

PRESS RELEASE: This September, *artwithoutwalls* presents the U.S. debut of the work of Dutch artist Daan Roosegaarde, *Dune 4.0*. A digital, techno-hybrid installation, this motion-activated environment transforms a construction scaffold in downtown Louisville into an interactive contemporary art installation, surprising passersby with an extraordinary new landscape. Installed in a 45-foot long corridor, *Dune 4.0* will envelop viewers in an environment of shifting light which responds to human movement. Open in Louisville from September 22 to October 20, 2009, *Dune 4.0* will be presented by *artwithoutwalls*, a new non-profit, non-collecting art organization. Roosegaarde's installation is to be presented in conjunction with Louisville's Idea Festival, an annual conference celebrating innovation.

Located on Louisville's Main Street, the *Dune 4.0* environment will be lit by a waist-high forest of hundreds of LED lights which respond to the movement and sound of visitors as they walk by. Inspired by the novels of J.G. Ballard and the films of David Lynch, Roosegaarde's work encourages playful interactions with its audience, engaging each viewer in a distinct "conversation". Through this piece, Roosegaarde tests spatial perceptions and the dynamic relationships between architecture, people and technology, exploring the theory that nature and technology are evolving in tandem toward an eventual merger. First conceived in 2007, the piece has been exhibited in cities in Asia and in Europe. A permanent, site-specific version of *Dune* will be installed in Rotterdam, NL, next year.

"*Dune 4.0* is an otherworldly environment which draws viewers in almost effortlessly, creating a magical space embedded within the city," said Alice Gray Stites, Director of *artwithoutwalls*. "Using emerging technologies, Daan's work creates opportunities for a seamless transition between everyday experiences and contemporary art—exactly the kind of experiences cultivated by *artwithoutwalls*."

The accessible, interactive format of *Dune 4.0* exemplifies the mission of *artwithoutwalls*—to integrate art into the fabric of the everyday. Working outside traditional structures of museums, *artwithoutwalls* connects contemporary artworks with new audiences, producing unexpected and exciting results. Its eclectic, collaborative approach draws from multiple disciplines.

In conjunction with the installation of *Dune 4.0*, Roosegaarde will discuss his work at Louisville's 2009 Idea Festival, an annual series of presentations and discussions by diverse thinkers from around the world. The festival celebrates innovation, imagination, and cutting-edge ideas in science, the arts, design, film, and many other disciplines. In a presentation titled "Progressive Realities," at the Kentucky Center for the Performing Arts on September 25, Roosegaarde will explore interactive art and its environments, examining the potential for technology to enhance human understanding of ourselves and the world at large.

Roosegaarde will also discuss his work in a lecture at the University of Kentucky on September 23, as part of a year-long lecture series sponsored by the College of Design. Students from the College of Design will assist the artist in the installation of *Dune 4.0*, along with students from the University of Louisville.

### **About Daan Roosegaarde**

Daan Roosegaarde is an artist working in Rotterdam, the Netherlands, whose work was featured in the 2007 Venice Biennale. He studied at the Academy of Fine Arts AKI in Enschede, the Netherlands and received a Master of Arts Degree at the Berlage Institute, a Postgraduate Laboratory of Architecture in Rotterdam. Roosegaarde's interactive

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projects have been exhibited at the Netherlands Media Art Institute Montevideo, in Amsterdam, the Tate Modern in London, The Yamaguchi Center for Arts and Media (YCAM) in Yamaguchi, Japan, the National Art Center in Tokyo and the 2009 Venice Biennale. Currently he is the creative director of Studio Roosegaarde, an independent artistic laboratory in which his interactive artworks are created.

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Images courtesy of Studio Roosegaarde