

SITE GALLERY

Press Release / September 2021

RAFAËL ROZENDAAL MAJOR EXHIBITION *PERMANENT DISTRACTION* OPENS AT SITE GALLERY



Image: Rafaël Rozendaal, *Permanent Distraction*

- ***Permanent Distraction* opens at Site Gallery, Sheffield**
- **Thursday 23 September – 23 December 2021**
- **Artist Rafaël Rozendaal's first UK solo exhibition**

PERMANENT DISTRACTION

(Public opening event TBC)

Major new solo exhibition from Rafaël Rozendaal *Permanent Distraction* will open at Site Gallery on Thursday 23 September and run until 23 December. *Permanent Distraction* is the first solo exhibition of Rafaël Rozendaal's work in the UK and his most expansive installation to date.

The exhibition will present the most extensive installation of Rozendaal's *websites* series in a new immersive environment. Existing and newly produced websites will come together in a commissioned, site-specific, immersive installation. The websites will be shown as twelve, floor to ceiling projections, filling the space with constantly generating abstract colour, movement and gesture.

Permanent Distraction forces us to confront the slippage between our physical and digital realities, bringing bodies physically into the space of the internet. Rozendaal pushes us to think about physical interaction with the internet, confronting what we think of as real, and what IRL (in real life) means when we now spend so much of our lives online.

Rozendaal's websites have distinctive qualities unlike any other art medium, they are publicly accessible, unique objects that exist all over the world simultaneously. In the gallery or on an iPhone screen, they are one and the same, websites ever changing and generating, sometimes featuring and projecting out large in the gallery.

The exhibition will also feature *everything I eat I tweet*, a Twitter stream that Rozendaal has been running since 2008, where he tweets everything he eats. The work plays on the growing invasion of social media with the banality of most interactions. It is a live diary process, played out in public.

Site commissioned a series of online works in the run up to the exhibition, which you can view on their website [here](#).

"We are thrilled to finally be able to bring Rafaël's incredible work to Sheffield and a new audience in the UK. It holds a particular resonance in this moment of constant shifting, opening up dialogue into a newly reinvigorated digital space."
Angelica Sule, Programme Director, Site Gallery

Permanent Distraction will be supported by an expansive public programme, including skills-based workshops, tutorials with Rafaël Rozendaal, a music collaboration with artists Mark Fell and Rian Treanor and a collaboration with music, film and digital media festival Sensoria. More information on the public programme will be available soon.

ABOUT RAFAËL ROZENDAAL

Rafaël Rozendaal is a Dutch-Brazilian visual artist who uses the internet as his canvas. Since 1999 Rozendaal has been making websites as artworks, unique abstract compositions coded with ever generating algorithms. His websites attract 40 million visits per year. He also creates installations, tapestries, lenticulars, haiku, lectures, and a podcast.

He's exhibited in Times Square, and Centre Pompidou, Valencia Biennial, Casa Franca Brasil Rio, TSCA Gallery Tokyo, Seoul Art Square and Stedelijk Museum amongst others.

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For more information, images or interviews please contact Rosie Thompson at Site Gallery on rosie.thompson@sitegallery.org.

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ABOUT SITE GALLERY

Site Gallery is Sheffield's contemporary art space specialising in new media, moving image and performance. Pioneering emerging art practices and ideas, Site works in partnership with local, regional and international collaborators to nurture artistic talent and support the development of contemporary art.

Site Gallery is an Arts Council National Portfolio Organisation with revenue funding from Sheffield City Council.

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