

**POSTMASTERS**

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# 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](http://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.