

MOUSSE

Neil Beloufa "Counting on People"



In this first UK institutional exhibition of Neïl Beloufa's work, the ICA will show a selection of his latest works on film alongside recent sculptural works across the Lower Galleries and Theatre. These explore the representation of digital information systems and the often conflicting desires for openly available information within mass media. They will be exhibited in specifically designed architectural installations where certain aspects of the images are able to be manipulated and fragmented throughout layers of screens within space.

Within the Lower Galleries, audiences will be met by a series of new sculptures and fragmented and live video works. Beloufa seeks to further break the conventional relationship with the screen, reorienting the way the audience relates to the imaginary constructs of a digital realm and the real world. The installation will premier three new films, the first entitled *Data for Desire* (2014) that seeks to explore and predict via mathematical systems the personality traits and actions of a group of people within a constructed environment. The second film *VENGEANCE* (2014) documents the artist's engagement with a group of youths who directed and developed the film's narrative. Both of these new works construct situations and scenarios to make powerful statements about the complexities of human interaction and how we choose to interpret the world.

Originally made for the Palais du Tokyo exhibition, his film *La domination du monde* (*World Domination*) (2012) will feature together with a newly commissioned film in partnership with Banff Arts Centre entitled *Home is Whenever I'm with You*, 2014. The film illustrates how we choose to communicate via social media and engage with information and new forms of moving imagery since the advent of the internet and its relationship with the viewer. In a new element for this presentation, a large scale sculpture of a pre-historic dinosaur, *The first dinosaur, lampshade, fertility and complete denial* (2014), created from referencing specious illustrations sourced from the internet oversees this video work.

at Institute of Contemporary Art, London

until 16 November 2014







Neil Beloufa "Counting on People" installation views at Institute of Contemporary Art, London, 2014
Courtesy: Institute of Contemporary Art, London. Photo: Mark Blower