

ARMANDO EXHIBITION: THE SHINE OF THE EVERY-DAY

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ARMANDO MUSEUM, AMERSFOORT 2009

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In 2009, the Armando Museum Bureau organized the exhibition The Shine of the Everyday: Armando in the 1960s. An exhibition in the Rietveld Pavilion in Amersfoort.

From the late 1950s Armando played a prominent role in various avant garde movements. As an artist he was involved in the Nulgroep, as a poet in Gard Sivik and De Nieuwe Stijl, and as a journalist he worked for the Haagse Post. In these groups Armando developed artworks, poems and stories which he felt corresponded better to a time characterized by industrialization, increasing welfare and mass consumerism. Armando demonstrated the attractive aspects of modern life, with an open attitude: “Not moralizing, not parodying, not being ironical, not interpreting. Intensification by means of the isolation or annexation of fragments from reality”. In this way, it was possible to create work that was cool, balanced and impersonal in every field.

The exhibition focused on Armando in the 1960s. During this period, he wished to emphasize the beauty of the modern age, as an artist, poet and journalist. The beauty of a wall of car tires, the poetry of conversations in the street, the glow of stories about banal subjects or subjects considered to be insignificant.