

INVITATION BOOK LAUNCH

As Above, So Below 🙄 Ruchama Noorda

Jap Sam Books and Ruchama Noorda would like to invite you to join us for the launch of the publication *As Above, So Below* 🙄 on Sunday June 12th at ROZENSTRAAT - a rose is a rose is a rose



Image by Ilya Rabinovich

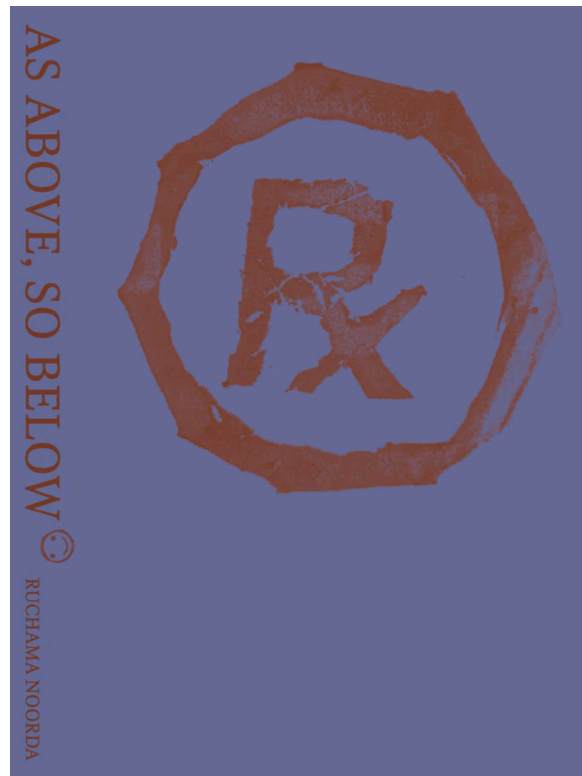
June 12th, 15:00 CET
ROZENSTRAAT – a rose is a rose is a rose,
Rozenstraat 59, 1016 NN Amsterdam

Program

We will kick off this book launch with a welcome talk by publisher Eleenoor Jap Sam. Following this, artist Ruchama Noorda and writer Dick Hebdige will join moderator Pádraic E. Moore in a talk about their publication and the collaborative process behind it. Afterwards there will be a Q&A and a moment to enjoy some drinks together, we look forward seeing you at this event!

About *As Above, So Below* 🙄

The publication documents the work made by Amsterdam-based artist, Ruchama Noorda over a twenty-year period and explores the esoteric system of belief that links her practice to the early twentieth century Life Reformers, the European avant-garde, and today's No Growth environmentalist movement. The reader is invited to enter Ruchama's world where dreaming mirrors action, where life and work, *prana* and carnality, microcosm and macrocosm open into one another. *As Above, So Below* 🙄 offers a comprehensive overview of the artist's installations, drawings, videos, sculptures, and performances with written commentary by the artist and by California-based art and cultural critic Dick Hebdige.



ISBN: 978-94-92852-56-4, **price:** € 39.95,
text: Dick Hebdige & Ruchama Noorda, **graphic design:** Sabine Verschueren, **printer:** Wilco Art Books, **number of pages:** 252, **book size:** 23x29.5cm, **binding:** hardcover,
language: English, **release date:** June 2022,
publisher: Jap Sam Books.

Made possible with the support of Mondriaan Fund, Jaap Harten Fonds and Prins Bernhard Cultuurfonds.

www.japsambooks.nl

www.ruchama.com

Ruchama Noorda is an artist who uses a variety of media and materials in performances and installations. After graduating with a BFA from the *Royal Academy of Art* (The Hague, 2002) she completed her MFA at the *Sandberg Institute* (Amsterdam, 2004). She was awarded the *Stroom Stimuleringsprijs* (The Hague, 2002) and the *Hermine van Bers Prijs* (Leiden, 2007). In 2015 she was granted a doctoral degree in the PhD Arts program from the *Academy of Creative and Performing Arts* (ACPA) at the *University of Leiden* for research undertaken into the early 20th century Lebensreform movement.

Dick Hebdige is emeritus professor of *Studio Art and Film and Media Studies* at the *University of California*, Santa Barbara. His current research interests include media topographies, Desert Studies, installation art, sub/counter cultures and performative criticism. He has written extensively on contemporary art and design, media and cultural theory, popular music and subculture.

Pádraic E. Moore is writer, curator and art historian. He completed *CuratorLab*, the postgraduate programme at *Konstfack University*, Stockholm and is a former participant of the *Jan van Eyck Academy*, Maastricht. Moore is particularly interested in the format of the group exhibition as a platform for making collective, critical statements. He is mentor to the curatorial programme at *De Appel*, Amsterdam.