

# FILE 2017

Festival Internacional de  
Linguagem Eletrônica  
[www.file.org.br](http://www.file.org.br)

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São Paulo - Brazil, January 31<sup>st</sup>, 2017.

To: **Demian Rudel Rey**  
Work: "**Che-toi**"

To whom it may concern,

The **FILE – Electronic Language International Festival** committee is happy to select **Demian Rudel Rey** to exhibit the work "**Che-toi**" at FILE 2017. The event will take place in São Paulo. The exhibition will be held from July 17<sup>th</sup> to September 3<sup>rd</sup>, 2017.

FILE is a non-profit cultural organization founded in 2000 with a main goal to promote and motivate the research and art production on electronic language, as a way to set a discussing about Technology & Culture in Latin America. This year, FILE 2017 exhibition takes place at the SESI Art Gallery, on Paulista Avenue in downtown São Paulo, presenting a selection of electronic artworks bases on the creativity and original use of the digital tools.

Over 800.000 people have already visited the exhibition; establishing a new and growing Art & Technology scene in Brazil. The event was documented as one of the most relevant cultural topics in the most important newspapers, TV stations, radio stations of the country (Folha de São Paulo, Estado de São Paulo, TV Cultura, TV Globo, Rede TV, Radio Cultura, Radio Eldorado, etc.).

Therefore, it is also FILE's goal to firm new and ongoing partnerships with institutions and organizations internationally. This characteristic of support has been displaying a very important role in FILE since 2000, when we initiated transinstitutional activities with the Goethe Institute, the British Council, Mondrian Foundation, Danish Art Council, the foreign affairs of Canada and beyond. FILE will provide the artist with exhibition space gallery, basic equipment, technical needs, texts publishing/ translation and other project local related support as needed by the artist. Our official catalogue, a one-thousand-copy edition, also will include the work's description in Portuguese and English, also the artist's biography. All the festival publications: catalogue, folders and website welcome all the partner institutions to include their logo as well.

We are fully convinced that this exchange will be valuable for the artist and the Brazilian community of artists, academics and researchers. We look forward to positive funding results to the remains of the artist travel expenses.

For any questions regarding institutional matters, please contact Paula Perissinotto at **+55 (11) 99997-6397** or [paula@file.org.br](mailto:paula@file.org.br).



Paula Perissinotto and Ricardo Barreto  
*FILE Founders and Organizers.*