

# HEIN EBERSON

## Archeology of Printed Media since 2017

With a background in editorial design, Hein Eberson rumages through newspapers and magazines to turn daily news, weekly opinions and monthly styles into timeless images; with photos of people, places and events that determine our experience and understanding of the big, elusive world. In the works, the layers of photos form the image of the day, with the football player chosen for the bright green of the turf and the earthquake for the texture and color of the mud. The choices in the creation of images are based on color, pattern, form, and the connection of lines with each other. If the collages assume new meaning, that is a nice bonus, but not a necessity. Summaries of a day in the world, of places and events and the people who played a role in it. Memento Mori too. There are snippets of news facts and world views. Or not even that. Those fragments let us experience how our brain deals with memories. Why do certain events stay with us, do we remember a specific name or image and so many others we don't? Together, the images form an infinite story, day by day, just as Eberson previously worked on infinite stories. The daily walk to the letterbox, the tearing or cutting of the paper, the search for possible image combinations in the stack of pages; those acts are limited. Although the work can be seen as meaningless raw material, the realization of the work is not. Concentration. Faithfulness. Boredom and wandering. Happiness and misfortune. Till death? Hein Eberson (1962) is a re-entering visual artist. In collaboration with his editorial board TrademarkTM he had clients describe a work of art with the art order form Art on Request. With U-Frame, the public could compile a work of art with a database of collage parts. Together with Remko Scha, he worked on Artificial, a computer program that generated an infinite amount of random images. For each his own; his conceptual approach focuses on the creation of art instead of presentable and sellable objects.

## WEBSITES

My website

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

## SOCIAL MEDIA

[instagram.com/hein\\_eberson](https://www.instagram.com/hein_eberson)

## EDUCATION

- 2012 - MA Fine Art Utrecht, HKU faculteit
- 2013 Kunst en Vormgeving diploma
- 1994 - MA Theatre / DasArts AHK diploma
- 1997
- 1982 - Graphic Design Amsterdam, Gerrit
- 1988 Rietveld Academie diploma

## EXHIBITIONS

- 2024 The Counterfeit Infotainment Archive HOK Gallery The Hague, Netherlands HOK Gallery from April 19 to May 25 2024 will open the archive of a maniacal obsession. Or as Hein Eberson calls it: an archaeology of printed media. De Groene, Vogue, but first and foremost De Volkskrant. There's not a newspaper section or magazine without Eberson turning it into a collage. The Counterfeit Infotainment Archive in HOK contains collages from all Volkskrant newspapers from the past seven years, and comes with a searchable index. [www.hokgallery.com/counterfeit-infotainment-archive/](http://www.hokgallery.com/counterfeit-infotainment-archive/) Solo

- 2022 Bermuda Open Bermuda Open The Hague,

Netherlands Bermuda Open is a yearly event that presents studios of artists with a contemporary practice in the city of The Hague (NL). The fourth edition (9–10 November 2024) presents over 139 artist studios in 31 locations throughout the city. [bermudaopen.studio/](https://bermudaopen.studio/)  
Group

2020 Oooh. Back to normal Z33 Hasselt , Belgium  
The exhibition focuses on collectively shaping the new normal. The works show a view of the normal world, the beauty of the everyday, and the banality of wonder. Some focus on “normal life” through the eyes of the artist himself, while others ask themselves what normal means to them. Does it exist at all? Finally, the works in the exhibition offer a new building block for a new world, a way to strive for the “ideal normal”. [www.z33.be/programma/oooh-back-to-normal/](https://www.z33.be/programma/oooh-back-to-normal/)  
Group

2020 exTra #1 Kunstpodium T Tilburg,  
Netherlands Deelnemende kunstenaars: Ad van Aart, Tarek Beshta, Sophia Bustin, Anna Charalampidi, Michaela Davidova, Hein Eberson, Amber Lalieu, Lisa Maartense & Elma Greven, Søren Nelleman, Jesse Strikwerda en Kevin Timmerman.  
[kunstpodium-t.com/event/kunstpodium-t-extra-1-expositie/](https://kunstpodium-t.com/event/kunstpodium-t-extra-1-expositie/)  
Group

2020 Kick-off This Art Fair Sexyland/This Art Fair Amsterdam, Netherlands Kick-off This Art Fair 2020 (cancelled due to Covid-19)  
Group

## PROJECTS

1999 Artificial Galerie Rian van Rijsbergen, Rotterdam Rotterdam, Netherlands  
[www.remkoscha.nl/iaaa/artificial/main.html](https://www.remkoscha.nl/iaaa/artificial/main.html)  
In collaboration with Remko Scha.  
Artificial is a computer program that generates an infinite amount of random images. Exhibitions Artis Den Bosch, Galerie Rian van Rijsbergen Rotterdam, Acad Berlin, Voges & Deisen Frankfurt. Publication Mediamatic. 1992-1999

1997 The People's Choice Kunsthal

## COMMISSIONS

1996 Art on Request Centraal Museum Utrecht, Netherlands

Rotterdam Rotterdam, Netherlands  
[www.groene.nl/artikel/kamerkunst](http://www.groene.nl/artikel/kamerkunst) Are the representatives of the people representative of the population of the Netherlands? You would say not, if you compare the results of the two parts of the exhibition The People's Choice in the Rotterdam Kunsthall. The part of Komar and Melamid has received a lot of attention in the media, because their translation of the taste of the average Dutch person differs from that of the average American, Finn and Kenyan.

1995 Art on Request Artis, Den Bosch Den Bosch, Netherlands A form to order artworks. exhibitions Artis Den Bosch, Gallery De Verdieping Amsterdam, X-plosie Paradiso Amsterdam, Art Book Amsterdam, De Balie Amsterdam, Kunstraai Amsterdam. Radio VPRO Michelangelo. broadcasts January-May 1995. Publications Elsevier, De Volkskrant, Trouw. 1992 – 1995

## PUBLICATIONS

2019 @de\_volkskrant annual review calendre 2019 Catalog Vanity Press Hein Eberson Den Bosch, Netherlands [heineberson.com/shop/](http://heineberson.com/shop/) Calender with a selection of 13 works from 2019

2018 @de\_volkskrant annual review 2018 Catalog Vanity Press Twan Janssen, Hein Eberson Den Bosch, Netherlands [heineberson.com/shop/](http://heineberson.com/shop/) Selection of 52 works from 2018 with introduction

## REVIEWS

2024 The Counterfeit Infotainment Archive Website Hein Eberson The Hague, Netherlands [heineberson.com/over/het-counterfeit-infotainment-archieff/](http://heineberson.com/over/het-counterfeit-infotainment-archieff/) Introduction for exhibition at HOK Gallery. Also published in annual 2023.

2021 For this artist, the newspaper is not old paper Newspaper Mark Moorman Amsterdam, Netherlands [www.volkskrant.nl/cultuur-media/voor-deze-kunstenaar-is-de-krant-geen-oud-papier~b5bf0f23/](http://www.volkskrant.nl/cultuur-media/voor-deze-kunstenaar-is-de-krant-geen-oud-papier~b5bf0f23/) Full-page publication annual review 2020. 12 works with introduction

## SECONDARY ART-RELATED ACTIVITIES

2024 - Organisation Bermuda Open 2024

2015 - Boardmember Kunstnacht 's-

2020 Hertogenbosch

2014 - Organisation Atelierroute 's-  
2014 Hertogenbosch

2006 - Course leader and professor Master  
2013 Editorial Design, HKU



De Groene Amsterdammer 9 march 2023, 2023  
Cut-up, 29,0 x 22,8 cm

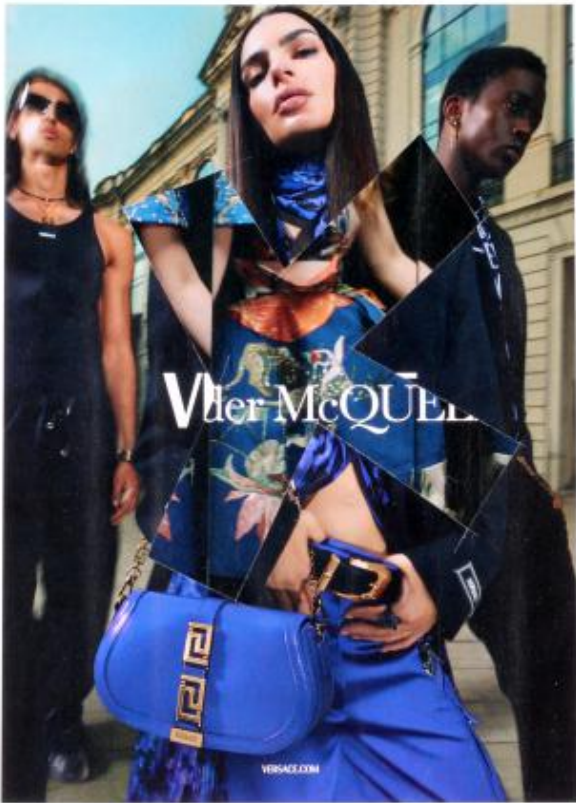


De Groene Amsterdammer 13 April 2023, 2023  
Cut-up, 29,0 x 22,8 cm.



De Groene Amsterdammer 16 March 2023, 2023  
Cut-up, 29,0 x 22,8 cm.





Vogue Italia March 2023 - 1, 2023  
 Cut-up, 28,3 x 20,5 cm.



Vogue Italia maart 2023 - 2, 2023  
 Cut-up, 28,3 x 20,5 cm.



Vogue Italia maart 2023 - 3, 2023  
 Cut-up, 28,3 x 20,5 cm.



Vogue Italia maart 2023 - 4, 2023  
Cut-up, 28,3 x 20,5 cm.



Vogue Italia maart 2023 - 5, 2023  
Cut-up, 28,3 x 20,5 cm.



20230107, 2023  
Cut-up, 28x22 cm.



20230113, 2023  
Cut-up, 42x30 cm.