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

POSTMASTERS

postmasters 54 franklin street nyc 10013 212 727 3323

postmastersart.com

postmasters@thing.net

Contemporary Art Daily

A Daily Journal of International Exhibitions





POSTMASTERS

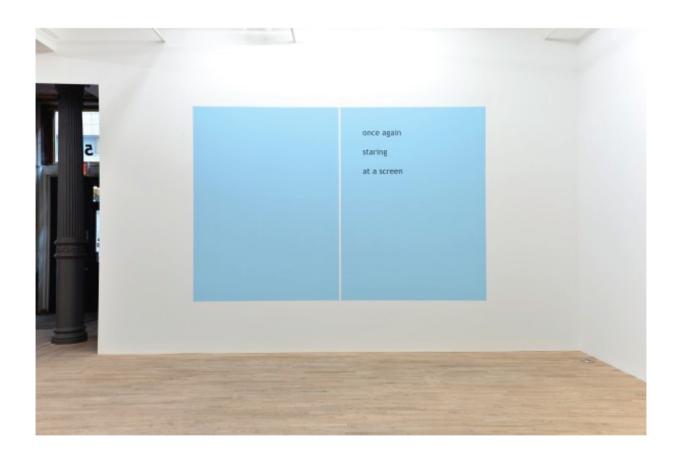
postmasters 54 franklin street nyc 10013 212 727 3323

postmastersart.com

postmasters@thing.net

Contemporary Art Daily

A Daily Journal of International Exhibitions



POSTMASTERS

postmasters 54 franklin street nyc 10013 212 727 3323

postmastersart.com

postmasters@thing.net

Contemporary Art Daily

A Daily Journal of International Exhibitions

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 <u>www.muchbetterthanthis.com</u>, 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.