

PRESS RELEASE ART ROTTERDAM

Unique project | a world première at Art Rotterdam
THE WHITE HOUSE BY RYAN MENDOZA



The White House at Art Rotterdam 2016, visual artist Ryan Mendoza

Visitors of Art Rotterdam [11-14 feb 2016] were the first spectators to view an impressive installation, *The White House* by artist Ryan Mendoza, a world première. It's a homage to Detroit. It's an attempt of the American artist to reconnect with his homeland after 20 years as an expatriot.

Ryan Mendoza: *'The house was painted entirely white, the roof and windows included, turning the house into an artwork and cleverly and effectively shielding it from an unwanted voyeurism. It was a donation from a detroiter friend of ours, Gregory L. Johnson.'*

The documentary 'Coming Home' which accompanies Mendoza's project and was premiered during the art fair Rotterdam. It features Tommy Hearn, Underground Resistance, the Family who lived there last, Harley K Brown, The Packard Plant Project and many more.

Verbeke Foundation

The home finds its permanent place at the Verbeke Foundation, since 2007 one of the largest private initiatives for contemporary art in Europe. 12 hectares of scenic area and 20.000 square metre of exhibition space, once the warehouses of the transport company. Verbeke has been living on the outskirts of the nature reserve for about 35 years. An atypical collector who chooses to live- together with his wife Carla- between art and nature, as free and independent as possible, because that is his objective. 'A refuge' for art; unfinished, unpolished, contradictory and always in motion, a stunning place for a unique project.

More information:

<http://www.artrotterdam.com/users/128/content/Home/EN-2016%20Ryan.html>

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