

Rotterdam, 4 April 2007

## **PRESS RELEASE**

### **Dutch Electronic Art Festival, April 2007**

**DEAF07: Interact or Die!**

**Rotterdam, April 10–29, 2007**

#### **DEAF07 opening: Tuesday, April 10**

**On Tuesday, April 10, 2007, Martin Berendse of the Dutch Ministry of Education, Culture and Science will officially open the Dutch Electronic Art Festival. The opening will take place at Rotterdam's new Las Palmas cultural center at 7:00 p.m. A performance by the Belgian group Code31 will be the highlight. DEAF, one of the most important international festivals devoted to art, media and technology, is organized every two years by V2\_, Institute for the Unstable Media. DEAF07 runs from April 10 to 29, 2007, in Rotterdam.**

#### **Varied Schedule**

DEAF07 presents a number of landmark works in the area of media, technology and art. A large exhibition of interactive art will serve as its focal point. Part of the festival's program will be devoted to the network V2\_ has built over the past several years in the People's Republic of China and other parts of Asia. Chinese artists, curators and other key art world players will take part in the festival. Along with a very special night celebrating V2\_'s 25<sup>th</sup> birthday, DEAF07 will host an extensive range of concerts, performances, seminars, workshops and a symposium.

#### **Visit the Exhibition On the Internet**

DEAF07's large international exhibition of interactive art offers an intriguing overview of contemporary interactive art, from cutting-edge and experimental high-tech works to near-classic video pieces. There is work from Europe, the United States, Canada, the People's Republic of China and Japan, plus a number of pieces realized in collaboration with V2\_Lab.

Follow DEAF07 from your sofa through live webcasts and blogs – and MOBI, a mobile robot with a monitor screen and a camera, which you can control via the Internet. Use the robot to take a remote walk through the exhibition and communicate with visitors.

The DEAF07 exhibition take places at the new Las Palmas/LPII cultural center and Pakhuismeesteren in Rotterdam's Kop van Zuid. DEAF's other locations are V2\_, NAI, the Museum Boijmans Van Beuningen, the Ro Theater, Staal and Arminius.

*More information about the Dutch Electronic Art Festival (DEAF07) is available on our website, [www.deaf07.nl](http://www.deaf07.nl).*

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NOT FOR PUBLICATION

Tours of the exhibition for the press: April 10, 5:00 p.m., Las Palmas, Kop van Zuid, Rotterdam. Official opening: 7:00 p.m., with performance by Code31.

Both are accessible to members of the media. Please register with one of the following people:  
Annetje Lekkas, DEAF/V2\_ PR and Communication, 010-206-7272 / [a.lekkas@v2.nl](mailto:a.lekkas@v2.nl)  
Remco Beeskow, [remco@v2.nl](mailto:remco@v2.nl)

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