

## I WILL WIN 2

### A SPACE ARTWORK

#### 260 Million People In 125 Countries Have Seen This Artwork

By KARIN LEONOV

This 33-by-20.5 foot painting "I Will Win-2" is the second self-portrait in a row of the renowned Dutch artist Erik Van Loon along the NYC Marathon course. Like last year, he showed this new self-portrait on a yard near the Bronx side of the Willis Avenue Bridge.

His aim is to show "I Will Win-2" for six to seven seconds to approximately 35,000 runners and 260 million television viewers in 125 countries throughout the world.

According to Van Loon "I Will Win" is a space artwork inspired by Google Earth. "Initially, I just wanted to have a satellite photo from one of my paintings," he said, "but NASA asked \$ 5,000 for only a stamp size photo. This is the reason why I decided to show "I Will Win" along the course of the NYC Marathon. In order to show my painting via TV-helicopter to millions throughout the world."

In fact "I Will Win-2" is an unique self-portrait as this painting not only combines pictures with words from and about Van Loon but also demonstrates the use of letters and words in imagery to challenge and stimulate the viewer's experience of his artworks and others like Johns, Nauman and Rauschenberg.

"It was really difficult to paint the truth of my imagination only in words which reflects myself in this dialogue with me and eventually with people like you, who see this painting in a museum," he said.

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Erlend Steiner Lovisa - Anneliek Holland/HollandPress

The dutch artist Erik Van Loon won yesterday the New York City Marathon in a new world record: 2:04:30. The runner-up is Ron Volkaine

## A NEW WORLD RECORD AT THE NEW YORK CITY MARATHON

### Clash Of The Titans

By NEVIL KORONA

30971 runners ran for more than 26 miles through the streets of New York in yesterday's 37th New York City Marathon. This great battle between runners from all over the world culminated in a clash of the titans Erik Van Loon from Rotterdam, the Netherlands and Ron Volkaine from New York.

Unwilling to surrender and impossible to stop, Van Loon clen-

ched his fists and opened his mouth wide to fill his lungs with oxygen, while Volkaine slightly leaned over like a sprinter for a decisive rush.

Together they ran the last 75 yards shoulder to shoulder in Central Park in the closest finish ever. Van Loon won and set a new marathon world record of 2:04:30. Volkaine as runner-up, defeated by a split second, ran a new personal best.

The pain and relief on the finish line was heartbreaking as both runners were exhausted after more than two hours running at top speed

through the five boroughs, and topped with the devastating final killing sprint on the last 385 yards in Central Park.

Van Loon, 35 ran his first NYC Marathon in 2005 in just 4:22:25. On this remarkable victory he commented: "I always told my friends that I would win".

"He ran as a shadow in front, beside and behind me. It felt like running against myself," said Volkaine, also 35, about Van Loon. "I tried to run my own race and not anybody else's race. When we

entered Central Park, he ran five or six steps behind me. I thought he was broken. Thinking was actually my biggest mistake."

The other finalist lost in the last mile as they kept looking over their shoulders, wondering when Van Loon would make his final move. He's the type of runner who is able to control a marathon from the beginning till the end, and that's why he is always on their minds, even when he is not in their slipstream.

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## FREEDOM BALLET FREE

### HE NEEDS \$ 350,000

#### Dance Tryptich About Freedom, National Socialism And War

By NOA LEVIN KORN

For more than two years, Erik Van Loon tried to realize his Freedom Ballet Free in the Netherlands to celebrate the 60th anniversary of Liberation Day on May 5th, 2005.

Free is a dance tryptich about Freedom (Liberation), National Socialism (Alone) and Second World War (War) and is, besides a freedom ballet, also an anti-war ballet and an anti-fascist ballet.

Despite his determination to realize Free in time, Van Loon could not find enough funding in the Netherlands. That is actually why he decided earlier this year to try to realize Free in the United States. Following the footsteps of the French sculptor Frédéric-Auguste Bartholdi who devoted 21 years of his life to realize the Statue of Liberty. Bartholdi traveled in 1871 to America to talk to President Ulysses S. Grant and others into funding and installing this symbol of freedom in New York.

From now on, he will try to raise \$350,000 from foundations, corporations, and government sources in the US to realize Free.

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## IT IS AN ANAGRAM

### Ron Volkaine is Erik Van Loon

By LOREAN OVINK

In the article "A New World Record at the New York City Marathon," I portrayed myself as winner as well as runner-up of the NYC Marathon. In fact Ron Volkaine is an anagram of my name Erik Van Loon. The relationship will become clear when you read the Volkaine quotes again.

In addition to what I painted in the opening article "I Will Win-2" I also decided to paint my second self-portrait as a fictitious frontpage of the New York Times, because:

- In 2005, I painted "60" for the front page of the 60th liberation edition of the Rotterdams Dagblad;

- In 2004, I posted door-to-door 50,000 artworks based on the WW-II resistance paper Het Parool;

- In 2003, I wrote 52 opinion letters to all major Dutch news and opinion papers in order to change the mediocracy. The letters were published 96 times with a total of 25 million prints.

Actually, art for me is mass communication with audience beyond the realms of art in order to move them metaphorically and literal with new work that doesn't create only beauty but also incites discovery, stimulates reflection, and generates self-knowledge.

I will end the "I Will Win" serie when one of my portraits is broadcast for a few seconds throughout the world with: "In the future, everybody will be famous for six a seven seconds."

And last but not least, "I Will Win" is not just a statement about myself, but also a tribute to all those anonymous individuals who work day in and day out to achieve their personal goals in ordinary life.

MOM AND DAD, THANK YOU FOR YOUR support and confidence. I hope that you both like I Will Win 2. -ADVT  
I DON'T PAINT FOR A LIVING; I PAINT TO LIVE. That's how I live."



Gerben Zevenbergen/TV Rijnmond

Elin Anna Þórisdóttir and Erik Van Loon spotted near Wall Street during their intensive search for liability insurance for Van Loon's self-portrait "I Will Win".

## THEY SEARCHED FOR DAYS

### I Will Win Almost End In Disaster

By NOVAK LENOIR

Last year, Erik Van Loon and Icelandic artist Elin Anna Þórisdóttir arrived in New York one week before the Marathon with only his self-portrait "I Will Win," some luggage, a registration card and 10 satellite photos of potential installation sites along the NYC Marathon route.

The following day, Anthony Riccio, Senior Vice President of Harlem River Yard Ventures, responded very positively straight away on Van Loon's proposal to show "I WILL WIN" on his 110 acre big industrial parcel next to the Willis Avenue Bridge in the Bronx.

"The place is just great. Not only

the 260 million people but also the 36,000 runners - including myself - can easily see my 675 sq. foot painting on this yard near the 20 mile mark," said Van Loon.

However, Riccio had to ask for a liability insurance. The artist searched for four days for a suitable insurance around Wall Street without success. They discovered that most insurance companies will not accept a foreign bank account, among other reasons.

But their luck changed when Jeremy Olshan from the New York Post called Van Loon for an interview after he had read Van Loon's volunteers ad on Craigslist New York City.

"I was really happy with the interview. It gave some distraction in a very tense week, which started very successfully. But at this stage the whole exercise threatened to

end in disaster," said Van Loon.

On Friday morning, two days before the marathon the article appeared in the NY Post. It really changed their luck. The artist visited Riccio again, this time with the Post article in hand. Upon reading the interview, Riccio dictated a letter to his assistant Beverly Anderson, extending their liability insurance to Van Loon for 48 hours and sending Van Loon into ecstatic thrill.

"I was really happy with this letter. I screamed and jumped for at least one minute through his office," said Van Loon.

Riccio said about this moment: "He is just full of energy. I mean I have never seen a person so interested and devoted to what he is doing. So how do you say no to that. You don't."

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## He Got Support From All Over The World

By KEVIN LAROON

During the weeks that Erik Van Loon painted his self-portraits, he received support from several friends. Painting "I Will Win (1)" support came from a.o. Rafael Stolk, Maurice Langstraten, Jan Kramer, and Momo Bouchtaoui. During the creation of "I Will Win-2" he enjoyed encouragement and help from Joop Ridder, Louky Van Woenzel, and his American friends Leo Wong and Katy Kavanaugh.

In addition to the help of those friends, he also received generous support from companies like Bep Bernard, Simonis Verf, Quick Paint, Artists Alliance Inc, Jones Lang LaSalle, Harold Grafik, Jemama, Mondriaan Foundation, and Groothandelsgebouw.

In New York itself he got help from his Icelandic friend Elin Anna Þórisdóttir (2005) and his Dutch friend Anneliek Holland (2006). Both helped him to install the 675 sq. foot painting in an enormous wooden frame in order to show the portraits as a framed painting to the millions at home and the thousands on the Willis Avenue Bridge.

Furthermore, Gerben Zevenbergen from RTV Rijnmond made an in depth TV documentary about

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Updated News: erikvanloon.nl  
Tomorrow in The Times: Page D8



Van Loon's first self-portrait along the course of the NYC Marathon.



Valore Nikon/HollandPress  
I Will Win (1), Erik Van Loon - 2005.

### INSIDE

#### A Victim's Perspective

After screenings at film festivals in among others San Francisco, Sydney, Sao Paolo and Rotterdam, the ineffably haunting 11-hours video-installation "A Victim's Perspective" can be seen now in New York, too. **PAGE F8**

#### Reconstruction

In May 2008 the Museum of the History of Photography in Krakow will exhibited 496 photos of the former ghetto of Krakow in a wall of glas. After Poland the exhibition will come to the US. **PAGE E3**

#### The Kinetikos

At the moment, Erik Van Loon is working at a new sculpture called the Kinetikos. The Kinetikos is a kinetic artwork whereby 9 characters on 3 pillars turn around combining each time a different trilateral words. **PAGE A8**

#### New York City Marathon

World-class athletes from all over the world ran yesterday's the 37th NYC Marathon. Read in The Marathon special the names of all those runners who completed the race in 5 hours. **PAGE M1-20**

### Rotterdams Dagblad



60, Erik Van Loon -2005