

Floor Fernhout kiest voor directheid van de houtdruk

Meppel - Onder de Duitse expressionisten die in de eerste decennia van de vorige eeuw furore maakten, was de houtsnede ongekend populair. Zij beoefenden de weerbarstige grafische techniek vooral omdat die bij uitstek geschikt was voor de verbeelding van de dramatische expressie die zij in hun werk wilden verankeren.

Wie de houtsneden van Floor Fernhout bekijkt die in het Drukkerijmuseum te zien zijn, kan vaststellen dat zij om precies dezelfde reden als een blok gevallen is voor de beoefening van de lastige grafische discipline als de Duitse expressionisten honderd jaar geleden.

Zij neemt de beperkingen van de stugge techniek op de koop toe, omdat de winst die te behalen is op het gebied van expressiviteit onbetaalbaar is en precies aansluit bij wat zij in haar werk wil uitdrukken.

HOUT - EN LINOLEUMSNEDEN

Locatie: Drukkerij museum tot en met 31 maart

Zelf geeft de kunstenares aan dat haar passie voor de moeilijke techniek samenhangt met de directheid en het definitieve karakter van de houtdruk.

Vooraf die laatste eigenschap (die overigens in ongeveer dezelfde mate geldt voor de linoleumsnede) stelt hoge eisen aan de kunstenaar.

Elke ingreep is definitief en onherstelbaar. Verkeerde of onzorgvuldige afwegingen en beoordelingsfoutjes worden genadeloos afgestraft.

Een kunstenaar moet dus vooraf heel nauwgezet bedenken wat hij of zij met de guts doet en welke doelen hij of zij wil bereiken.

Elke inkeping in de houten plaat die als beelddrager fungeert, is onherroepelijk.

De techniek van het wegnemen staat lijnrecht tegenover die van het toevoegen (zoals de schilderkunst). Daar komt nog bij dat de houtsnede extra zware eisen aan het beoordelingsvermogen van de kunstenaar stelt omdat die in staat moet zijn om te denken in spiegelbeelden.

Het is opvallend dat veel kunstenaars in het verleden vooral de dramatische kracht van de houtsnede op waarde wisten te schatten. Floor Fernhout laat zien dat het ook anders kan.

Zij slaat een luchtige, frivole



Florence Fernhout

en bij vlagen sensuele toon aan die bijna een verademing is in vergelijking met de zwaar aangezette tragiek die onder meer de sfeer van het Duits expressionisme bepaalde. Fernhout zoomt nadrukkelijk in op de vrouw en haar positie in het hedendaagse tijdsgewricht. Zij confronteert de kijker met zelfbewuste en uitdagende vrouwen, zogende moeders, jonge vrouwen in pin-upachtige poses en doortastende moeders die het multi-tasks tot in de vingertoppen beheersen.

In haar onderwerpkeuze blijft Floor Fernhout dicht bij huis. Spelende kinderen

Frens Jansen

en de kat in de vensterbank bieden haar voldoende inspiratie voor een kunstwerk. Het is duidelijk dat haar werk een directe relatie heeft met haar persoonlijke leven. Ze maakt geen geheim van haar levenshouding, ambities, privé-situatie en mensvisie. Haar werk straalt een positieve instelling uit die is gekoppeld aan vakmanschap. Fernhout weet precies hoe ze het maximale rendement uit de stroeve grafische techniek kan halen. Haar houtsneden overtuigen tot in de kleinste details.

Wim van der Beek



Caption describing picture or graphic.

INSIDE STORY HEADLINE

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your news-

letter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you’re finished writing your newsletter, convert it to a Web site and post it.

INSIDE STORY HEADLINE

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the

president, or an editorial. You can also profile new employees or top customers or vendors.

“TO CATCH THE READER’S ATTENTION, PLACE AN INTERESTING SENTENCE OR QUOTE FROM THE STORY HERE.”

INSIDE STORY HEADLINE

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you’re trying to convey. Avoid select-

ing images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it

close to the article. Be sure to place the caption of the image near the image.



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Caption describing picture or graphic.


Organization

Primary Business Address
Your Address Line 2
Your Address Line 3

Phone: 555-555-5555
Fax: 555-555-5555

WE'RE ON THE WEB!

EXAMPLE.MICROSOFT.COM

YOUR BUSINESS TAG LINE HERE.

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

BACK PAGE STORY HEADLINE

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in

your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the

month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



Caption describing picture or graphic.