

## PIP GREENAWAY

Pretending is the most important thing we do

Pip Greenaway (2000) is an artist whose practice spans large-scale video projections and installations with soundscapes, born in Amsterdam and studied at the Royal Academy of Art in The Hague. Across her audiovisual installations, Greenaway aims to navigate the fragile boundaries between reality and artifice, commodities, the self and the spectacle. She made a conscious choice to train at a fine arts academy in order to enter the world of installation, theatre and film from a rich aesthetically and compositional perspective. In her most recent project, *Too Much to Swallow* (2025), Greenaway transforms a gallery into an uncanny retail space. Three synchronized video channels present shifting shop windows from Western European streets, while a single figure—compulsively chewing gum—slowly merges with the very product she consumes. Through layered image, sound and scent she probes our collective obsession how consumer culture produces temporary, dreamlike illusions in which we willingly participate. Alongside her creative practice, Greenaway has gained professional experience in theatre and film. In 2025 she served as assistant director on *Battlefield of Dreams*, directed by Floor Houwink Ten Cate at Theater Utrecht, a documentary and performance simultaneously interrogating questions of fertility, childlessness, and reproductive justice. Earlier works such as *When Not There* (2023) further demonstrate her interest in performance as both subject and object, collaborating with dancers from NDT. Aspiring to create more Gesamtkunstwerke that enchant and provoke through interdisciplinary experiments on multiple sensory levels. Writing and directing each work, she aims to create immersive environments that invite audiences to question the ways in which our desires and collective narratives are constructed and sustained.

### WEBSITES

This my website of my artistic practise

[pipgreenaway.com](http://pipgreenaway.com)

### SOCIAL MEDIA

[www.instagram.com/pipgreenaway/](http://www.instagram.com/pipgreenaway/)

### EDUCATION

2021 - Fine Arts Den Haag, Koninklijke  
2025 Academie van Beeldende Kunsten  
diploma

### EXHIBITIONS

2026 Too Much To Swallow Expo Bart Nijmegen,  
Netherlands Showing of my Video  
Installation: Too Much To Swallow  
[www.expobart.nl](http://www.expobart.nl)  
Solo

2026 Forward: Too Much To Swallow Tetem  
Enschede, Netherlands Showing of my  
Video Installation: Too Much To Swallow  
[tetem.nl](http://tetem.nl)  
Group

2025 BIG DADA 3 Arti et Amicitiae Amsterdam,  
Netherlands Showing of my Video  
Installation: Too Much To Swallow  
[www.bigdada.nl](http://www.bigdada.nl)  
Group

2025 Best of Graduates 2025 Gallery Ron  
Mandos Amsterdam, Netherlands Showing

of my Video Installation: Prologue  
[ronmandos.nl/exhibition/best-of-graduates-2025/](https://ronmandos.nl/exhibition/best-of-graduates-2025/)  
Group

## INTERNATIONAL EXCHANGES/RESIDENCIES

2026 Lakeside Capital Partners Depot Boijmans van Beuningen, Rotterdam, Netherlands Received the Award for a year residency at Depot Boijmans at The Lakeside Collection Department  
[lakesidecollection.nl/lakeside-collection-award-2025/](https://lakesidecollection.nl/lakeside-collection-award-2025/)

## SALES/WORKS IN COLLECTIONS

2025 Prologue Lake Side Collection Rotterdam, Nederland 4K Video Loop, 2 hours  
2025 Prologue Akzo Nobel Amsterdam, Nederland 4K Video Loop, 2 hours

## REVIEWS

2025 Tussen spel en verzet – Big DaDa: Dadaïsme in tijden van Dataïsme bij Arti et Amicitiae Magazine Merthe Voorhoeve Amsterdam, Netherlands  
[metropolism.com/nl/recensie/tussen-spel-en-verzet-big-dada-dadaïsme-in-tijden-van-dataïsme-bij-arti-et-amicitiae/](https://metropolism.com/nl/recensie/tussen-spel-en-verzet-big-dada-dadaïsme-in-tijden-van-dataïsme-bij-arti-et-amicitiae/) Review Exhibition Big Dada 3

## AWARDS AND GRANTS

2025 Heden Start Prijs 2025 Heden Startprijs Den Haag, Netherlands Start Price from Heden Den Haag  
2025 Lakeside Collection Award 2025 Lakeside Collection Amsterdam, Netherlands Price from the Lake Side Collection

## SECONDARY ART-RELATED ACTIVITIES

2023 - Private tour guide Contemporary and  
2025 Modern Art On-going



Too Much To Swallow #1, 2025  
Multi-media Video installation, 4,50 x 2,30 x 2,20 m



Too Much To Swallow #2 , 2025  
Multi-media Video installation, 4,50 x 2,30 x 2,20 m



Too Much To Swallow #4, 2025  
Multi-media Video installation, 4,50 x 2,30 x 2,20 m



Too Much To Swallow #5, 2025  
Multi-media Video installation, 4,50 x 2,30 x 2,20 m

Crab Mentality, 2025  
3 min



Too Much To Swallow #3, 2024  
Multi-media Video installation, 4,50 x 2,30 x 2,20 m



Prologue #2, 2024  
4k Video, 2 uur



Prologue #2, 2024  
4k Video and audio, 2 uur



Chew. Spit. Repeat., 2024  
Photo, 30x50 cm



Aristocrats, 2023  
Photo, 2x80 cm