

Artwork 'Flow' in permanent art collection of new 21c Museum USA

This week 21c Museum in Bentonville USA has expanded its art collection with the acquisition of Daan Roosegaarde's 'Flow'. The Dutch artist combines human senses and technology to make art which interacts with people, something he calls 'techno-poetry'. Chief curator Alice Gray Stites: "We are dedicated to expanding the audience for new art and artists like Roosegaarde who understand that."

'Flow' is a smart wall composed of ventilators that interact with passing visitors, giving a fresh wind to the new USA museum. By walking and interacting with this surface, visitors trigger the emergence of an illusive landscape of transparent fields and artificial wind.

'Flow' heightens the visitor's consciousness of himself as a collective body, becoming one with space and technology. In dormant state, 'Flow' creates a series of geometrical patterns, whereas sometimes the letter A I R may appear.

In 2009 Roosegaarde won the Dutch Design Award with his 'Flow'. The piece premiered in the cityhall of the Hague (the Netherlands) and exhibited at the Triennial of Contemporary Art in Ljubljana, Victoria & Albert Museum in London, the National Art Center in Tokyo, the Hybrid Art in Moscow and ARS Electronica in Berlin. For the 21C art collection a site-specific corner of 'Flow' is created which enhances the existing architecture of the museum.

About 21C

21C Museum is North America's first museum devoted solely to art of the 21st century. Next to Roosegaarde other artists include Alexandre Arrechea, Slater Bradley, Serkan Ozkaya, Patricia Piccinini, Oleg Dou, Chris Doyle, Johnston Foster. Their additional cultural programming includes poetry readings, films, lectures, theatre and music performances.

About Daan Roosegaarde

Studio Roosegaarde is the social design lab of artist Daan Roosegaarde with his team of designers and engineers. Roosegaarde has been the focus of exhibitions at the Tate Modern, the National Museum in Tokyo, the Victoria and Albert Museum in London and winner of the Dutch Design Award and China's Most Successful Design Award. More information can be found at www.studioroosegaarde.net.

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For high-res images, more info about artwork and interview requests with Daan Roosegaarde, please contact communications & business development:
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