

Streetosphere : Amsterdam

10 00 00 00 GENERIQUE DE DEBUT

10 00 30 00 **Suzan Drummen** : I'm going to make a installation with of lot of shining objects and I combine them.

10 00 39 00 **Jim Bowes** : I create a template, and put it down a piece of dirty ground and with a high power washer we are simply cleaning a message into the street.

10 00 52 00 **Thomas** : We do a interactive installations, by putting weird objects in the street, we want people to look up more.

10 01 03 00 **Leon Kerr** : The materials I use for to paint on the street is chalk, you have a kind of colors and I mix them together and blend them to painting.

10 01 13 00 STREETOSPHERE AMSTERDAM

10 01 38 00 SUZAN DRUMMEN

10 01 38 00 **Suzan Drummen** : Yeah you can go there and rest.

10 01 40 00 **Quentin** : Enjoy the sun?

10 01 46 00 **Suzan Drummen** : I'm from Heerlen, in south of Holland. But I live in Amsterdam for 25 years. I think it's a more marvellous part of the world, it's, especially here next to the water I have my studio, next to the water. And the city is very crowded, it's really an international city where a lot of people love in the world.

10 02 07 00 **Tanguy** : And for artists it's a good place here ?

10 02 09 00 **Suzan Drummen** : Well, there are a lot of good artists living in Amsterdam. But nowadays the government isn't so, nice to artist anymore. So it's more difficult to find a place, it's more difficult to find financing. So it used to be better. Well, now I'm going to make an installation with a lot of shining objects, some are very special and expensive. Some are very like, you know, you can buy an every christmas shop. And I combine them and it's really about a taking time, and giving energy. My, I give my energy to this materials to place it very precisely. And I hope that for the viewers it is a nice thing to see.

10 03 17 00 **Suzan Drummen** : Sometimes I think of my work like I come to a church. You know, sometimes I go to Rome for instance or to France and I visit the big cathedrals, and I like it so much. This place where every spots your eyes go, everything is, had attention, had someone take care off. And I would like to, with my work to take care, to take care of the eyes of the viewers. That I really can see something to be where theirs eyes and to have a nice place to be.

10 04 03 00 **Suzan Drummen** : If I can do something to make the surrounding of the city, more beautiful, more worthwhile being, that is great, love too.

10 04 34 00 **Suzan Drummen** : I'd like very much that it's really among the people, so everybody can see it. You know, before you go to museum, you already decide to go there, but if you see this on the street, it's comes to you, even if you go to school or whatever. You can just see it and I hope the people will smile or...

10 05 04 00 **Suzan Drummen** : I want to people to invite it, part of it, and to, for me it's play with

the ground. I think play in the ground this is important for people as I think a beautiful surrounding is important. Just to do something else, to put something else in life.

10 05 29 00 **Tanguy** : It's an real beautification of the city. But unfortunately it will not stay here.

10 05 34 00 **Suzan Drummen** : No, but it will stay in your memory.

10 05 36 00 **Tanguy** : Okay

10 05 37 00 **Suzan Drummen** : And those few people who saw it, every time they pass this spot they will remember, so it's somewhere in their brains.

10 05 45 00 **Tanguy** : Do you have other hopes for the future of Amsterdam?

10 05 49 00 **Suzan Drummen** : Yes I hope it stays a living city really alive, should stay alive, shouldn't go to sleep, be awake and be open for all people.

10 06 08 00 CENTRAAL STATION

10 06 23 00 DE DAM

10 06 42 00 JIM BOWES

10 06 57 00 **Jim Bowes** : I'm American, who moved here like many many other Americans. It's a fantastic city to be in, it's very relaxed city, it's very cuturally aware city, it's an very mature city those things come together and create a great place to live. And I'm probably I'm probably Amsterdam's biggest fan.

10 07 14 00 **Tanguy** : Okay, so it's seems to be the perfect way of life here.

10 07 18 00 **Jim Bowes** : It's a perfect way of life here, and I think that what we are doing with Green Graffiti is being inspired also by Amsterdam. And it's ambition to be a city that, that is recognizing the fact that we need to do something in terms of sustainability and global warming.

What we are going today is part of our social objective of our business and that is to use own business in the way we can earn money so that we can also give back to the people. And in this case, what we doing, we're basically finding a place, witch may not be so attractive anymore, because it's gone old and runned down and we are going to probably make a little street art make it. a much nicer place to sit and look over the Amstel and enjoy the great city.

It's a very simple process what we're doing we're using reverse graffiti which is a very very old form of street art. It's been around for probably more than hundred years and what we do is create a template, and put it down a piece of dirty ground and with a high power washer and pure water, we are simply cleaning a message or an image into the street. Creating a contrast between the dirt that has built up upon the years and the clean title

10 08 38 00 **Jim Bowes** : People of Amsterdam are extremely open to what we doing, most of them really like what we're doing. They know we don't waste water and they know that we do a community action, so we have a reputation in Amsterdam, in terms being of a company that people ar kind of ruling for.

10 09 01 00 **Jim Bowes** : We are a basically group of people come out of the traditional advertizing world and that have decided that we want to do something more with ourlive, and have a little bit more meaning and Green Graffiti gives us that.

10 09 12 00 **Tanguy** : And you consider yourself as artist or street artist.

10 09 16 00 **Jim Bowes** : No, I consider myself as an advertising guy who sort of discovered street art, I've always been a big fan of graffiti. I like the idea that I combine what I like doing, with what I have learned to do for 25 years, this is more than advertising and then combine with street art and graffiti. I think it's a perfect match. Graffiti is a very pure form of art, it's an expression, people saying something. And advertising is sort of the same thing, you're saying something you are making an expression, so why won't we combine graffiti and advertising and put them together in a

different way.

10 10 11 00 **Tanguy** : As we see, is not only put the flower, you clean all the area.

10 10 17 00 **Jim Bowes** : Yes, the idea you know, we want make a little bit better than when we came. And we can just do the flowers but I think it's...well, we have the equipment, it's easy to do just a little bit of extra. It just makes it a little bit nicer. Everybody likes things to be clean and I'm not to see cigarettes's but and that sort of thing.. and it's just a little bit extra that we can do a little bit nicer

10 10 43 00 **Jim Bowes** : You know my feeling is that the Green Graffiti would have never happened without Amsterdam. When I moved here from the United States which is very capitalistic, I learn about the importance of ... you know social, about giving back about doing things for other people. So I think that Amsterdam inspired the whole idea about Green Graffiti, I'm not so sure that this idea would have started anywhere out. Amsterdam is the perfect sort of combination of this think coming together, and gave us the inspiration, gave us the freedom to do and sort of encourage us, you know, let's go for it , do it!

10 11 27 00 **Jim Bowes** : My hope for Amsterdam would be... it continues to be Amsterdam and doesn't change too much and since I've been here I saw lots of things but you know, use to be, I was considered to be american so to sneaking, and creeping in to the culture in Amsterdam, and I would hope that the Dutch hang on to their culture a little bit more and I would hope they don't change too much I think Amsterdam is terrific for what it is. And I think that it doesn't need to change, it got need to stay the city where we learn to know and to love.

10 12 13 00 NEMO

10 12 25 00 NIEUWMARKT

10 12 42 00 THOMAS ET BAS

10 12 43 00 **Quentin** : You come from Amsterdam ?

10 12 45 00 **Thomas** : No, we're from Utrecht, it's a city near of Amsterdam. 20 minutes by train.

10 12 50 00 **Bas** : We come a lot on this beautiful place, so we love to running around.

10 12 56 00 **Thomas** : It's, we like it's an international city so, a lot of lot of lot of tourists but also expatriates from everywhere. But it's very easy to meet people here in bars something like that, from very many different countries so that's very cool aspect. And of course, there is amount of canals and the way of the street are built and connect around canals is very, a lot of very small personal quiet places very near the center city, so it's..

10 13 31 00 **Bas** : And of course the freedom a little bit with all Coffees Shops

10 13 35 00 **Thomas** : And stuff like that yeah

10 13 38 00 **Thomas** : When we do street art we like to do objects because we see a lot of paints in the streets art. And apart from objects, apart from the street art aspect, we do interactive installations art that reacts to people. And that's a part of what we.... of our bird project also, has to do with that.

10 14 09 00 **Thomas** : We were walking around Utrecht our home town, and we saw the extreme amount cameras, security cameras around the neighbourhood. If you start looking for them you see them everywhere. And when we started seeing where they're placed, we also saw that exact same spot where birds of the city, hang out, they can see all the people dropping food, stuff like that, and the same spots where the cameras are . Only the birds they feed on our food, the camera feed your privacy.

10 15 08 00 **Bas** : A lot of people think that the cameras are so real and that's what makes the project a little bit creepy because people feel like they are being watched by the birds.

10 15 19 00 **Thomas** : By putting weird, weird objects on the street, we want people to look up more and to see more birds, and they maybe see the real cameras everywhere in the city.

10 15 49 00 **Thomas** : They sell birds like this for windows of shops you know. We decapitate them and combine them with the cameras. We feel that when we do something on the street like this, instead of gallery or just on internet or something like that, you talk to people in their daily, in their daily life

10 17 02 00 **Quentin** : It's a kind of critic of the society ?

01 17 06 00 **Thomas** : Yeah. We called the project, the project is called Panopticon and the Panopticon was a designed by Jeremy Bentham in 1800 something, for prison, with one tower in the middle and all the cells around it, the prisoners can't see if they're being watched, but they know they could be watched any moment. And that whole concept is interoperating in our whole society at the moment. Always "Maybe the cops coming now, maybe you're being watched by cameras" so and we find that the security cameras everywhere are the most obvious signs that problem you know. The panopticon society and the surveillance society to get everybody to be good little citizen.

10 18 27 00 RIJKSMUSEUM

10 19 14 00 LEON KERR

10 19 18 00 **Léon Kerr** : I was born in Utrecht, it's a city in the center of Holland about 40 kilometres from here. I can understand that some artists want to live here because everything is happening here in Amsterdam. You have the best festivals, you have a lot of different people so you can get a lot of inspiration out of that. I wanted to bring you here because this environment where people meet and greet, or ignore each other and...so they live in here in their environment and this is the way they spend their time and their living situation so I want to let you see how Amsterdam people live and not like so many tourists.

10 20 17 00 **Léon Kerr** : Materials I use for, to paint on the street is chalks with a little chalk sticks. You have all kind of colors and I mix them together and blend them to painting that's what I use. That's the advantage of the chalks, it is very environmental friendly because when you put it on the pavements after the first rain it will wash away. You will see the painting fade away slowly it will disappear after one month you want see anything of the painting any more. So this is a very friendly form of communicating.

10 21 18 00 **Quentin** : You know this person or it comes from your imagination ?

10 21 20 00 **Léon Kerr** : Yes this person I use as a model in my old painting. She inspire me as a beauty but in my mind I give her a story, so I imagine with her, the story, and then I make the picture completely. This is a story about a girl who is, was very young and was put on the hospital. And she was like 15 years in that surroundings and doesn't know, anything about the area outside, the world. As you see this is helmet with all kinds of control alarms tingling device so she would get controlled from another part of the building, but she doesn't know that. So this is kind of synonym, for some people who live in here like they live by the rules and don't think of them, of themselves, but they are happy with it.

10 22 34 00 **Léon Kerr** : I'm always on the street and I expect that people... maybe wonder about it, or like it or smile at me while I'm doing it. When you are on the street, in a public place, you make the art available for everybody so that's also a reason for it.

10 22 55 00 **Quentin** : And the people in Amsterdam is a good audience, for..

10 22 59 00 **Léon Kerr** : Oh yeah, yes, yeah, they are very open minded, so they don't look up for anything strange happening, they appreciate, always. So it's good that Amsterdam people are open minded.

10 24 04 00 **Léon Kerr** : When you make art and it disappears after a while it's also kind of meaning of life that is... always disappearing in a minute or in a few years.

10 24 31 00 **Quentin** : What's your hope for the future of Amsterdam ?

10 24 35 00 **Léon Kerr** : I hope for the future well I believe there is a lot of discussions about the open mindedness in Amsterdam in former days it was even more open and then there came a kind of strict rules because they want to have the rules because there were a lot of problems. And now, Amsterdam isn't so... isn't so ... like a city, it was used to be like, so I think it was be more open to old people again as it was ten years ago. Something more about Amsterdam, you see a lot of different areas in Amsterdam like this is a, this is a tourists area, this is a more urban area, this is more especially for Moroccans society or something like that. And the place where we are now is a kind of mixture of the different cultures. So I think when it's more all the areas are more like a mixtures then will be one, one city.

10 25 58 00 **Quentin** : If Amsterdam were a person, what you do like to say to her ?

10 26 03 00 **Suzan Drummen** : If Amsterdam was a person it would be vital person, I think it's an artist, please stay a vital city.

10 26 12 00 **Jim Bowes** : You are very kind person, you're very open minded person, and the person you like, I would like to hang around with.

10 26 20 00 **Bas** : I wanna say that Amsterdam keep it raw.

10 26 23 00 **Thomas** : Stop trying to clean yourself up.

10 26 26 00 **Léon Kerr** : When I see Amsterdam and I see, I see it as a "she". That for me is enough to you remarks, the city as it is, so because for me it's a women and that's enough.

10 26 44 00 GENERIQUE DE FIN