

# Party People

Made in Rotterdam

Press release, Rotterdam October 16, 2018 - On Friday 11 January, the sensational opening of Party People takes place. An exhibition that revolves around two generations of entertainment culture that links today's party trends with the Rotterdam club scene of the 1990s – the decade when it all began. With an authentic underground party vibe, Party People is a must for any partygoer or reveller who danced the night away in one of Rotterdam's iconic venues. Museum Rotterdam has created an exhibition to spotlight the stars and talents of Rotterdam.

## The guest curators and the people who helped make the show

For this exhibition and the peripheral programming, we're collaborating with the authentic Rotterdam makers. In the role of guest curators, party icon Ted Langenbach and word artist Derek Otte, zoom in on the Rotterdam underground scene of the late 80s and early 90s. The decade when a DANCE-HOUSE-HIPHOP culture emerges in Rotterdam, and takes the Dutch – and international – clubs by storm. From today's digital creative culture and creatives, they look back at the city's analogue offline pioneers. DJ & festival organiser Frank Dros and photographer Naomi van Heck, connoisseurs of and players in the current nightlife scene, focus on current events. Music, fashion, photography, video, graphics, literature, spoken word, performance, art and design merge in a compelling exhibition. What's unique about this exhibition is that it was entirely created by people from the scene. More than 50 stylists, DJs, performers, rappers, spoken word artists, festivals, shops and brands collaborated on the show\*.

*"Party People is an exhibition that pays tribute to all of Rotterdam's party people! They pioneered dance in Rotterdam and inspired a new generation of DJs and artists to take over the world. Dance is Rotterdam's No. 1 export product! "*, says guest curator Ted Langenbach.

## What to expect

Party People offers an insider view from different perspectives – from DJs, MCs, musicians and producers to stylists, fashion designers, photographers and collectors. The exhibition is staged as a journey through the Rotterdam night, where visitors will experience every facet of the club scene. Think of the door host, DJ booth, the stage, the dance floor, party scene fashion, as well as the mysterious darkroom and the infamous afterparty. The centrepiece of the show is, of course, music. Studio VollaersZwart created the design. They guarantee stunning exhibition visuals, with a concept that ecstatically erupts out of the exhibition space. Party People will get the entire building – and the city – dancing!

*"This exhibition puts Rotterdam artists and organisers who make beautiful things  
day and night in the spotlights!"*

Guest curator Derek Otte.

**The exhibition Party People is open to the public  
from 12 January to 23 June 2019**

\*THE EXHIBITION IS REALISED IN COLLABORATION WITH:

RONALD MOLENDIJK, JEFF SOLO, MICHEL DE HEY, PAUL ELSTAK, LUCIEN  
FOORT, GYZ LA RIVIÈRE, FLEUR KOLK, BEAU ZWART, WINNE, MIKE REDMAN,  
ISIS VAANDRAGER, MONIQUE VAN HEIST, PIETRA LIGURA AND THE  
HIPHOPHUIS.

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**Exhibition background:**

The 1980s welcomed cultural experimentation and innovation; in Rotterdam, a creative network steeped in the port city's raw energy, is born. The city is the epicentre of countless new initiatives and creatives in the club, house, gabber and techno scene, capture the imaginations of the music lovers far and wide. In the 1990s, Rotterdam becomes the dance and hip-hop capital of the Netherlands. The city's new identity gives Rotterdam a huge confidence – and cultural – boost. Even now, Rotterdam creatives are still the stars of the music scene, in the Netherlands and beyond. In Party People, Museum Rotterdam links the city's current club scene with the era that started it all: the 1990s. A decade when Rotterdam transformed into the Dutch hip hop capital: a city of party people.

**About Derek Otte**

Derek Otte is Rotterdam's city poet. He is a word artist in the Spoken Word genre, and the city is his subject. Spoken Word is a crossover between poetry and rap and popular in Rotterdam, the spoken word metropolis of the Netherlands. As curator of the exhibition Derek explores the relationship between the old school poet / performers and the work of today's Spoken Word artists.

**About Ted Langenbach**

When he organised the first warehouse party in Rotterdam in 1988, party icon Ted Langenbach introduced the then-emerging house music to many Rotterdammers. Ted Langenbach is the man who put Rotterdam on the map as a nightlife venue. He continues to be one of the Dutch party scene icons. Who better than cultural maker, Ted Langenbach, to curate Party People.

### **About Frank Dros**

Frank (Frankie) Dros (1988) is one of Rotterdam's all-rounders. He is creative director of the Blijdorp festival, teacher, social media consultant, marketeer and organiser and promoter of events such as CONTRA, Noah Floating Festival, The Lobby and Preach. As guest curator of Party People, Frank is the voice of the contemporary nightlife scene.

### **About Naomi van Heck (Naomi He-Ji)**

Van Heck was born and raised in Rotterdam and is studying at the Royal Academy of Art in The Hague. At the age of 17, Naomi started photographing well-known and unknown Rotterdammers for her "Humans of Rotterdam" project, based on the famous Humans of New York project by Brandon Stanton. Van Heck is involved as guest curator of the Party People exhibition.