

## **The Publicity Company**

PRESS RELEASE Amsterdam, May 2010

**Polder Cup Saturday 4 September** *A one-day football championship in the polders. New rules for a new game.*

*A project by the artist Maider López*

***Do you want to participate in an unconventional football match in an unusual landscape? We are delighted to invite football and art lovers to participate in the first and only Polder Cup, either as players or spectators. In the traditional Dutch landscape of pastureland and ditches near Ottoland, football will be given a whole new set of rules. The site [www.poldercup.nl](http://www.poldercup.nl) will be open for registration between 3 June and 15 August. The kick-off will take place on Thursday 3 June at 6 p.m., at the Witte de With in Rotterdam.***

Polder Cup is an unusual sports and art event, conceived by Maider López. The Spanish artist has established an international reputation with her original, unusual projects in public space. For example, in 2005, assisted by hundreds of volunteer car drivers, she created an artificial traffic jam in the remote mountains in the Basque Country. For the occasion of the opening of the new Centre Pompidou in Metz, France, on May 15<sup>th</sup> 2010, López provided the visitors with 3000 lit umbrellas. The participants formed chains of umbrellas, sat with their umbrellas, telephoned and talked under their umbrellas; together they formed an extension in movement of the Centre Pompidou-Metz, illuminating and rejoicing the public arena.

### **New rules**

Polder Cup combines the Dutch love of football, water and consensus politics. In the polders near Ottoland in the Province of South Holland, football pitches will be displaced on the surrounding pastureland. Ditches will cut right across the pitches forcing players to come up with new rules and new tactics. Polder Cup is set to reinterpret the international football language. As López explained, "The rules of football are, in part, determined by the shape of the pitch. If you change that shape, the rules are automatically changed along with the game of football as we know it. It will become a new game. The players will have to come up with new tactics, thereby reinventing the sport of football."

### **Players and spectators**

Anyone can join Polder Cup, as either player or spectator, individually or in groups. You may choose to participate as a group of friends, or as an existing football team. The registration site [[www.poldercup.nl](http://www.poldercup.nl)] will be open for a limited period between 3 June and 15 August. Or you can register via our website, [[www.poldercup.nl](http://www.poldercup.nl)] or by telephone on 06 2445 8575. However, the number of places is limited, so speed is the essence. A huge banner with an aerial photograph of the tournament site will be suspended on the façade of the Witte de With Center for Contemporary Art, Witte de Withstraat 50, Rotterdam, starting on 3 June. On that day, there will be drinks and a presentation of Polder Cup attended by Maider López herself and Fulya Erdemçi, director of SKOR, between 6 and 8 p.m.

### **Match day**

Polder Cup will be held on Saturday 4 September between 11 a.m. and 4 p.m. in the fields alongside the A156 motorway near Ottoland (Municipality of Graafstroom). Because parking space is restricted, players and spectators are encouraged to travel by the bus service that will be departing from the Witte de With in Rotterdam in the morning. For all participants there will be free food and drink, a T-shirt and a souvenir

in the form of a Polder Cup photograph signed by Mainer López. The actual football matches will be played throughout the day, according to the players' own discretion, and subject to limited rules.

Polder Cup is organised by SKOR (Foundation for Art and Public Space) and the Witte de With, centre for contemporary art. It is part of the joint project 'Between You and I' involving four international artists: AES+F, Ayse Erkmen, Isa Genzken and Mainer López.

**Websites:** [www.poldercup.nl](http://www.poldercup.nl), [www.mainerlopez.com](http://www.mainerlopez.com), [www.skor.nl](http://www.skor.nl), [www.wdw.nl](http://www.wdw.nl)  
For more information for the press contact Margarétha Moerkerke and Trix van Alphen

**[www.ThePublicityCompany.com](http://www.ThePublicityCompany.com), t: 020 612 7000, e: [margaretha@publicity.nl](mailto:margaretha@publicity.nl), [trix@publicity.nl](mailto:trix@publicity.nl)**