

POSTMASTERS

postmasters 54 franklin street nyc 10013 212 727 3323

postmastersart.com

postmasters@thing.net

Contemporary Art Daily

A Daily Journal of International Exhibitions

Rafaël Rozendaal at Postmasters

April 15th, 2015



Artist: Rafaël Rozendaal

Venue: Postmasters, New York

Exhibition Title: Haiku

Date: March 7 - April 18, 2015

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Press Release:

all i want to do
is sit on a beach
and write haiku

once again
staring
at a screen

sun rises
sun sets
repeat

Postmasters is very pleased to present a show of haiku wall paintings by Rafaël Rozendaal. Catching a daily moment, freezing a thought, a shortcut from one brain to another, easily transferable raw data, truly mobile, universal and indestructible, haikus are an essence in text. Artifacts deteriorate, but words are forever.

Rozendaal's art, be it his websites, his lenticular paintings, his installations, or his animations, are always about focus, locating an essence of a thought or an image. For this show all it takes is a color and a font.

Like www.muchbetterthanthis.com, his current installation in Times Square, where a simple, minimal animation of a kiss transcends its frenetic surroundings for the fleeting three minutes before midnight, Rozendaal's haiku rise above the noise and chaos of contemporary art.

"It's a joy to write them, so little trouble, just an idea," he says, "I find comfort in simplicity... it's an escape."

The exhibition is accompanied by a \$10 book of almost one hundred haiku.

would you create
something amazing for us
we have no budget

Dutch-Brazilian, born in 1980, Rafaël Rozendaal uses the internet as his canvas. Spread out over a vast network of domain names, his work attracts a large online audience of over 40 million visits per year.