



Universiteit
Leiden
The Netherlands

ReForm

Noorda, R.A.

Citation

Noorda, R. A. (2015, December 9). *ReForm*. Retrieved from <https://hdl.handle.net/1887/36549>

Version: Corrected Publisher's Version

License: [Licence agreement concerning inclusion of doctoral thesis in the Institutional Repository of the University of Leiden](#)

Downloaded from: <https://hdl.handle.net/1887/36549>

Note: To cite this publication please use the final published version (if applicable).

Cover Page



Universiteit Leiden



The handle <http://hdl.handle.net/1887/36549> holds various files of this Leiden University dissertation

Author: Noorda, Ruchama

Title: ReForm

Issue Date: 2015-12-09

ReForm Ruchama Noorda

ReForm

ReForm

Proefschrift

ter verkrijging van de graad van Doctor aan de Universiteit Leiden, op gezag van Rector Magnificus prof. mr. C. J. J. M. Stolker volgens besluit van het College voor Promoties te verdedigen op 9 December 2015, klokke 13.45 uur.

door Ruchama Noorda, geboren te Leiden (NL) in 1979

Promotor

prof. dr. Kitty Zijlmans

Copromotor

dr. Janneke Wesseling (Koninklijke Academie van Beeldende
Kunsten PhDArts/Universiteit Leiden)

Promotiecommissie

prof. dr. Yra van Dijk

prof. Frans de Ruiter

dr. Michel van Doortmont (Rijksuniversiteit Groningen/
Afrika-Studiecentrum Leiden)

Jean-Bernard Koeman (Gerrit Rietveld Academie/

Jan van Eyck Akademie Maastricht)

Book design: Paul Gangloff

Printed on an Espresso Book Machine at the American Book
Center, Amsterdam. Dust cover printed by Pure Print, UK

Unless otherwise specified, all translations into English are
by the author

The printing of this book was financially supported by the
Leiden University Centre for the Arts in Society (LUCAS).

Contents

Contents

10 Artist Positioning

16 Introduction

36 Chapter 1 *ReForm* SUBCONSCIOUS

(Muddled Thinking)

Internal Colonization

Unrealistic Dreamer

American Walden

(Sub-)Consciousness

Enclosed Garden

Asocialen – Private Prophecy – Detox

Dirt

64 Chapter 2 *ReForm* BODY

— ***HYGIENE-PRANA-PRAXIS:***

The Lebensreform Legacy

Lebensreform

Hill of Truth

Ecology

Spiritual Evolution

Anthroposophy

Static Monument to Progress

Nature Prophets

Live Earth, Idols and Embodied Landscape

Occult Dunghill

120 Chapter 3 *ReForm* COLLECTIVE:

Countering (Individual) Culture

Civic Virtue

The Gewebe Project: Weaving/Worpswede

The Collapse of Civic Virtue

Full Immersion, Co-Knowledge

and Hydrotherapy

Redemption Value

A Note On The Colour Orange

168 Chapter 4 *ReForm* Land(scape)

Rhizome

Pearblossom Highway

Diopharma

Earth Works and Non Sites

Compressed Landscape

Land Development

The New World, California and
Lebensreform
Nature Boys: California's Wandervogel
Portable – Digestible Landscapes

214 Conclusion
222 Bibliography
232 Biography
234 Acknowledgments
236 Summaries
242 Appendix: *ReFormat*