

# KVNSTHALLE ATHENA

## PRESS RELEASE

### BREAKING NEWS

#### RAFAËL ROZENDAAL SELECTED FOR KUNSTHALLE ATHENA - ONLINE COMMISSION 2011

Every year Kunsthalle Athena is commissioning one artist to do a piece specifically for the opening page of its website. You can view it by clicking [www.kunsthalleathena.org](http://www.kunsthalleathena.org).

For 2011, artist Rafaël Rozendaal is commenting on the notions of modernism and aesthetic power and specifically of the “modernistic painting” and pop-art through the work *BurningMyTime.com*. The piece bares references to “constructivism” among other Modern movements, but at the same time it emphasizes the randomness of today’s urban traffic. It seems both a humoristic and melancholic note on life, as art should be.

Born in 1980 in Amsterdam [Rafaël Rozendaal](#) is a Dutch/Brazilian artist and an important figure in the world of Internet art. He lives and works in hotels around the world. Rozendaal is not a traditional artist who makes oil paintings but uses the internet as his canvas. He makes websites as art pieces. The pieces are sold with the domain name, the name of the collector appears in the title bar and the domain is transferred to the collector who becomes the owner of the website. However it remains open to the public. “With his websites as well as with his installations and projections, Rafaël Rozendaal translates physical objects into sounds and phenomena, creating a world where the viewer’s perception of things is intensified. These environments are not only beautiful but also encourage the viewer to become curious about his surroundings.” Rafaël Rozendaal is the inventor of BYOB (Bring Your Own Beamer) exhibitions, a series of one-night-exhibitions hosting artists and their projectors. His most recent solo exhibitions include “Yes For Sure” at NIMk in Amsterdam, “Broken Self” at Spencer Brownstone gallery in New York, “I’m good” at TSCA in Tokyo. His work was presented at the 53rd Venice Biennial in “Padiglione Internet” (Internet Pavilion), at “Rhizome Commissions 2008” in New Museum, New York.

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