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RUBEN LA CRUZ

CONCIPATING AND PERFORMING TEMPORARY ART PROJECTS IN PUBLIC SPACE & EDUCATIONAL PROJECTS

Through the media, a load of information about the surrounding world comes to me every day. I try to convert the load into art, such as a tree that converts CO2 into oxygen. In addition, I have been working regularly on a project basis with Karolien Helweg since 1999. Usually on our own initiative we develop socially engaged art projects that combine art, well-being and education, in the Netherlands, on Curaçao and in Suriname. Through workshops and / or series of lessons and with associated exhibitions, art projects in the public space and video installations, we involve people. This has the added (desired) effect that interventions take place in unexpected places that bring new audiences into contact with art. The projects are usually monumental and temporary in nature and are determined in terms of form and content by the atmosphere, the history or the current use of the location where the 'intervention' takes place. The installations and art projects are a reflection of a processing process. Both the recycled materials that are used as the concepts and often the artworks themselves are always reused in a different time and context. The artworks / projects have a certain social impact. Often a social issue is questioned and a process of awareness is set in motion, both among the participants and the final audience. Photography and research. In 2004 I started an investigation into 'The Architecture of Poverty in the Kingdom' which led to the publication 'The Forgotten Monuments of Curaçao' in 2014, a monument to the tin house and presentation of the work, 'Blik op Curaçao' titled, in the Curacaosch Museum in 2015. In 2017 te project extended to Aruba.

COLLABORATION

La Cruz & Helweg

WEBSITES

www.lacruzhelweg.nl

SOCIAL MEDIA

www.facebook.com/LaCruzHelweg/

www.facebook.com/1BlikopCuracao/

www.instagram.com/lacruzruben/

www.youtube.com/user/pestermc

vimeo.com/263319018?fbclid=IwAR02ya7DwzzPSnHBJHwiBk1cZKU-0gi1ykhHvB0jcCd7xEQcDekuvjZbWl

MEMBER OF A PROFESSIONAL ASSOCIATION/ARTISTS' ASSOCIATION

FNVKunstenbond

EDUCATION

1983 - Graphic, installation - Performance/ Video
1986 Den Haag, Koninklijke Academie van Beeldende Kunsten diploma

1979 - drawing, painting, sculpting, performance
1986 Vrije Academie, Den Haag

EXHIBITIONS

2021 The whipping of the words National Archive The Hague, Netherlands Politically engaged installation made for the exhibition Korsou/Curacao, www.nationaalarchief.nl/beleven/tentoonstelling/korsou-curacao Group

2019 Twee Gezichten CBK Zuid Oost Amsterdam Model Twee gezichten t.b.v. Zomersalon Group

2017 Lagonation Ateliers 89 San Nicolas San Nicolas, Aruba Works made by students of Ateliers 89 during lessons 'Turn your heritage into art'. www.facebook.com/LaCruzHelweg/videos/1520644138023781/ Group

PROJECTS

2021 Rats carry their own cross eigen initiatief Amsterdam, Netherlands www.facebook.com/media/set/?set=a.4501067693314729&type=3 Community art, temporary intervention in public space

2020 Animal Island CBK Rotterdam Rotterdam, Netherlands museumtijdschrift.nl/fiets-door-de-artistieke-dierentuin-van-rotterdam/ Tijdelijke kunst in de openbare ruimte, Kromme Zandweg Rotterdam

2019 Twee Gezichten eigen initiatief Netherlands Rondreizend Inspiratiebeeld

2015 'Hart voor de buurt' eigen initiatief

2016	BAG NaferLovesyou Supermarket Coolsingel 79 Rotterdam, Netherlands Installation BAG in the context of Rotterdam celebrates the city festival codeculturelediversiteit.com/best-practice/naferlovesyou-supermarket/ Group	Community Art
		2014 'Kracht van kunst- Kunst van kracht' eigen initiatief Community Art
2015	Tin Cans / View on Curaçao. The Curaçao Museum Willemstad, Curaçao , Curaçao 'View on Curaçao', a self initiated and realised concept, consisting of a monument to the tin-covered wooden house, pictures and an installation, a documentary and educational programme at the presentation of the publication 'The forgotten monuments of Curaçao' www.facebook.com/1BlikopCuracao/ Duo	2013 Statue of liberty for Transvaal. Eigen initiatief i.s.m. partijen in de Haagse wijk Transvaal The Hague, Netherlands Community Art
		2012 'Wilhelmina Revisited', Een mobiel monument voor Wilhelmina in haar koets trekt door het land, een spoor van kleine paardjes achterlatend....reeds 7 locaties aangedaan. eigen initiatief Community Art
2015	Alen Fadon - The rain falls down & The biggest Kotomisi of Surinam. CAMM, Trienal of Contemporary art Moengo, District Marowijne, Suriname Triennale for contemporary art. Exhibition; 'Tembe fu Libi'. Participation with two works; statue in public space 'Alen Fadon' and the installation 'The largest Kotomisi of Suriname' www.flickr.com/photos/srananart/sets/72157657705922525/ Group	
2015	No Dino Recovery. Gemeente Museum The Hague Den Haag, Netherlands Sculpture made of wood. At summerexhibition Woest. (Wild) Group	
2014	2 Cheveaux- 0 PK Villa Maarheze Wassenaar, Netherlands Outside Sculpture made of wood and a patchwork of plastic shoppingbags. Exhibition; Talent of The Hague www.flickr.com/photos/de_buurman/14513587765/in/photostream/ Group	
2013	A Kingdom of Contrasts Museum The Fundatie Zwolle Multimedia installation specially made for the the Exhibition 'Tropical Kingdom' www.twosidesmedia.nl/twosidesmedia_wp/recensie-tropisch-koninkrijk-geeft-de-zweep/ Group	
2012	Architecture of poverty in the Dutch Kingdom. Stroom Den Haag The Hague, Netherlands 'Meanwhile' Presentation of research into self-building architecture in the Netherlands Antilles www.stroom.nl/activiteiten/kleine_presentatie.php?kt_id=7346399 Duo	
2011	Recycled Media KEG Schijndel Schijndel, Netherlands New Works on paper and wearable objects www.lacruzhelweg.nl/site/index.php?option=com_content&view=article&id=25&Itemid=48 Duo	
2010	Architecture of Poverty The Curaçao Museum Willemstad, Curaçao, Netherlands Antilles Multidisciplinary Installation at the overview exhibition of modern art from Curaçao on the occasion of the birth of the country Curaçao Title; 'Antepassado di Futuro' www.bol.com/nl/p/curacao-classics/1001004011582566/ Group	

INTERNATIONAL EXCHANGES/RESIDENCIES

2017 Atelier '89 Oranjestad, Aruba During 6 weeks we gave lessons 'Turn your

COMMISSIONS

2020 Animal Sanctuary CBK Rotterdam / BKOR Rotterdam, Netherlands A (con)temporary

	heritage into art'. Together with the students, research was carried out into the tin-clad house on Aruba, in The Village in particular. This resulted in a joint exhibition in Ateliers 89 in San Nicolas, under the title 'Logonation'. In addition, we also realized a Monument for the tin-clad house in the garden of Ateliers '89 in Oranjestad. www.ateliers89.com/		work of art traveling around through public space. A group of scrap wood 'wild' animals migrates from island to island in city parks of Amsterdam and Rotterdam in search of a sanctuary. vimeo.com/263319018?fbclid=IwAR22npVuXMIhFEyDk4vyNFOFolSIMpzqXTR9Er4x4r finished
2015	Artist in Residence, Tembe Art Studio Moengo Suriname Moengo, Suriname For three months we have worked on a giant Pangl a Monument for Moengo, entitled 'The Road to Moengo'. And with children in various villages in the neighborhood of Moengo and in Moengo we have painted dreams for the future with textile paint on cotton cloth. With the paintings we have made the largest Kotomisi of Suriname. www.facebook.com/tembeart/	2015	The road to Moengo Art Park Marowijne Moengo Art in Public space www.facebook.com/LaCruzHelweg/videos/166967213978764/ finished
		2013	Wilhelmina Revisited Stadsdeel West Amsterdam, Netherlands Sustainability to play sculpture of 'Wilhelmina Revisited' www.facebook.com/LaCruzHelweg/videos/774756339279235
		2012	Monument to remember Slavery BKOR Rotterdam Sketch assignment for slavery monument, artwork in the public space of Rotterdam
2011	Artist in residence, IBB Curacao Willemstad, Netherlands Antilles Three months of politically engaged work in public space with the students under the title 'Fabeltjeskrant' and my own work under the title 'Curaçao Gamble' or a portrait of the first cabinet of the country Curaçao, resulted in a multi media installation, among other things, using newspapers, wood and music video. institutobuenabista.com/2010/ruben-la-cruz-en-karolien-helweg/		
2010	Kas di Arte Bonaire, Kultura regeling Kralendijk, Netherlands Antilles Kas di Arte Bonaire provided an exchange for artists with Antillean roots, on the occasion of the constitutional changes within the Kingdom of the Netherlands where Bonaire became a special municipality of the Netherlands. The artists give workshops in high school and exhibited work in Kas di Arte. Opening was done by the governor. My work consisted of works on paper with the title; Buriku ta bisti clog. (The donkey puts the clog on) www.bonaireart.org/2010/10/09/exhibition-union-in-diversity/		
1999	CBK Rotterdam, Mondriaan Stichting Willemstad Curaçao, Netherlands Antilles CBK Rotterdam organized an exchange between the Netherlands and Curaçao. During that period I gave painting and drawing lessons at the boarding school Kas pa Hubentut and realized large paintings of family members, posing with a member of the royal house. Grandma with Juliana, Claus with my father, Willem Alexander with me. The final presentation of my work and that of the children together was in the Curaçao Museum.		

2017	Monumente voor Sacu Falipe Ateliers 89 Aruba Monumentaal werk / Installatie	2016	BEELDEN BKOR Auteur Siebe Thissen Siebe Thissen Netherlands Beelden in de openbare ruimte van Rotterdam
2015	Monument voor het met blik beklede huis Curacaosch Museum Curaçao Monument for the tin can covered house.	2015	Forgotten munuments of Curaçao Eigen project i.s.m. LM Publishers La Cruz & Helweg www.facebook.com/1BlikopCuracao/ Result of investigation and history of the use of tin can to cover wooden houses in the Carribean.
1987	Gemeente Museum Den Haag Monumentaal werk		
1979	Beeldende Kunst Regeling tot 1986 Nederland Beeldhouwwerken en schilderijen.	2015	Tembe Fu Libi Rob Perree, LM Publishers/Suriname Rob Perree Catalogus Moengo Festival of Visual Arts
		2012	Curacao Classics, Antepassado di futuro Arte '99 i.s.m. KIT Publishers Groepsexpositie/ overzichtts tentoonstelling

SECONDARY ART-RELATED ACTIVITIES

2019 - --	Projecten met kinderen bij Speeltuinen in Noord SPIN On-going
2018 - --	Projecten met en voor vluchtelingen i.s.m. Stichting de Vrolijkheid On-going
2014 - 2015	'Mijn beeld op straat', Kunst educatieproject in opdracht van CBK Zuid Oost
2014 - --	Inspiratiebeelden & workshops in het Atrium en Spuiheater en Theater Dakota te Den Haag t.b.v. De Betovering On-going
2011 - --	Kunsteducatief werk; Leer timmeren en maak je eigen kunstobject naar aanleiding van monumentale kunstwerken opgebouwd uit recyclet hout op diverse locaties door heel Nederland. On-going
2008 - --	Kunsteducatief werk; 'Leer kijken, leer zien', lessen in kijken op middelbare scholen en speciaal voor risico jongeren. On-going
2007 - --	Kunsteducatief werk; 'Drop Art!' al schilderend je toekomst vormgeven en je gedrag veranderen. Projecten ter voorkoming van schooluitval op Curaçao en in Nederland On-going
2006 - 2007	Kunsteducatief werk; 'I did it my way', workshop cyclus speciaal voor chronisch zieken en gehandicapten
2005 - 2006	Kunsteducatief werk; 'Weta e lus' workshopscyclus speciaal voor (Chronisch) verslaafden
2001 - --	Kunsteducatief werk; 'Herinnering is leven' cyclus workshops schilderen speciaal voor ouderen On-going
1997 - --	Kunsteducatief werk; Onder de titel - 'Criminaliteit bestrijden met creativiteit' sociaal culturele kunstprojecten met jongeren On-going



Rats carry their own cross, 2021
Mixed media, 5 x 6 x 3.5 meter



The whipping of the words, 2021
Mixed media, 2 x 2 x 2 meters



Animal Island, 2020
Work in wood, 10x10x10



The Rat Catcher , 2020
Wood Sculptures., 4 x 6 x 1 meter



Statue of liberty, 2020
Wood sculpture, 3 x 4 x 2.5 meter



Two Faces, 2019
Installation, 250x100x170



Beware of the rats and the pigs, 2018
Mural, 3x6 m



Every house has its cross, 2017
Wood, 200x150x180



These words should be buried, 2017
Paint on wood, 200x50x70 cm



Remembering Sacu Felipe, 2017
Mixed, 200x250x150