

Press Release, 23 April 2013

## **Route du Nord presents fresh art, from underground to high end**

Multiples – the eleventh edition of Rotterdam's lively cultural route

**On 7, 8 and 9 June 2013 Rotterdam Noord celebrates again 3 days full of art, music and literature. The eleventh edition of Route du Nord will take place this year in a brand new location, the so-called Zomerhofkwartier at the former station Hofplein.**

**Re-known artists but also new promising talent will present their most contemporary creations corresponding to the festival theme *Multiples*.**

Route du Nord presents, not only contemporary fine art, photography, design, architecture and mode but also music and literature. From art connoisseur to festival-goer and from neighbor to tourist, there is a suitable program for everybody to enjoy. In Route du Nord is art not only something to be looked at but also acquired as the structure of the festival encourages the meeting between artist and public.

### **Multiples**

The Rotterdam photographer, film and art director Lenny Oosterwijk (1969) and the Greek artist Kiki Petratou (1971) are the guest curators for Route du Nord 2013. For the cultural route they are putting together a central exhibition where artists react creatively in the theme of this year's festival *Multiples*. With the theme the curators intent to focus on a constructive dialogue between the artists, their practice and their works.

### **Program Highlights**

After the impressive large scale outdoor installation Mont du Nord 2012, which was realized at the Noordplein together with artist Maurice Meewisse, the 2013 edition will present Labyrinth du Nord. In co-operation with architect bureau Superuse Studios artist Yasser Balleman will make a temporary labyrinth, which will include several functions: exhibition space, music performances, and intimate dining spots. The romanticism inherent in the act of wandering around in a labyrinth full of surprises is a perfect match with the cultural route, which reveals many undiscovered gems in the district.

The atmospheric and contemporary art market, part of this year's Route du Nord, 'un affair du Nord' will offer a wide selection of friendly priced art pieces in order to encourage the relation between art and buyer. The market will take place in the Tellingestraat at the Zomerhofkwartier.

Next to the fine arts, Route du Nord will also deliver a rich program of music, literature, theater and performances; from intimate 'living room' concerts to cheerful outdoor performances and plenty of acts coming from Rotterdam background.

### **Moving to the Zomerhofkwartier**

Route du Nord developed in six years time as a prestigious cultural route, which transformed the empty renovated spaces, shops, and restaurants around the Zwaanshals, Zaamolenstraat, -drift and -kade to temporary exhibition spaces. Due to the area's subsequent enormous cultural development there were hardly any empty spaces left to be used and as a consequence Route du Nord had to search for alternative locations. After ten successful editions in the Oude Noorden in Rotterdam Route du Nord moves to the Zomerhofkwartier, the Hofpleinstation, the Luchtsingel and the

Schieblock. These new locations offer new challenges and possibilities. The Mini Mall and local clubs, galleries and shops will immerse this year for the first time in the sphere of Route du Nord.

When? 7 – 9 June 2013  
Where? Zomerhofkwartier, Hofpleinstation, Luchtsingel and Schieblock  
More information: [www.routedunord.nl](http://www.routedunord.nl)  
**Facebook.com/routedunord**  
**Twitter.com/routedunord**

*Route du Nord is made possible with support by City of Rotterdam, de gemeente Noord, Gemeente Archief Rotterdam, Havensteder, STIPO, Codum, VSB fonds, Stichting Bevordering van Volkskracht, H.M.A Schadee fonds, Brand! communicatie, Hostel de Mafkees, BIRD, Roodkapje, Architectuur Film Festival Rotterdam, BAR, Groos, Trash and Treasures, ZUS, Fabrique Urbaine, Mess/Biergarten, Archiguides, Richting Noordplein and the local entrepreneurs.*

---

**Note for the press:**

For more information and/or images you can contact Tamara van Suylekom, head of communications and PR Route du Nord, via [pr@routedunord.nl](mailto:pr@routedunord.nl)