



Neil Beloufa

20xx

27/09 – 11/11 2017

Mendes Wood DM is pleased to present *20xx*, Neil Beloufa's second solo exhibition at the gallery. Revolving around the multiple paradoxes inherent to our consumer culture, the artist presents a series of new works that appropriate commercial images in order to look at contemporary systems of representation. He shows a painfully ironic vision, committed to the future of our social structures, in which aesthetics and language are at the service of a reality that is molded and explored according to the interest of big industries.

Demagogically ecological solutions — which supposedly satisfy contemporary global needs without compromising future generations — are often used by multinational companies that claim their commitment to sustainability through advertisements, even when their responsibility for an excessively polluted world is evident. Such public policies of the irresponsible means of production and the creation of a soft discourse in order to mitigate the damage constitute one of the issues which are tackled in the artist's research for this exhibition.

Air hoses are installed inside animal sculptures made out of shopping bags and product labels, reiterating the reflection about the reality that is projected as the creation of a desire or the false need for something. A dystopian environment is created in the exhibition space and the artist acts in complicity with the spectator, activating stereotypes that pertain to everyday life. Working with antagonisms between originality and standardization, between the body and its virtual avatars, violence and marketing, domination and emancipation, Beloufa sets forth a vision of the present through a post-apocalyptic lens. In the following room, a wall with several holes covers a light installation, projecting various colors onto the back of the room. Once again, the excess of images and information turns the exhibition space into an environment.

Neil Beloufa (1985, Algeria) lives and works in Paris.

The artist's solo exhibitions include: *Neil Beloufa*, The Pejman Foundation, Teheran (2017); *Projects 102: Neil Beloufa*, MoMA PS1, New York (2016); *Counting On People*, ICA, London (2014); Hammer Museum Los Angeles (2013); *Kunstraum Innsbruck*, Francois Ghebaly Gallery, Los Angeles (2013); Palais de Tokyo, Paris (2012), *Functions of Light*, Balice Hertling & Lewis, New York; Balice Hertling & Lewis, New York (2012);

His works have also been presented in institutional collective exhibitions such as: La Biennale de Lyon, Lyon (2013), Cleveland Art Museum; 55th Venice Biennale, The Encyclopedic Palace, Venezia (2013); Wiener Secession 11th Baltic triennale, CAC, Vilnius, (2012).

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Wood
DM

Rua da Consolação 3368
01416 – 000 São Paulo SP Brazil
+ 55 11 3081 1735
www.mendeswooddm.com
[@mendeswooddm](https://www.instagram.com/mendeswooddm)