

# **RAFAEL ROZENDAAL**

# Rafael Rozendaal

## About

Rafael Rozendaal, born in 1980, is a **Dutch Brazilian artist** who is currently living and working in New York. He was born with artist parents, which prompt him to paint and draw from a young age. Later, he pursued studies at the Academie Beeldende Kunsten, in Maastricht, where he graduated in 2002.



# Rafael Rozendaal

## About



In his own words, he uses the Internet as his canvas and stage. His artistic work covers **websites, installations, tapestries, lenticulars, haikus, lectures and drawings**.

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## Vision

New York served as an opportunity for him. He began to create work that "transmits or flows easily" and was often the most productive when he was so the most bored.



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BYOB

Rozendaal founded **BYOB** (Bring Your Own Beamer), an open source exhibition concept. The idea is that anyone can create an exhibition of media art without any budget. The manual of **BYOB** reads: "Find a space, invite many artists, ask them to bring their projector."

<http://www.byobworldwide.com/>

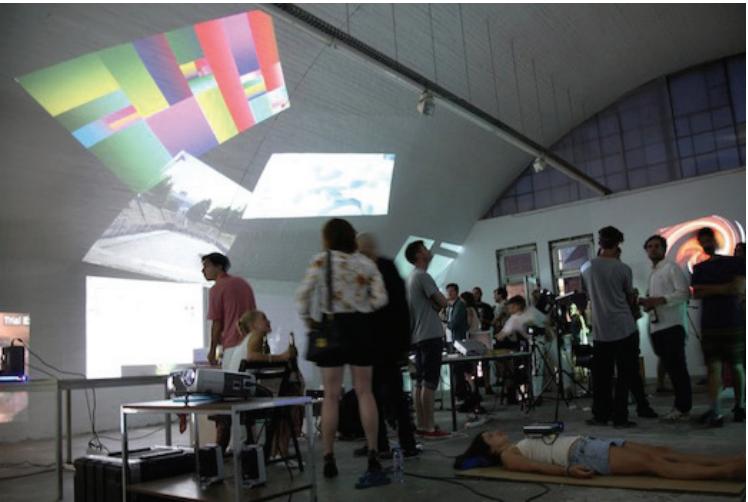


Rafael Rozendaal Presentation | Jennifer Jang | Interactive 2

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## BYOB

With this concept **Rozendaal** wanted to bring the internet to a real life physical space and allow viewers to “**walk through the internet.**” Since its beginning in 2010, more than 150 BYOB events were organized around the world. In 2011, BYOB was the theme of the II Internet Pavilion for the Venice Biennale.



### What happened to the BYOB website?

The BYOB site was Tumblr based. Our account was deleted. No idea why... You can find an archived version [here](#).

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life motto

- 1.** Do what you want to do
- 2.** Get as many people as possible to see your work
- 3.** Make as much as money as possible

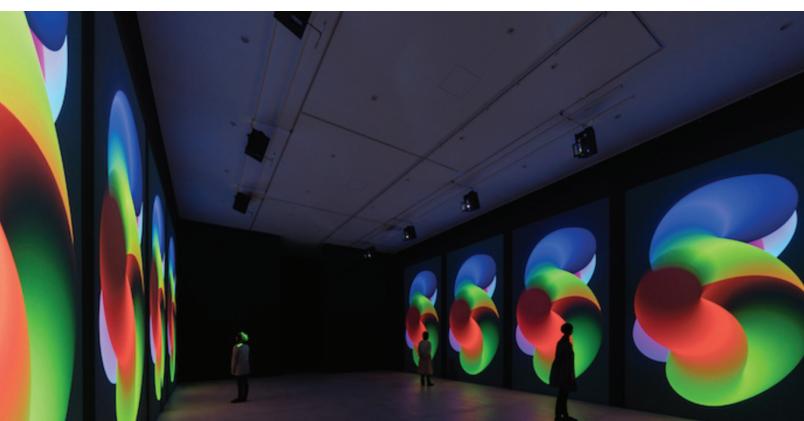
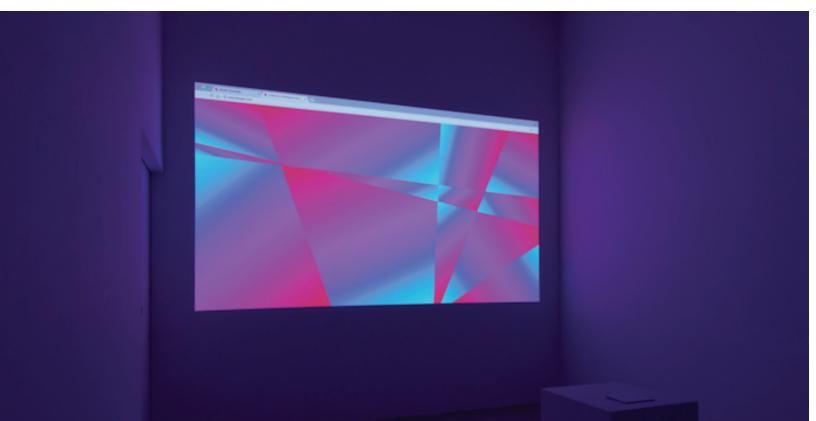
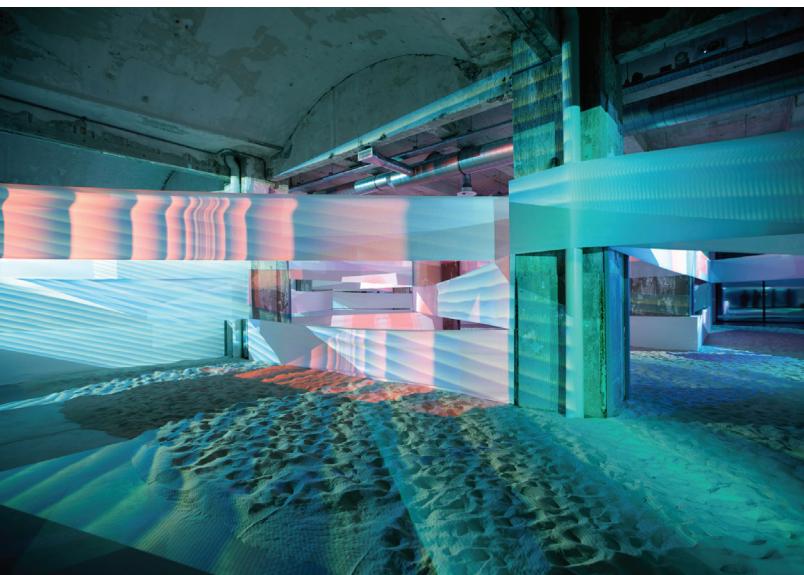
**"I want to become very rich." - Rafael Rozendaal**

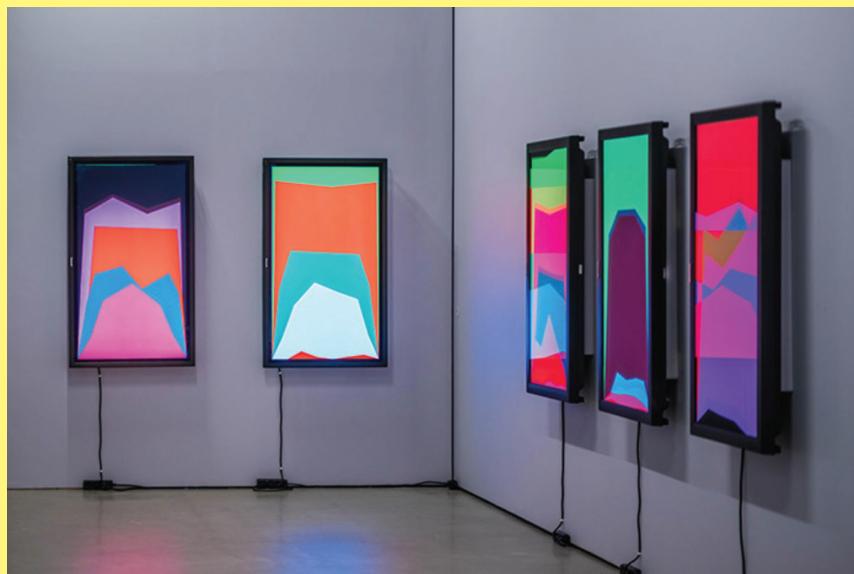
# Exhibitions

His installations and two-dimensional works are invariably based on user experience with the new media, and seek to develop to develop a new imagery and material language by drawing on traditional artistic genres.





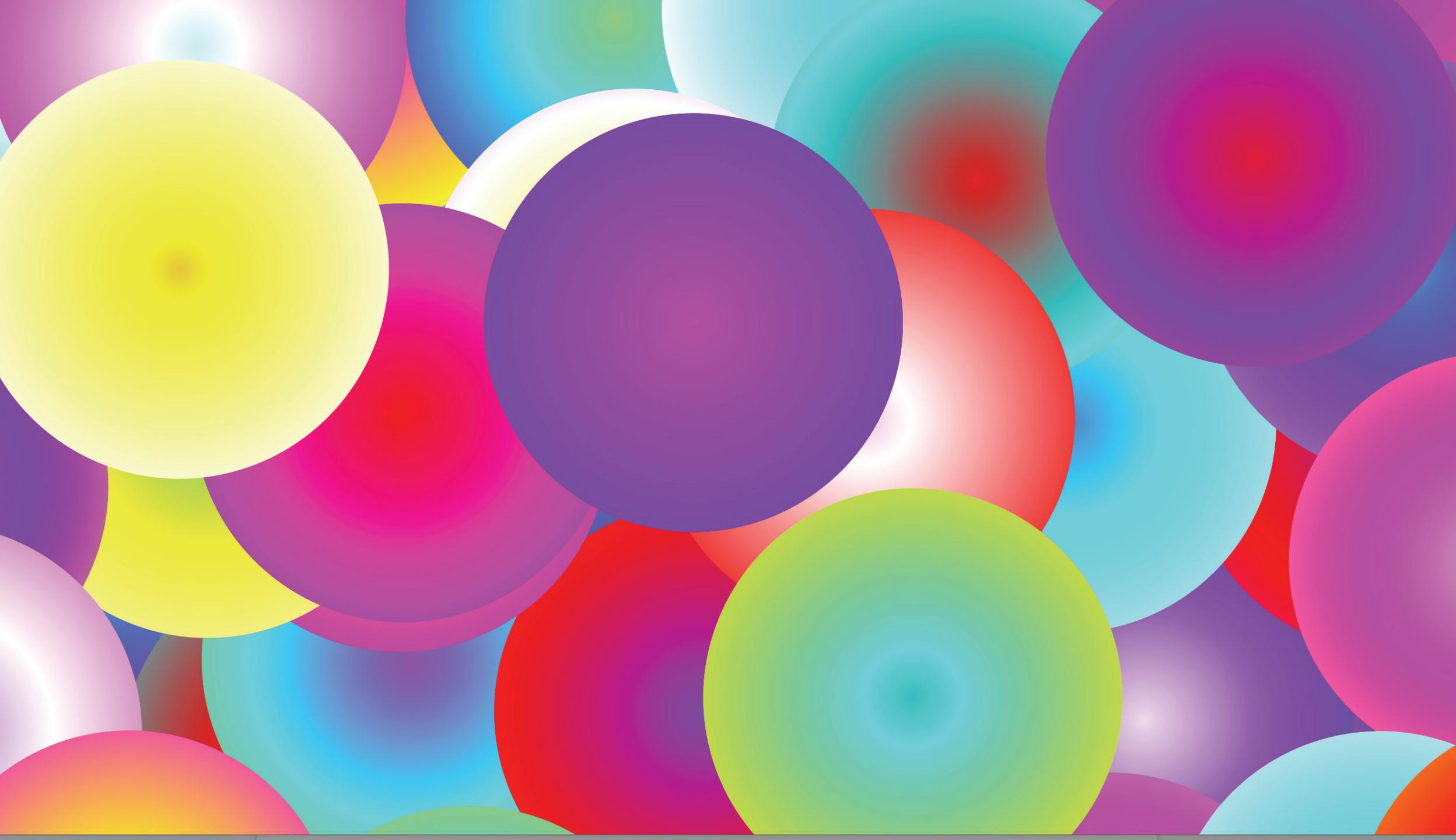


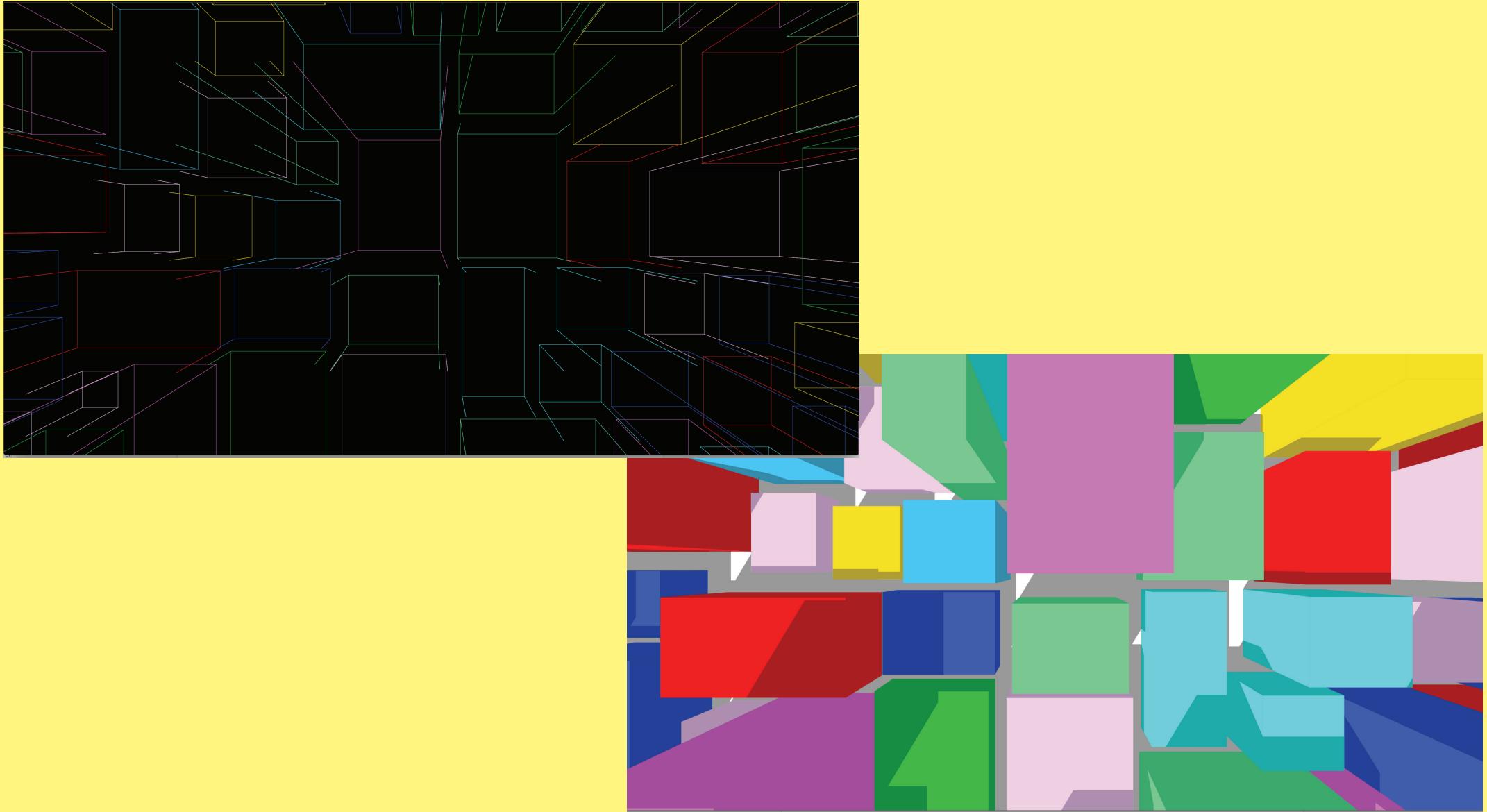


# Websites

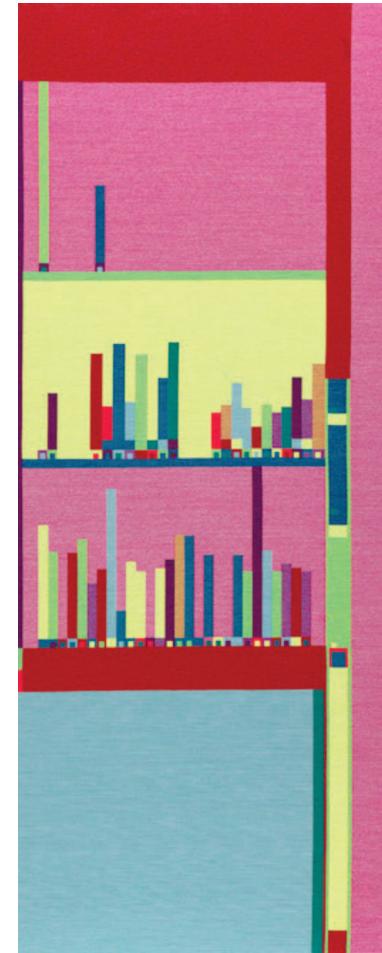
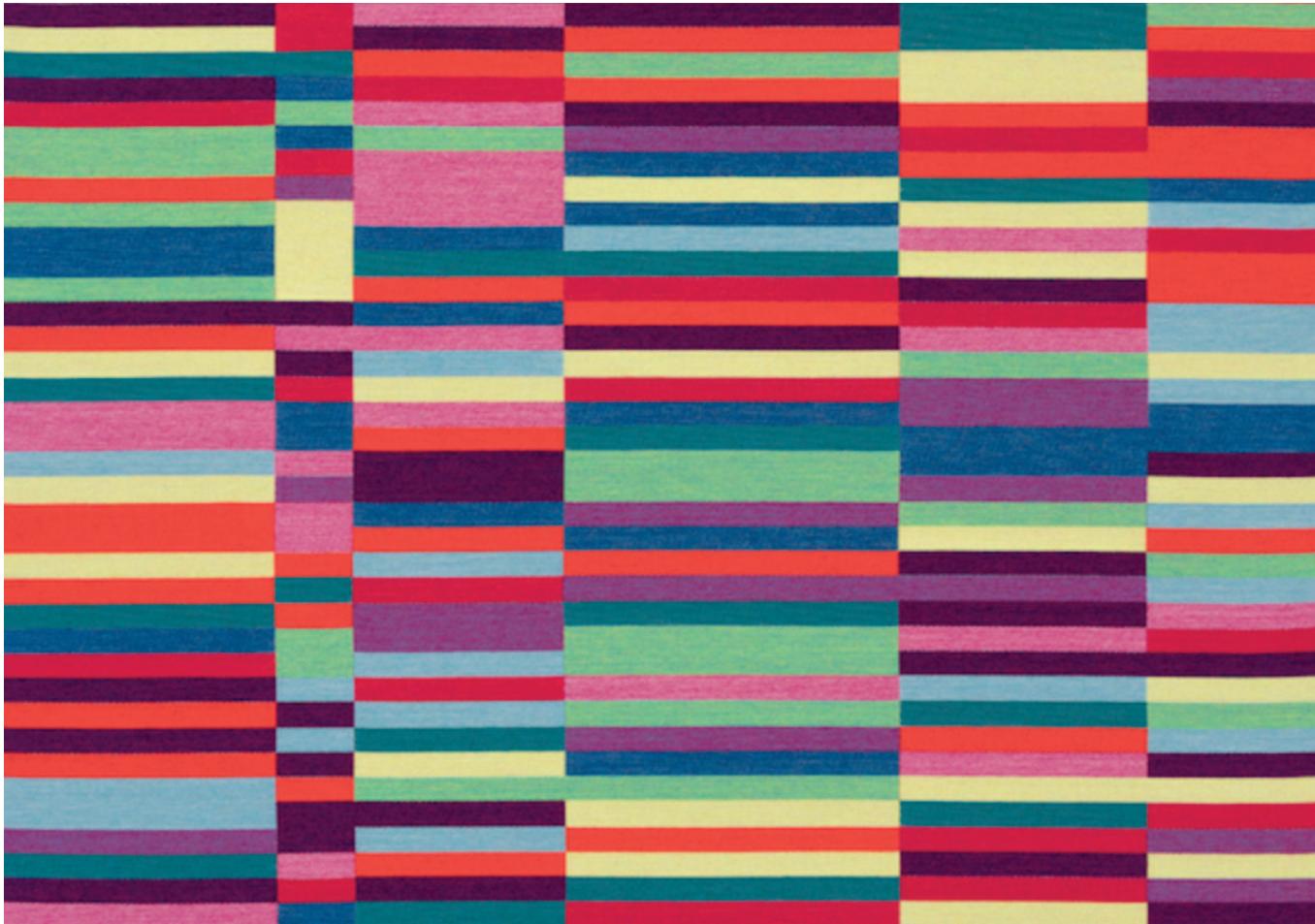
His core activity consists in his works on screen, each with its own domain boasting an estimated 30 million visits per year; he explores the screen as pictorial space.

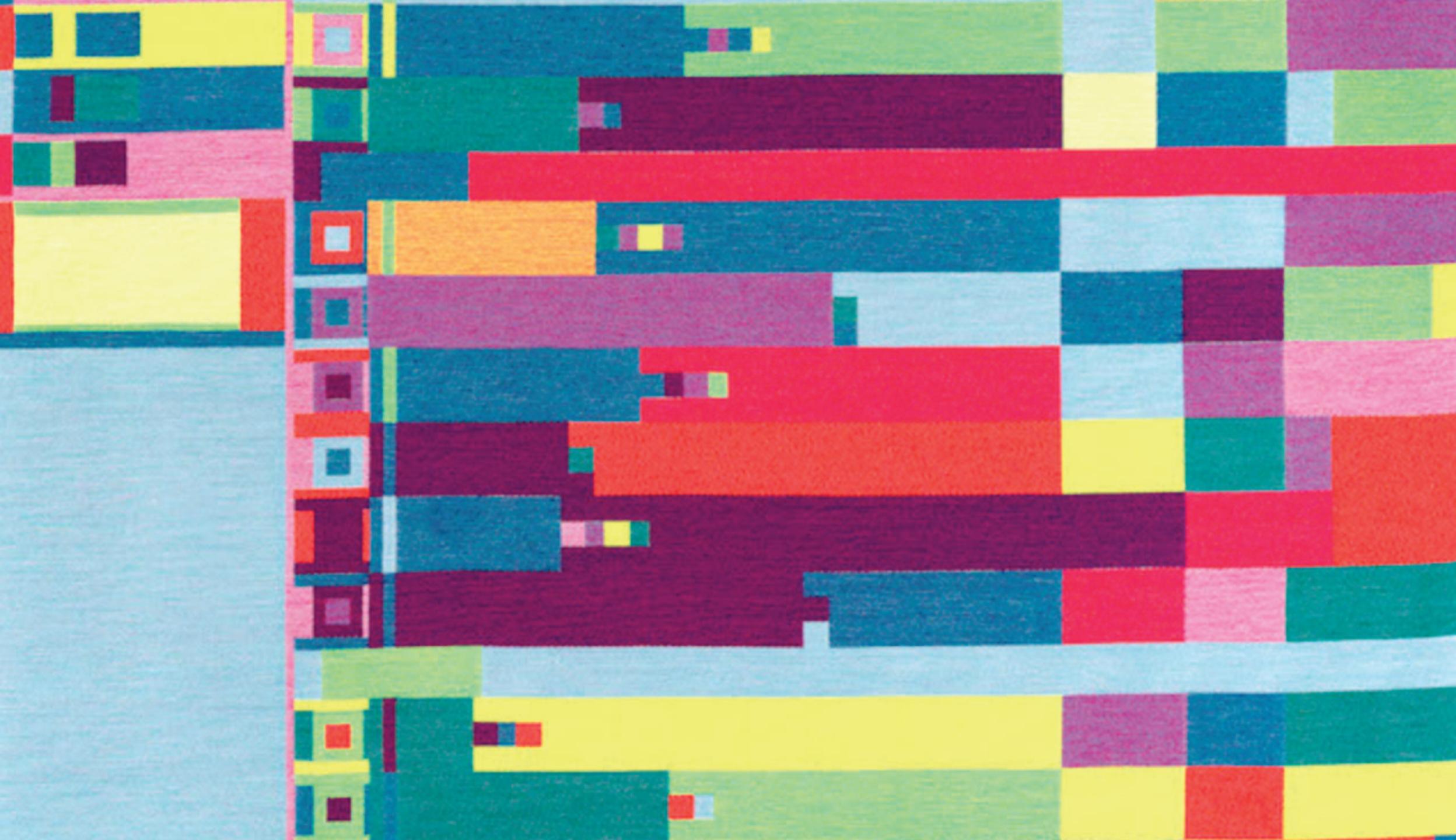






# Weaving





# Lenticulars



# Haiku



## RR haiku 275

first one

only one

no one

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## RR haiku 274

nothing

something

everything

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## RR haiku 273

i know

i know

i should

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## RR haiku 272

when in doubt

throw it

out



<http://www.byobworldwide.com/>

<https://www.newrafael.com/websites/>

<https://zkm.de/en/rafael-rozendaal-biography>