

## NEÏL BELOUFA: COUNTING ON PEOPLE EXHIBITION

**Event:** Neil Beloufa: Counting on People Exhibition

**Start:** Zondag 26 April 00:00 - 00:00

**Venue:** Stroom Den Haag, Hogewal 1-9, The Hague, NL

**Website:** [Link to website \(http://www.stroom.nl/activiteiten/tentoonstelling.php?t\\_id=2909096\)](http://www.stroom.nl/activiteiten/tentoonstelling.php?t_id=2909096)



Neil Beloufa: Counting on People Exhibition

26 April - 20 June 2015

opening: Saturday 25 April, 17 hrs

introductory program with Neil Beloufa at 16 hrs

location: Stroom Den Haag, Hogewal 1-9, The Hague, NL

This spring, Stroom Den Haag presents the exhibition Counting on People by the French-Algerian artist Neil Beloufa. The exhibition focuses on the increasing influence of rationalization and (digital) technology on society today, and on our daily life. Emotional dependency - counting on people - is combined with other forms of counting. Beloufa's installations and films enable the audience to experience the way we rationalize our desires and relationships more and more and base our judgment on big data, statistics and algorithms instead of on our intuition. This is the first solo exhibition in The Netherlands of this young, internationally well known and very active artist.

The overall notion nowadays that everything in this world has to be done efficiently, is something that Neil Beloufa (1985, Paris) wants to contradict in his works. He tries to open cracks in the system, withdrawing from the manipulative effect of our digital imagery without engaging in any type of propaganda himself. Counting on People shows the result; a dynamic, transparent setting in which the visitor wanders along installations and films such as Data for Desire, VENGEANCE, La Domination du Monde and Home is Whenever I'm With You. Or, as Beloufa tells us, "To put it more romantically, I'm hoping the exhibition will be about data rationalization, politics, and love."

### Attempts to Read the World (Differently)

Stroom presents Counting on People within the context of the two-year program Attempts to Read the World (Differently), that kicked-off last year with WeberWoche. Point of departure is the notion of the 'Entzauberung der Welt' (1919) of sociologist Max Weber. In short it defines how the fate of our times is characterized by rationalization and intellectualization and, above all, by the disenchantment of the world. Attempts to Read the World (Differently) makes an attempt, with artists at the helm, to look further, to dig deep and to look for the small cracks in the rational system, to look for new meaning, new forms of knowledge, information or communication. This program is an extended collaboration with four artists: Neil Beloufa, Fernando Sanchez Castillo, Céline Condorelli and Dunja Herzog. Through their work they stimulate a new way to read, interpret and imagine a (rationalized) world.

The exhibition A Burning Bag as a Smoke-Grey Lotus by Gareth Moore that Stroom produces together with La Loge (Brussels) and will open on July 4 in The Hague, is also part of the program.

Counting on People is produced by the ICA in London and was earlier on view at La Casa Encendida in Madrid and Banff Center in Canada. The exhibition is made possible thanks to the Neil Beloufa Exhibition Supporters Group, Frances Reynolds, Zabłudowicz Collection, Balice and Hertling, François Ghebaly, Galleria Zero and Mendes Wood DM, the Mondriaan Fund and the city of The Hague.

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