, which I was then able to develop further in different forms." (Baas, 2021)

## **GROUPS OF WORKS IN THE EXHIBITION (SELECTION)**

### **Real Time, since 2009**

The "Real Time" series featuring "Sweeper's Clock", "Grandfather Clock" and "Analog Digital" were the first projects on the theme of time that Maarten Baas showed at the Salone del Mobile in Milan in 2009. These are film recordings in which people mimic the movement of traditional clocks, thus depicting the passage of time as a highly physical, even labour-intensive process.

### **The Sweeper's Clock, 2009**

Filmed in real time, the hour and minute hands of the "Sweeper's Clock" are generated by two men sweeping rubbish in a clockwise direction for twelve hours. The camera presents a bird's eye view of their constant movement, with the result that the observer sees an almost classical time display.

### **The Grandfather Clocks, since 2009**

Each of the “Grandfather Clocks” seems to be inhabited by a person who continuously draws, wipes off and redraws the correct time on the inside of the clock face – minute by minute, for twelve hours. Maarten Baas thus presents the passage of time and traces its transient nature by taking the place of the mechanism inside these classic grandfather clocks, as he draws the hands on the inside of the clock face and changes them every minute: in “Self Portrait” (2016) as himself, in “The Father” (2009) as an older man with a white beard and thinning hair, and in “The Son” (2022) as a Peter Pan-like character wearing a mask to make him look younger. The cases of these two-metre-high analogue-digital clocks are made of brass and bronze, or in the case of “The Son”, of wooden planks reminiscent of a tree house.

## **MAARTEN BAAS, \*1978, NL**

Designer and artist Maarten Baas (\*1978) graduated from the renowned Dutch Design Academy Eindhoven in 2002, attracting international attention for his graduation project “Smoke”. In 2009 he unveiled his project “Real Time” at the Salone del Mobile in Milan/IT. In the same year, he was named “Designer of the Year” at Design Basel/Miami. In 2012 the New York Times included his works “Smoke” and “Clay” in its “Top 25 Design Classics of the Future”. In 2016 Baas won the ArtPrize for “Real Time Sweepers”.

Works by Maarten Baas are represented in numerous important international museum collections such as MoMA New York, the Victoria & Albert Museum London, Les Arts Décoratifs Paris, MoMA San Francisco, the Vitra Design Museum in Weil am Rhein and the Rijksmuseum in Amsterdam. Many renowned international private collections also own pieces by Maarten Baas.

Maarten Baas has already been represented at the Gewerbemuseum Winterthur with works in the exhibitions “Cupboard Love” (2017/18) and “Perfectly Imperfect” (2023/24).

## **EVENTS**

### **OPENING**

Thursday, 6 June 2024, 18:30

Welcome and introduction by Susanna Kumschick, Director Gewerbemuseum Winterthur, and Maarten Baas, designer and artist

### **LUNCHTIME GUIDED TOUR WITH DIALOGUE: THE ARTIST’S CHOICE**

Friday, 7 June 2024, 12:30

With Maarten Baas, designer and artist, and Mario Pellin, Curator Gewerbemuseum Winterthur, English/German

### **FURTHER INFORMATION ON OTHER EVENTS AVAILABLE IN GERMAN ONLY**

[Gewerbemuseum Winterthur Events Calendar](#)

# INFORMATION

## MEDIA BRIEFING

Wednesday, 5 June 2024, 11:00

With an introduction by Susanna Kumschick, Director Gewerbemuseum Winterthur, and Mario Pellin, Curator, and a joint tour of the exhibition.

Maarten Baas will also be available for questions and interviews.

## MEDIA RELATIONS

Luzia Davi, [gewerbemuseum.medien@win.ch](mailto:gewerbemuseum.medien@win.ch), telephone +41 (0)52 267 51 36 (direct line: 68 83)

## MEDIA IMAGES

[gewerbemuseum.ch](http://gewerbemuseum.ch) / [Activities for the media](#)

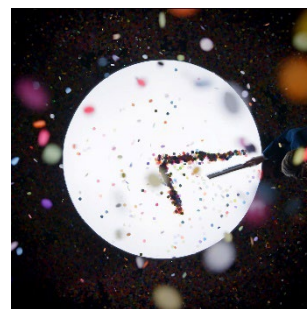
Please respect the copyrights and use the images only in connection with reporting on the exhibition “Maarten Baas – New Times” at the Gewerbemuseum Winterthur. Thank you very much!



Maarten Baas: Real Time, Paddington Clock, still, 2021  
© Studio Maarten Baas



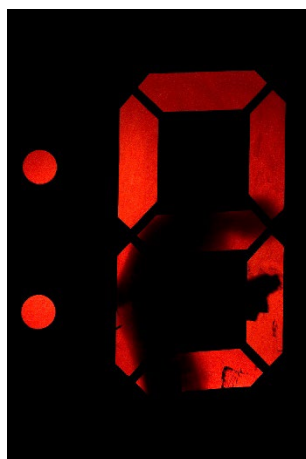
Maarten Baas: Real Time, Paddington Clock, still, 2021  
© Studio Maarten Baas



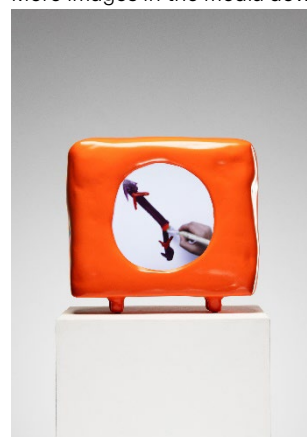
Maarten Baas: Real Time, Confetti Clock, still, 2020  
© Studio Maarten Baas  
More images in the media download



Maarten Baas: Real Time, Analog Digital Clock, still, 2009  
© Studio Maarten Baas



Maarten Baas: Real Time, Analog Digital Clock, detail from still, 2009  
© Studio Maarten Baas



Maarten Baas: Real Time, 720 Children Clock, 2022  
Courtesy Carpenters Workshop Gallery  
Photo: Antoine van Kaam



Maarten Baas: Real Time, Grandfather Clock, The Son (ed. 2/8), 2022  
Collection Museum Voorlinden  
Photo: Antoine van Kaam



Maarten Baas: Real Time, Grandfather Clock, Self Portrait, 2016  
Photo: Antoine van Kaam



Maarten Baas: Real Time, Grandfather Clock (Corten version), 2013  
© / photo: Carpenters Workshop Gallery



Maarten Baas: Real Time, Grandfather Clock, The Son, detail, 2022  
© / photo: Studio Maarten Baas  
More images in the media download



Maarten Baas: Real Time, Grandfather Clock, Self Portrait, detail, 2016  
© / photo: Studio Maarten Baas



Maarten Baas: The Sweeper's Clock, still, 2009  
© / photo: Studio Maarten Baas



Maarten Baas: Portrait  
© / photo: Ezgi Turksoy



Maarten Baas: Portrait  
© / photo: Kenton Thatcher



Exhibition poster  
Graphic design: sofies.ch