

EUNOIA is the first solo-exhibition at the In4Art project Space in Amsterdam to launch artist Iwan Smit.

Andy Warhols '*future*' is now. "Everyone can be famous for 15 minutes." But what do you want to experience and share? What do you add and what do you hide from the flow of images and information? Daily we read about increasing depression, burnouts and stress. We live in a fast changing society, ever more digitized with growing narcissism, hyper sensitivity and increasing fear for the unknown. The bar is raised and this pressure leads to philosophical questions.

In 'Eunoia' we undergo the search towards of a good, happy mind. A guideline unfolds through paintings, sculptures and light boxes, where we will encounter ancient symbols and classical acts. What can you experience in 15 minutes? Let us trigger your curiosity and discern EUNOIA. See how Iwan Smit explores the modern '*dodekathlos*'; tasks to face present challenges.

We refer to Eunoia as a basic principles in Aristotle's ethics. Ancient ethics apply to contemporary society and offer thorough reflection to cope. Eunoia means "well mind" or "beautiful thinking" – a basis of the ethical foundation of humans. At the same time it refers to a medical state of normal mental health. Dodekathlos is referring to the myth of Hercules, mimicking the need for a companion, sponsor, ambassador or hero to turn to.

The exhibition is located in a residential house. Giving the show an extra dynamic. No white cube setting. A living, warm environment, where one can be surrounded with art. Leading to unexpected encounters and combinations. Supported by an intense program, giving the audience the possibility to get acquainted with Iwan Smit, his vision and technique.

The show is curated by Lija Groenewoud van Vliet, co-founder and creative director of In4Art. "In EUNOIA we invite the public to break free from their mental barriers and to activate experiences. While emphasizing the importance of the rational aspect in our demanding society, we do not ignore the importance of other 'goods'. To know which they are, we invite you to visit EUNOIA". Because we want the public to be involved with the exhibition, feeling relax and stimulating playfull conversations are key. Therefore, we will have 7 guided tours with the artist. Additionally, we open up the exhibition for opportunities. Anyone relating to the topic, the art or the story is invited to have a drink.

About Iwan Smit

Iwan Smit (1989) creates colourful worlds in which beauty and balance are complemented by a constant presence of fear and woe. This young artist is continuing to stay ahead of the curve and works in various disciplines, while smoothly navigating between commercial and autonomous projects. Ingredients from highbrow, lowbrow, cartoons, fashion, and mythology blend seamlessly through his work, resulting in contemporary art bursting with energy. Pairing his bold and colorful style with paintings, sculptures, light works, illustration, clothing, murals and prints. Any surface is suitable to transform his message. The diversity of attributes all lead

towards the road of achieving happiness in this world. The work 'De mystieke geboorte van Rotterdam' got acquired by the Museum Boijmans van Beuningen in 2017. He has collaborated with brands like Heineken, Netflix, Redbull, Warnerbrothers and Dr. Martens. Iwan Smit lives and works in Rotterdam (NL).

About In4Art

In4Art believes that to make meaningful connections between talented artists and a new audience of potential collectors and patrons, stories need to be told. Stories that show the radical potential, the thorough research and the spark of change. In4Art exhibitions are created to support and promote artists from the In4Art Collection and is part of the artist incubation track. The artist is offered the project space to experiment with a new body work, launch attention and create valuable connections. In4Art will included some works of the exhibition in her [Collection](#).

The exhibition is made possible with the kind support of all In4Art members and our exhibition sponsors; Castello, Heineken, Bos, WOEI

For further inquiries and press enquires please contact Lija Groenewoud van Vliet lija@in4art.eu or call +31 6 149 27 555

#iwansmit , #eunoia, #in4art

Web: <http://www.in4art.eu/eunoia>

Instagram: @In4Art or share [this post](#)

Facebook: [in4art](#)

Link to subscription Guided Tours: <https://www.eventbrite.co.uk/e/guided-tour-exhibition-eunoia-with-artist-iwan-smit-tickets-39004395196?aff=es2>

Opening night: Saturday 4th 19hr-23hr

Opening hours Nov. 4th -24th: Friday - Sunday : 13hr- 19hr

Every Saturday and Sunday at 15hr a Meet & Greet including guided tour with artist Iwan Smit

