



# Time to Change

The Changing World of the  
Dutch Cow

Hans van der Meer

Exhibition, book



## Time to Change

The gap between the consumer and the world of the cow has been growing over the past few decades. Hans van der Meer lives in the centre of Amsterdam, but when his farmer friend Jaap Hemke goes on holiday, Hans looks after the farm. He has been doing this for nearly twenty years, stimulating a deep interest and a particular insight into dairy farming.

Through photography, film and writing Van der Meer examines the world around him. His images of amateur football in *Dutch Fields* (1998) and *European Fields* (2006) are also an exploration of human nature within the landscape. In *The Netherlands - Off the Shelf* (2012) he wryly observes the increasingly homogenous built environment of provincial Dutch towns.

In *Time to Change* he is looking at and thinking about cows and consequently dairy farming, animal welfare, hi-tech food production and its impact on the environment. Van der Meer's pictures are the trigger for a series of observations highlighting the complexity of modern farming. In addition, he asked farmers and innovators the question how to continue and in which direction.

In many of the photos the cow looks puzzled. Or is it that she's questioning us? How will we be shaping the future in food production? And what will the role of the animals be in it?

### Hans van der Meer (1955)

is fascinated by man-made landscapes and a great observer of human nature. He is known for his series on amateur football, *Dutch Fields* (1998) and *European fields* (2006, published by Steidl/MACK), and the increasingly homogenous city centres of Dutch towns, *The Netherlands - Off the Shelf* (2012). His work has been exhibited in museums including the Barbican Art Gallery, Stedelijk Museum Amsterdam and Fotomuseum Winterthur. In 2009 Camera Austria organised a mid-career retrospective.

**Exhibition** Photos, video and texts by Hans van der Meer. Launch: Stedelijk Museum Alkmaar (NL), July 2018

**Book** Paradox, 2018. Design by Kummer & Herrman. Dutch & English, € 34.50. Photos, texts and videos by Hans van der Meer. ISBN: 978-90-828708-0-0 Order: [www.ydocstore.org](http://www.ydocstore.org)



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