



NEON Foundation
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POP

ANULI CROON
GYZ LA RIVIÈRE
CINDY BAKKER
SJORS WILLEMS
LAURA SCHURINK
MARCO BIEMANS
PIP PASSCHIER
RIK VAN VEEN
IRIS VAN VELZEN
DOUWE HALBERTSMA

Rotterdam
Art Week

WEDNESDAY	18:00 - 21:00
THURSDAY	15:00 - 20:00
FRIDAY	15:00 - 20:00
SATURDAY	12:00 - 18:00
SUNDAY	12:00 - 18:00

March 25-26 -27-28-29 2026

POP

POP unites ten Rotterdam-based artists, whose practices inhabit the open boundary between art and design. Working across drawing, sculpture, painting, light installation, and architectural sculptural objects, they share an awareness of the grammar of form, understanding how a line, a surface, or a volume can convey the essence of an artwork.

Design is a purpose-driven discipline that shapes matter for the function. This exhibition inverts that principle. In POP, that purpose is set aside and is not in focus. The main goal is to achieve art itself through a design approach, a way of working, and ultimately a mode of thinking. Rather than rejecting design, POP recontextualizes it.

The exhibition suggests that design's vocabulary, proportion, repetition, and balance can be reimaged as a space of sensitivity and inquiry. In doing so, the artists reveal a poetics within the purified and industrial form. They draw from design's formal intelligence, its precision, high polish, rhythm, and structural integrity, while liberating those qualities from the obligation to serve a purpose. The form is allowed to become affective, rather than effective.

Design is a path, and art is the destination. In this way, POP becomes a study in perception, emphasizing the abstraction of objects and the language of material, shape, texture, color, and light.

Vladimir Radujkov
NEON Foundation



ANULI CROON

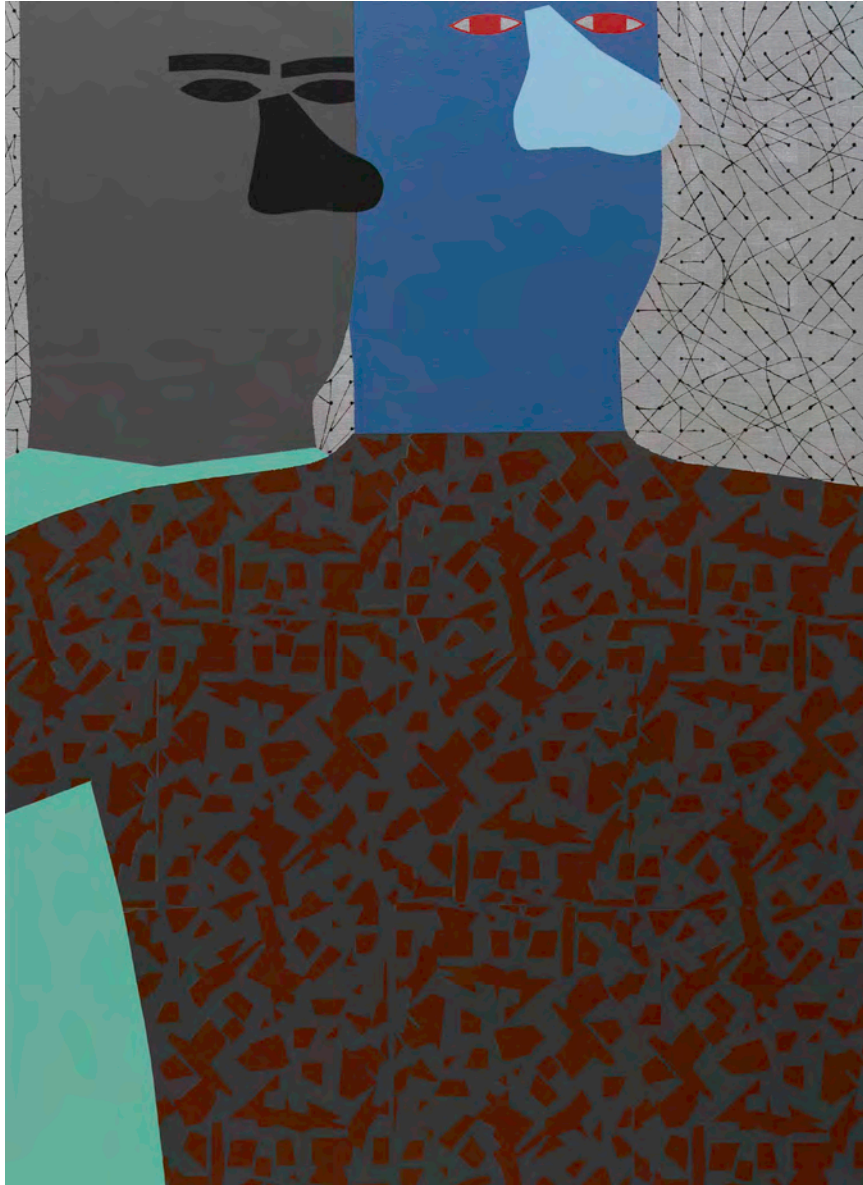
title	TRONIE & STAD #8
material	matte acrylic on canvas
dimensions	180 x 150cm
year	2017 - 2020
price	on request

website	https://anulicroon.nl
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ANULI CROON

title	TRONIE & STAD #16
material	matte acrylic on canvas
dimensions	180 x 150cm
year	2023
price	on request
website	https://anulicroon.nl



ANULI CROON

title	MUG & PHIZ #2301
material	metail paint + matte acrylic on canvas
dimensions	110x80 cm
year	2023
price	on request
website	https://anulicroon.nl



ANULI CROON

title	TRONIE #AC2003
material	metal paint + matte acrylic on canvas
dimensions	40 x 30 cm
year	2020
price	on request
website	https://anulicroon.nl



GYZ LA RIVIÈRE

title	WE OK
material	neon lights
dimensions	approx. 50 cm × 10 cm
year	2025
price	on request
website	https://gyzlariviere.nl



GYZ LA RIVIÈRE

title	IT ALL STARTED WITH THIS
material	mixed media
dimensions	38 x 50cm
year	2018
price	on request
website	https://gyzlariviere.nl



GYZ LA RIVIÈRE

title	BRONZE AGE
material	bronze
dimensions	
year	2021
price	on request
website	https://gyzlariviere.nl



GYZ LA RIVIÈRE

title
material
dimensions
year
price

WHERE IDEAS COME FROM
mixed media
approx. 62 cm x 52 cm
2020
on request

website

<https://gyzlariviere.nl>



GYZ LA RIVIÈRE

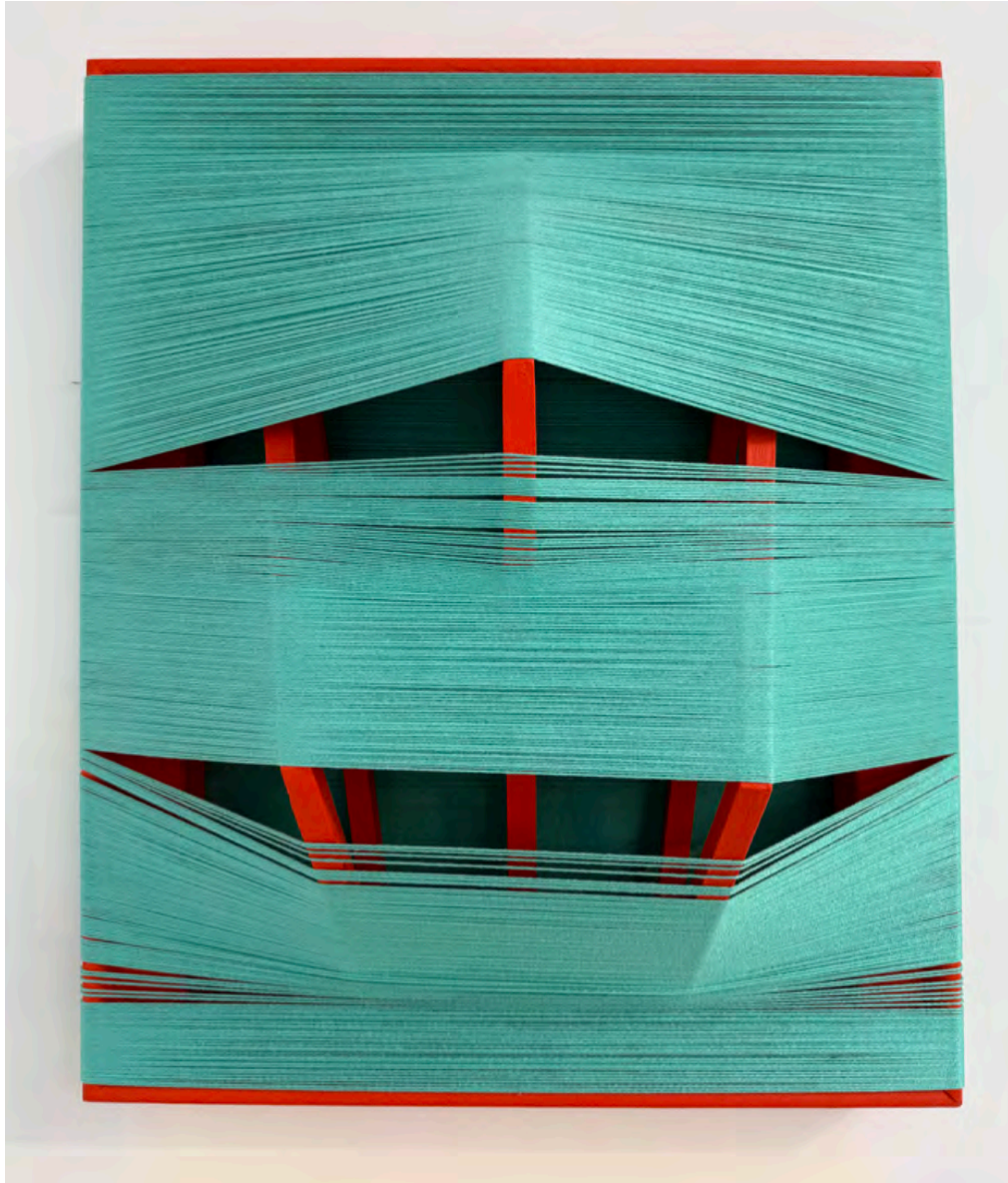
title	One meter session
material	mixed media
dimensions	approx. 100 cm x 11 cm
year	2025
price	on request
website	https://gyzlariviere.nl



GYZ LA RIVIÈRE

title	CAPITALISM
material	objet trouvé
dimensions	
year	2024
price	on request

website	https://gyzlariviere.nl
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MARCO BIEMANS

title

Rigidness

material

mercerized cotton, spruce wood, acrylic paint

dimensions

40 x 50 x 15 cm

year

2022

price

on request

website

<https://www.marcobiemans.com>



MARCO BIEMANS

title

Layering

material

mercerized cotton, acrylic paint

dimensions

27 x 22 cm

year

2023

price

on request

website

<https://www.marcobiemans.com>



MARCO BIEMANS

title	3 diverse pieces
material	fixated Mercerized cotton
dimensions	14 x 5 cm
year	2025
price	on request

website	https://www.marcobiemans.com
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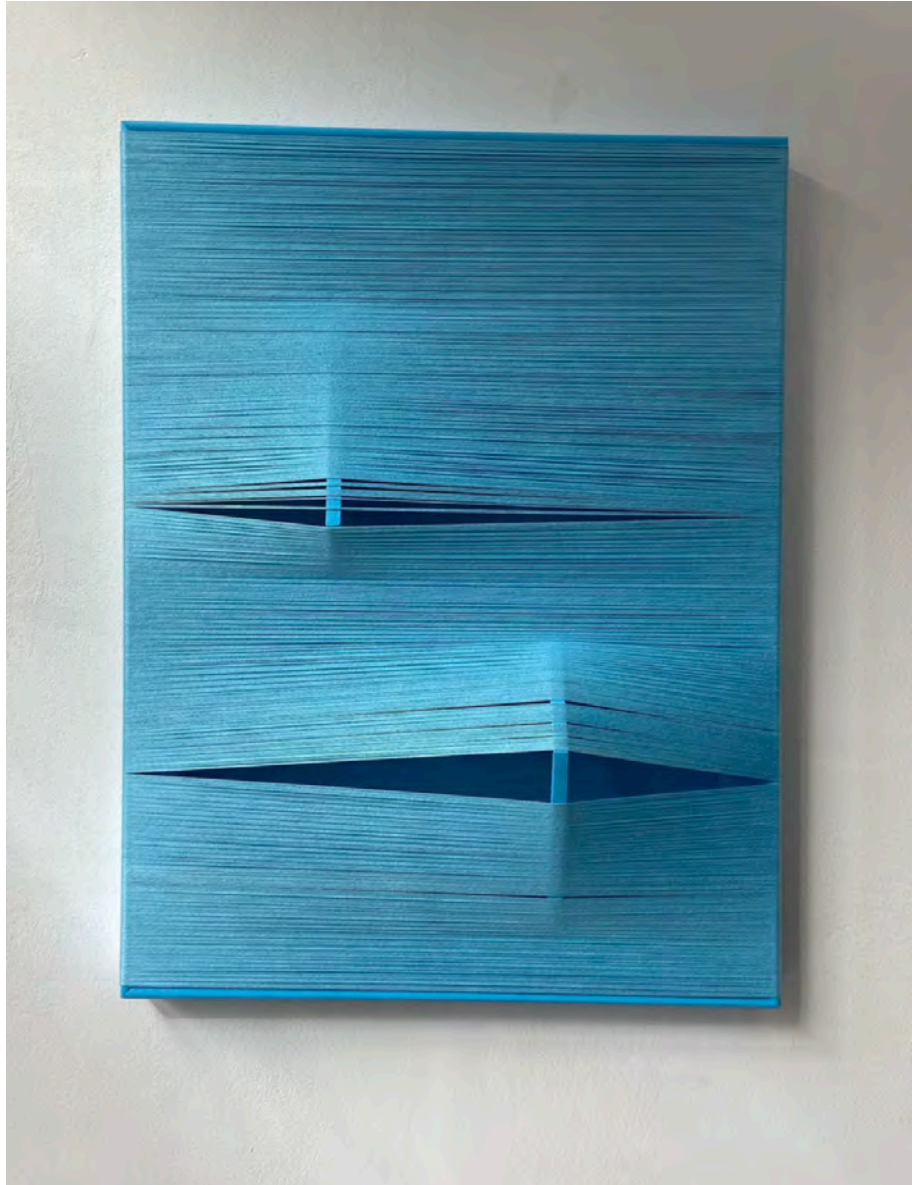
MARCO BIEMANS

title	Palstels 1, Pastels 2, Pastels 3
material	mercerized cotton, spruce wood, acrylic paint
dimensions	29 x 21 x 7 cm
year	2025
price	on request
website	https://www.marcobiemans.com



MARCO BIEMANS

title	Candy Shop
material	mercerized cotton, spruce wood, acrylic paint
dimensions	40 x 50 x 15 cm
year	2025
price	on request
website	https://www.marcobiemans.com



MARCO BIEMANS

title	A subtle wave
material	mercerized cotton, spruce wood, acrylic paint
dimensions	74,5 x 55 x 11,5 cm
year	2018
price	on request
website	https://www.marcobiemans.com



PIP PASSCHIER

title	Bricks in de sky
material	epoxy, wood, paint, fimo clay
dimensions	28,5 x 23 x 7 cm
year	2023
price	on request
website	https://pippasschier.nl



PIP PASSCHIER

title	Wir lernen, in einer Reihe zu gehen (we learn to walk in a line)
material	wood, aluminum, diamonds, epoxy
dimensions	206 x 50 x 50 cm
year	2023
price	on request
website	https://pippasschier.nl



PIP PASSCHIER

title	Du träumst und du schwebst (you dream and you float)
material	varnished wood, fabric
dimensions	50 x 54 x 80 cm
year	2023
price	on request
website	https://pippasschier.nl



DOUWE HALBERTSMA

title	Poing
material	styrofoam, acrylic resin with glassfiber
dimensions	55 x 31 x 18 cm
year	2026
price	on request
website	http://douwehalbertsma.nl



DOUWE HALBERTSMA

title	Crossroads
material	styrofoam, acrylic resin with glassfiber
dimensions	65 x 32 x 29 cm
year	2026
price	on request
website	http://douwehalbertsma.nl



DOUWE HALBERTSMA

title	Untitled
material	styrofoam, acrylic resin with glassfiber
dimensions	45 x 42 x 31 cm
year	2026
price	on request
website	http://douwehalbertsma.nl



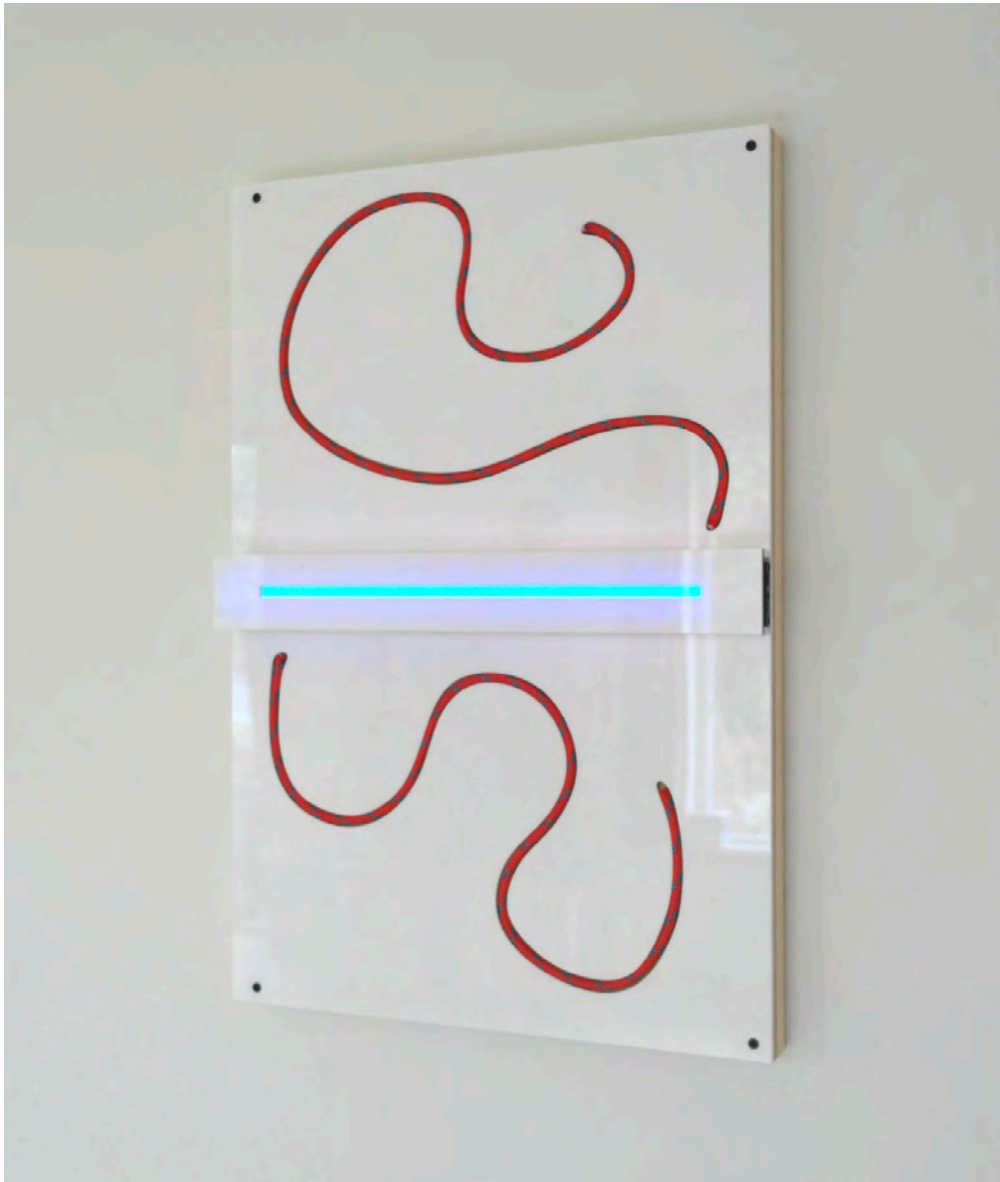
DOUWE HALBERTSMA

title	Untitled
material	styrofoam, acrylic resin with glassfiber
dimensions	45 x 45 x 30 cm
year	2024
price	on request
website	http://douwehalbertsma.nl



SJORS WILLEMS

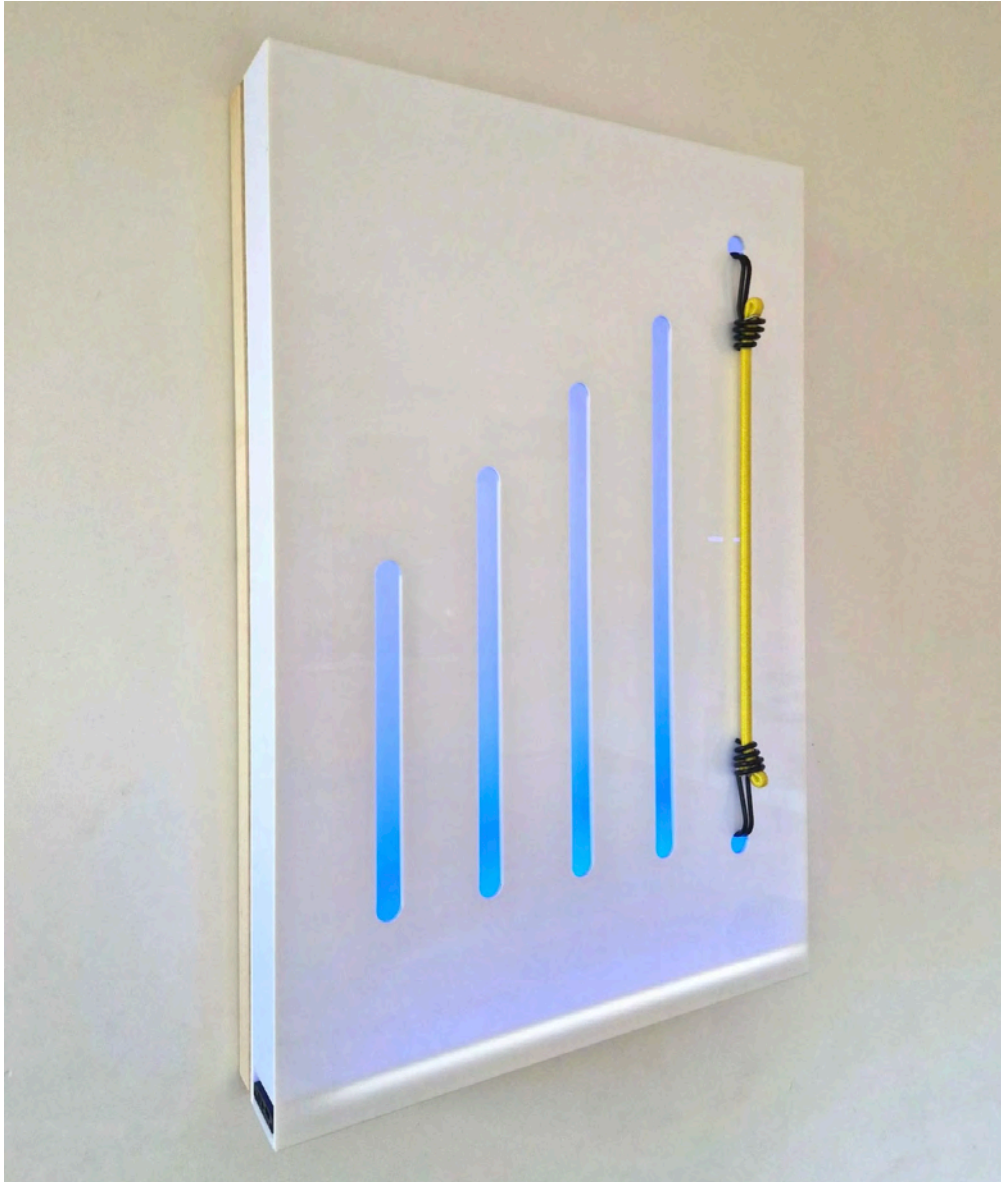
title	Wall plugs
material	mixed media
dimensions	60 x 42 x 10 cm
year	2025
price	on request
website	https://sjorswillems.com



SJORS WILLEMS

title	Rope
material	mixed media
dimensions	60 x 41 x 7 cm
year	2025
price	on request

website	https://sjorswillems.com
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SJORS WILLEMS

title	Bungee strap
material	mixed media
dimensions	60 x 41 x 11 cm
year	2025
price	on request

website	https://sjorswillems.com
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SJORS WILLEMS

title	Grinding wheel
material	mixed media
dimensions	60 x 43 x 10 cm
year	2025
price	on request
website	https://sjorswillems.com



CINDY BAKKER

title	Knob
material	high gloss coated foam
dimensions	40 x 40 x 45 cm
year	2022
price	on request
website	https://cindybakker.nl



CINDY BAKKER

title	Arch
material	high gloss coated foam
dimensions	113 x 13 x 56,5 cm
year	2022
price	on request
website	https://cindybakker.nl



CINDY BAKKER

title	Sphere
material	high gloss coated foam
dimensions	40 x 40 x 12,7 cm
year	2022
price	on request
website	https://cindybakker.nl



CINDY BAKKER

title	Cone
material	high gloss coated foam
dimensions	15 x 15 x 15 cm
year	2022
price	on request
website	https://cindybakker.nl



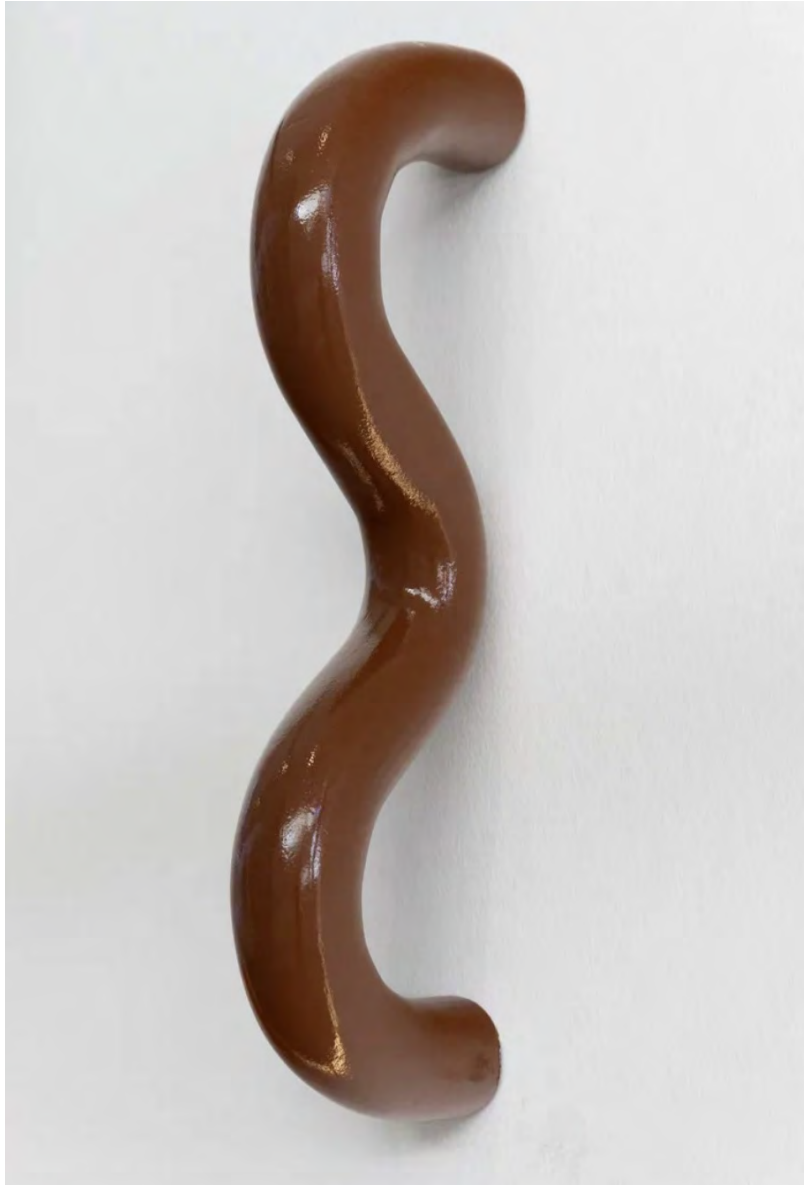
CINDY BAKKER

title	Cube
material	high gloss coated foam
dimensions	10 x 10 x 10 cm
year	2022
price	on request
website	https://cindybakker.nl



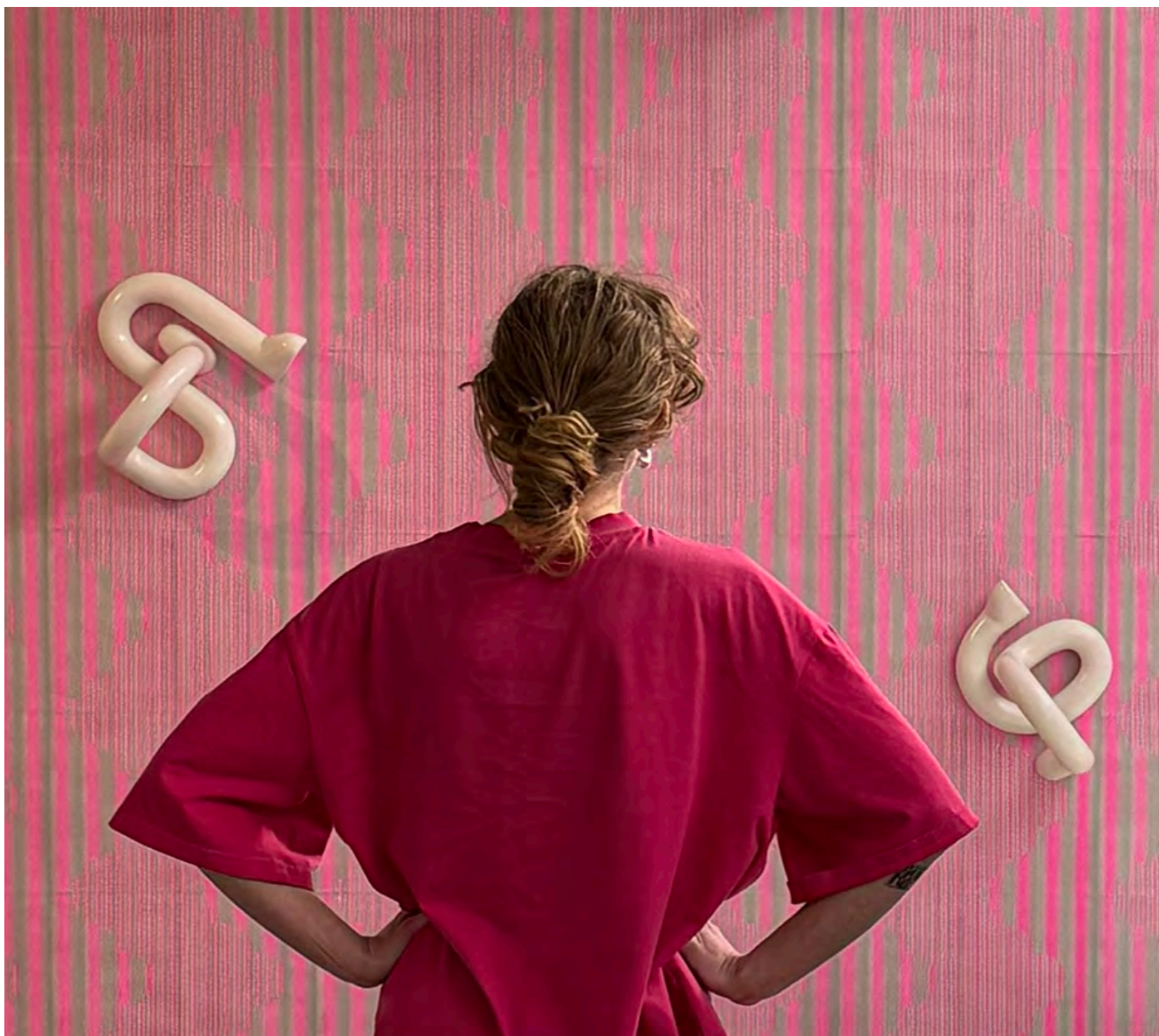
CINDY BAKKER

title	Pipe
material	high gloss coated foam
dimensions	120 x 12 x 5 cm
year	2022
price	on request
website	https://cindybakker.nl



CINDY BAKKER

title	Wave
material	high gloss coated foam
dimensions	71,5 x 8 x 30 cm
year	2022
price	on request
website	https://cindybakker.nl



DROOM IRIS

title	Scanned Sky
material	riso print on paper, fluorescent pink & light grey ink
dimensions	A3
year	2026
price	on request
website	https://droom-iris.com/



LAURA SCHURINK

title	S/S_2019.3 Totem
material	textile, wood, aluminium
dimensions	141 x 27 x 27 cm
year	2019
price	on request
website	https://lauraschurink.com



LAURA SCHURINK

title	A/W_2020.6 Light Sculpture
material	wood, PVC
dimensions	97 x 27 x 27 cm
year	2020
price	on request
website	https://lauraschurink.com



LAURA SCHURINK

title	A/W_2021.1 Light Sculpture
material	marble, iron, textile
dimensions	153 x 30 x 30 cm
year	2021
price	on request
website	https://lauraschurink.com



LAURA SCHURINK

title	S/S_2022.2 Sculpture
material	wood, marble
dimensions	68,5 x 41 x 16,5 cm
year	2021
price	on request
website	https://lauraschurink.com



LAURA SCHURINK

title	S/S_2021.7 Sculpture
material	wood, marble, ceramics
dimensions	70 x 20 x 20 cm
year	2021
price	on request
website	https://lauraschurink.com



LAURA SCHURINK

title	S/S_2022.4 Light Sculpture
material	marble, wood, pvc
dimensions	150 x 35 x 35 cm
year	2022
price	on request
website	https://lauraschurink.com



LAURA SCHURINK

title	S/S_2022.2 Sculpture
material	marble, wood, stainless steel, textile
dimensions	200 x 105 x 30 cm
year	2022
price	on request
website	https://lauraschurink.com



RIK VAN VEEN

title	Noodle Light round small
material	pool noodles, type F plug, dimming with foot switch
dimensions	68 x 68 x 28 cm
year	2025
price	on request
website	https://www.rikvanveen.com



RIK VAN VEEN

title	Noodle Light round small
material	pool noodles, type F plug, dimming with foot switch
dimensions	68 x 68 x 28 cm
year	2025
price	on request
website	https://www.rikvanveen.com



RIK VAN VEEN

title	Noodle float
material	heat-fused pool noodles
dimensions	162 x 76 x 16 cm
year	2022
price	on request
website	https://www.rikvanveen.com