

PRESS RELEASE

Writer Bas Heijne opens ninth Dutch Electronic Art Festival

ROTTERDAM, May 14, 2012 – For five days this month, you can immerse yourself in the latest developments in augmented reality, wearable technology and other cutting-edge areas of technology, art and music at the Dutch Electronic Art Festival (DEAF). DEAF2012 officially opens on Wednesday, May 16, at Rotterdam's old main post office.

DEAF2012 official opening

Post, Coolsingel 42, Rotterdam
Wednesday, May 16, 8 p.m.

After a welcome by DEAF2012 creative director **Alex Adriaansens**, *NRC Handelsblad* columnist and essayist **Bas Heijne** will officially open the long-awaited new edition of the festival. Everyone is invited to the opening. The exhibition will be free to visit until 11 p.m. After the official segment of the evening, the musical portion will take over. DEAF and Today'sArt's Opening Club Night will feature performances by EGYPTRIXX, COCO BRYCE, RUWE DATA and TOMLAAN.*

A day of DEAF in Amsterdam: Vital Beauty symposium

De Balie, Kleine Gartmanplantsoen 10, Amsterdam
Wednesday, May 16, 9 a.m.–5:15 p.m.

DEAF2012 kicks off in Amsterdam with the Vital Beauty symposium. Participants will look at how we might give the age-old concept of beauty a new meaning appropriate to the 21st century. Guests include **Lars Spuybroek** (moderator), **Thierry Bardini**, **Wendy Steiner**, **Arjen Mulder**, **Timothy Ingold** and **Philip Beesley**.

***Vital Beauty* book presentation**

V2_'s new book, *Vital Beauty: Reclaiming Aesthetics in the Tangle of Technology and Nature*, will be launched during the symposium.

DEAF2012, Rotterdamse Schouwburg and V2_ present Crew's *Terra Nova*

De Gouvernestraat, Gouvernestraat 133, Rotterdam
Friday, May 18–Sunday, May 20, 4–5:45 p.m. and 8–9:45 p.m. daily
DEAF2012, the Rotterdamse Schouwburg and V2_ present Crew's performance of *Terra Nova*. This unique living art project, a combination of spectacular theater and visual experimentation, sweeps the audience away on a trip to the South Pole. Six performances will take place, four in Dutch and two in English. Each is limited to 55 audience members.

For the full DEAF2012 program, see www.deaf.nl.

Note to the editor (not for publication):

*DEAF & Today'sArt Opening Club Night: admission free with festival pass, €15 (€9 with

discount) without pass at the door

More information about DEAF2012 is available at www.deaf.nl and on [Facebook](#), Twitter, Pinterest, Flickr, Vimeo and Issuu.

Press accreditation is available through the website; for more information, see <http://deaf.nl/press> or contact Barbara de Reede.

For high-resolution images, please contact Barbara de Reede.

Contact:

Barbara de Reede, Head of Communication and PR: pr@deaf.nl/+31-(0)10-206-7279