

Information concerning the Spring 2018 exhibition at the Towada Art Center



Much Better Than This, Times Square Midnight Moment
New York, 2015 | Photography by Michael Wells

Rafaël Rozendaal

Generosity

Saturday, February 10, 2018 – Sunday, May 20, 2018

A Leader of Internet Art

Rafaël Rozendaal's First Solo Museum Exhibition

Rafaël Rozendaal is a visual artist whose main medium is the internet. His websites, each its own colorful work of art, attract over 60 million visits per year. Offline, he also creates installations, tapestries, lenticulars, and haiku in addition to other projects, including BYOB (Bring Your Own Beamer), a series of one-night-exhibitions hosting artists and their projectors. *Generosity* will be Rozendaal's first museum solo exhibition and is set to be held at the Towada Art Center, which is known for its dedication to providing new experiences through art as well as its vision of translating those experiences into the creation of the future. The exhibition will make use of the entire temporary exhibition space to showcase Rozendaal's creative art world, one that hints at the creativity that modern media inspires.

Rafaël Rozendaal

Born in 1980, Rafaël Rozendaal is a Dutch-Brazilian artist currently living and working in New York City. Rozendaal is a visual artist who uses the internet as his canvas. His websites attract 50 million visits per year. He also creates installations, tapestries, lenticulars, haiku, lectures, and a podcast. His extensive list of international exhibitions and museum shows includes the Venice Biennale, Centre Pompidou in Paris, and the Stedelijk Museum in Amsterdam. He gained considerable notoriety for *Much Better Than This*, a site-specific video installation shown on the electronic billboards of New York's Times Square in February 2015.



Photography by Christina Latina

Deeply involved with Japan, he was an AIT Residency Program participant in 2009, has held solo exhibitions at Takuro Someya Contemporary Art (2010, 2016, 2017) and an interactive art installation in collaboration with Calvin Klein (2012). He also contributed to *Being in the Wired World* (Kawasaki City Museum, 2013) and KENPOKU ART (2016). A 2013 exhibition sparked his ongoing interest in haiku.

Curation by Kodama Kanazawa

Completion of the doctoral course in Art Education and Aesthetics at Tokyo University of the Arts and the Curating Contemporary Art MA Programme at the Royal College of Art in London. After holding positions at Contemporary Art Museum, Kumamoto and Kawasaki City Museum, Kanazawa began working as an independent curator in 2013. In 2013, she invited Rozendaal for his first exhibition at a public museum in Japan. As a curator of the 2016 KENPOKU ART festival, she again worked with Rozendaal to realize a large-scale, two-day event that brought his artwork into the city through a collaboration with Nissan's electric cars. Her essay on Rozendaal and Japanese culture was included in *Rafaël Rozendaal – Everything, Always, Everywhere* (2017, Valiz).

Contact Us

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