

The Museum of Modern Art

MoMA ANNOUNCES LIGHT: RAFAËL ROZENDAAL, AN IMMERSIVE DIGITAL ARTWORK

Installation Will Be on View in the Museum's Agnes Gund Garden Lobby Starting on November 16

NEW YORK, November 13, 2024—The Museum of Modern Art announces *Light: Rafaël Rozendaal*, an immersive digital artwork, on view from November 16, 2024 through Spring 2025 on the **Hyundai Card Digital Wall** in MoMA's Agnes Gund Garden Lobby. This installation presents a selection of Rozendaal's vibrant animated works, each sampled for two to three minutes. Each work originates as a storyboard sketched on paper, which is then translated into code of only a few kilobytes (the exhibition's total file size is 135 KB). The resulting final form is an autonomous website powered by that algorithm, generating the animation in real time. *Light: Rafaël Rozendaal* is organized by Paola Antonelli, Senior Curator, Department of Architecture and Design, and Director, Research and Development, and Amanda Forment, Curatorial Assistant, Department of Architecture and Design.

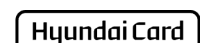
Rafaël Rozendaal (Dutch-Brazilian, born 1980) has been an innovator in the realm of Internet-based art since the early 2000s. He produces captivating animations that explore the aesthetic and conceptual possibilities of code, treating it as if it were paint. Rozendaal has historically planned his websites to be robust enough to withstand the evolution of both software and hardware, and to be equally vivid at any screen resolution. The artworks adapt fluidly to any display, from a smartphone to the high-resolution LED screen in MoMA's Agnes Gund Garden Lobby—which spans nearly 25 feet across. The result is a state of immersion so complete that it seems to merge with the physical world. Because Rozendaal has chosen the Internet as his canvas, his works exist within the browser's flat yet multidimensional digital landscape. For the same reason, these and all his works are accessible to all online through their URLs, even though they are held in private and public collections.

"I imagine we will live in a world where there is no difference between a screen and any other surface," said Rozendaal. "I always wanted to make work that could be seen by anyone, anywhere, anytime. I wanted to create work that gives the viewer a feeling of possibility."

"Rafaël's digital artworks are lean, accessible, indestructible. They bend and adapt and never break. They are the ultimate example of the power that comes from lightness" says Paola Antonelli.

The Hyundai Card Digital Wall is a space for digital works and emerging technologies by contemporary artists. Hyundai Card has partnered with MoMA since 2006 to connect more people from around the world to the art of our time.

SPONSORSHIP:



The project is made possible by MoMA's partner Hyundai Card.

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PRESS CONTACTS:

Press Office, pressoffice@moma.org

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