

ART SENSE(S) LAB

MASTER IN VISUAL ARTS
2016-2017

*University College PXL-MAD (Media, Arts & Design)
Hasselt (Belgium)*



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MISSION STATEMENT

Dear Prospective Students,

We are delighted that you are interested in studying at Hasselt PXL-MAD. The Master in Visual Arts at PXL-MAD welcomes applications for the English master programmes of our faculty for the Academic Year 2016-17.

We see ourselves as a vibrant and dynamic space, in which we offer the perfect environment for foreign students to continue their academic career and for emerging artists to develop professionally.

PXL-MAD offers academic education and research with a critical look at the future. Our academic master programme will help you acquire a critical understanding of the creation and perception of contemporary art.

PXL-MAD is constantly inspiring its students, professors and researchers to strive for innovation by means of experimenting in an academic and international context. In a professionally engaged and research based environment, we train artists and designers in innovation and research, enabling them to design and rethink an ever changing context.

Our student-centred approach to teaching helps students become professional artists who are confident and self-motivated. We promote artists working together across disciplines. The English Programmes are organized so as to facilitate encounters between Flemish students and English-speaking students in informal contexts, in courses, seminars and in artistic studio projects.

The Fine Arts department at PXL-MAD offers 'ART SENSE(S) LAB': an artistic, academic English Master programme in Visual Arts (one year – 60 ECTS). The course revolves around experimentation and research, for which thinking and creating are in constant interaction. The increase of interest in the use of the lower senses, smell, taste and touch within the world of the fine arts offers an inspiring starting point which is constantly questioned in order to develop a critical attitude towards how senses may add context to artistic work or be the context of the artwork.

Paintings with food

*Students: Kirsten Vanlangenacker, Eline Beerten
(within the framework of the project Sense il Mad!, 2015)*





Smoke Cloud

Cloud made of cotton, inside smelling to air pollution
Peter de Cupere, 2014

Exhibitions:

The Art of Smelling, Olfactory Art Research, Enschede, 2013 - 2014
The Importance of Being Havana (CU), Buenos Aires (AR), Rio de Janeiro (BR),
Sao Paulo (BR), 2014 - 2016, curated by Sara Alonso Gómez, org. Bruno Devos



The Scent Reader

Peter de Cupere
PhD-Research about scent as/in context
MANUFACTURE,
Images and thoughts that matter
PXL-MAD, Hasselt, BE, 2015



THE MASTER PROGRAMME

The master programme consists of two major components: **Artistic Studio Practice** and the **Master Seminar Series Art Sense(s) Lab**.

Artistic Studio Practice is offered in a dynamic and inspiring environment where thinking and creating are perfectly synchronised. Students will be given the opportunity to improve and explore their work through intensive experimental artistic research.

Master students are free to work around one or more senses. Depending on their interest they can focus on smell, taste or touch. But also crossovers between these senses or in combination with seeing and/or hearing are possible.

There can also be cross-overs or combinations in the way of expressing, translating the use of senses with various art forms like painting, sculpture, ceramics, glass works, printmaking, performances, time-based art, new media and video-installations.

The internationally well-known olfactory artist and tutor of the English Master Art Sense(s) Lab is Peter de Cupere. He works with a team of professional artists and academics to support the students in their development.

The **Master Seminar Series Art Sense(s) Lab** lays the foundations for an individual theoretical and artistic research practice through analysing theoretical texts, visiting exhibitions and attending lectures. Short intensive practical experiments are conducted around the senses and their creative potential. Students are continually encouraged and challenged to reflect on their work by shifting between being 'in' and being 'out' of their own work. They are expected to create both a mature body of work, presented in the master exhibition, and a written document in which they report and reflect on their own artistic practice. By adopting an inquisitive attitude, the students position themselves in relation to other artists and disciplines and create the context within which they work.

During the first semester, master students are expected to do a 7-week work experience. This can take place in an artist's studio or institution such as a museum, non-profit organisation or gallery, or in the research group MANUFrACTURE (MAD-research).



Guest-tutor Jan Hoet (*documenta IX, Maria Heyford, S.M.A.K. Ghent*)
in conversation with master students.

PROJECTS & CONTEXT

Over the past three years students have been offered a wide range of **international guest-speakers and guest-tutors**, such as Anne-Mie Van Kerckhoven, Jan De Cock, Elly Strik, Cécile B. Evans, Gert Robijns, Jan Hoet, Frank Demaegd (Zeno-X Gallery, BE), Nav Haq (MuHKA, BE), Stijn Huijts (Bonnenfantenmuseum, NL), Jorge Fernandez (Biennial of Havana), Philippe Van Cauteren (S.M.A.K., BE) and Koan Jeff Baysa (Art and Olfaction Institute L.A.).

From September 2016 on, visiting lecturers working around the lower senses, such as olfactory art, food art and the moving body, will join this list, as well as guest-tutors and guest-speakers with other expertise.

Under the title GYM — Generating Young Masters — the Fine Arts department at PXL-MAD organizes several short **exhibitions** with the work of master students every year. These projects are important steps towards building professional exhibitions. Students also regularly participate in other projects and exhibitions, both in Belgium and abroad.

At the end of the programme in June, all master students show their final projects at the annual EXIT-exhibition.

Thanks to the extensive network of our department, students are offered several possibilities to come in contact with international organisations, institutes, curators and artists focussed on the lower senses. This will allow them to create **a professional network**.

The Fine Arts department also organises an annual study trip abroad. In the past years we visited Barcelona, Berlin, London, New York and Amsterdam.



Studioview in the Gym (*detail*)
Presentation by master student Lien Hillen



Gewelt
Master student: Jorden Boulet
Internship The Olfactory, 2014
Exhibition:
The Olfactory, PXL-MAD, 2014
(olfactory sound event)



The Product of the Product
Student: Elissa De Groote
Internship The Olfactory, 2014
(olfactory performance)



Taste in Context
Seeing in the head display an image of a dead animal while you're eating it. Students: Dora Maes and Lizee Vogels
(within the framework of the project Sense it Mad!, 2015)



Painting with food
Students: Kirsten Vanlangenacker and Eline Beerten
Projectweek Sense it Mad!, 2015
(within the framework of the project Sense it Mad!, 2015)



SENSE(S) IN CONTEXT RESEARCH

Faculty of Architecture & Arts (Hasselt University)

MAD-research / research group MANUFrACTURE_The matter of things and thoughts

The *Fine Arts* department is next to Object & Jewellery and Graphic Design part of the University College PXL-MAD (Media, Arts & Design). The departmental programme is supported by **MAD-research (Hasselt University)**, the research-institute that centralises, coordinates and stimulates research within the domains of visual arts, crafts and design. Fifty researchers are active in this institute, and their artistic and design skills are of crucial importance to the implementation of research in art education.

Teaching olfactory artist and tutor **Peter de Cupere** (www.peterdecupere.net) is member of MAD-research. He is undertaking a PhD on the use of scents in art. His research project 'When Scent Makes Seeing, When Seeing Makes Scents' questions how scent can be context or give context to an artwork.

Peter de Cupere about the English Master Art Sense(s) Lab: *As a professional artist it is important to stay focused and to question your work your whole life. You must (re)search and (re-)invent your own work. In the PXL-MAD School Of Arts we find it important that our master students create a lifelong attitude to research for their work, that will carry them through their future as a professional artist.*

For young artists that want to make work based on the lower senses, the English Master Art Sense(s) Lab is the only master course worldwide that focuses so closely on working with scents, taste and touch. The focus of the course lies on giving context to a work through the use of these senses. They are more powerful than the art world once thought. Their power lies in the interaction with society, the environment and the personal experience of the onlooker.

Where the focus of the English Master Art Sense(s) Lab is on 'context through the use of the lower senses', cross-overs that incorporate all the senses and consider the aspects of time, place and movement are also accepted as student projects. Making paintings, drawings, sculptures, installations, performances and videos can be part of your master project.

In the Master Seminar Series Studio Art Sense(s) Lab you will be challenged to talk about your work in front of an audience, and to continually re-think what you make. You will be encouraged to find a focus, a vision and a statement. Your opinion about your work and about that of your colleagues counts; you will be asked to question your own and each other's vision, concept and work to become a better artist.



Peter de Cupere in his lab
Photo: Frederik Buyckx



Tasting Air Pollution
Peter de Cuper, 2003

PRACTICAL INFORMATION

PXL-MAD offers several student facilities such as an extensive library, student services, catering, housing and other social services.

Hasselt, Belgium's most exclusive shopping and fashion city, better known as the 'Capital of Taste', is at the centre of the so called 'Meuse-Rhine Euregion'. This very dynamic region comprises cities like Aachen (D), Maastricht (NL) and Liege (B), and is boosting with economic and cultural innovation. Hasselt is within a one-hour distance from both Brussels and Antwerp and has a lively culture within its old city centre. In the Cultural Centre of Hasselt, theatre, dance and classic and modern music are performed. The Muziekdroom specialises in concerts of established national and international artists. The Fashion Museum shows a wide variety of internationally renowned fashion and fashion related exhibitions. Art Centres Z33 and CIAP focus on contemporary art in a university town that offers plenty of opportunities for entertainment for young and ambitious people.



Faculty and teaching staff

Peter de Cupere	Tutor English Master Art Sense(s) Lab PhD researcher
Stijn Maes	Course Director PXL-MAD Fine Arts Co-coordinator of Exhibitions
Jan Carlier	Tutor
Koenraad Claes	Tutor
Caroline Coolen	Senior Tutor
Stef Driesen	Tutor
Vicky Gruyters	Tutor
Bastienne Kramer	Tutor
Marieke Pauwels	Senior Tutor and PhD researcher (dept. of Ceramics)
Koen van den Broek	Senior Tutor
Bart Van Dijk	Tutor
Ilse Van Roy	Tutor
Patrick Vanden Eynde	Tutor
Bruno Vermeiren	Tutor
Twan Kerckhofs	Studio assistant
Bert Willems, PhD	Head of Research PXL-MAD

Contact & Info

peter.decupere@pxl.be

Timing & Tuition

The academic year 2016-2017 starts on September the 19th and finishes at the end of June. Please contact us for the application procedure and the tuition fee.

Admission Procedures for Master and bridge programmes

Orientation tests and selection procedures will be organized in Spring and in Summer (check our website www.pxl-mad.be for more details). Candidates are expected to present a portfolio of their work, together with a motivation letter and project proposal.

Personal advice for candidates seeking admission to the Master in Visual Arts is available. To apply for a session, please fill in the form on our website.

Address

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www.pxl-mad.be

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