

## PRESS RELEASE

### Newly commissioned artwork 'Venus for Venice' by Daan Roosegaarde for the occasion of the 53rd Venice Art Biennale

The multidisciplinary work of Dutch artist Daan Roosegaarde explores the dynamic shifts which tend to occur between architecture, people and e-culture. His interactive sculptures generate what Roosegaarde calls 'tactile high-tech,' a unique situation which culminates in the fusion of visitor and (public) space.

Roosegaarde's upcoming public installation for the 53<sup>rd</sup> Venice Biennale will mark the artist's foray into new territory. Designed specifically for the occasion of the Biennale, *Venus for Venice* is a newly commissioned large-scale work comprising a 14 by 4 meter display that will overwhelm the historic Riva di Ca di Dio square with recurrent shifts in light, temporarily altering both the mood and landscape of the surrounding environment. The artwork pulsed dots of bright orange/ yellow light of which the rhythm is connected to the bluetooth presence of mobile phones. The installation will be on display to the public at DROPSTUFF from June 3 to 8 in Venice, Italy for the duration of the Biennale.

Having garnered acclaim for major public projects such as *Dune* and *Sustainable Dance Floor*, Roosegaarde's artworks have previously enjoyed international circulation at prestigious institutions including the Netherlands Media Art Institute Montevideo, Tate Modern London and National Art Center Tokyo.

For details about *Venus for Venice*, interested media parties are requested to contact **Studio Roosegaarde** directly at [mail@studioroosegaarde.net](mailto:mail@studioroosegaarde.net) for project information and publishable images.

#### Related links:

[www.studioroosegaarde.net](http://www.studioroosegaarde.net)

[www.dropstuff.nl](http://www.dropstuff.nl)

[www.labiennale.org/en](http://www.labiennale.org/en)



Artist impression 'Venus for Venice'. Courtesy by the artist.