



In May 2022, KALEIDOSCOPE presents *Neuroeconomics*, an exhibition by Norwegian-German artist Yngve Holen at Spazio Maiocchi, furthering the artist's decade-long exploration of the post-human entanglement between bodies and objects of consumer culture.

Both humorous and analytical, Holen's practice is a sharp commentary on contemporary consumption. Primarily working with sculpture and installation, the artist delves into a wide range of modern industries—from automotive, food production and robotic science, to plastic surgery and aviation—to investigate the way technologies shape our desires, fantasies, and longings.

Taking over the entirety of Spazio Maiocchi's exhibition galleries, an immersive floor carpet depicting a 3D-scanned cow carcass provides an abstract, uncanny landscape for visitors to walk through—punctuated by a series of sculptures which commingle the organic with the industrial, and a billboard commission in the courtyard of Spazio Maiocchi.

“What I think is really successful about the carpet, in terms of how I perceive it, is that it's just half a cow blown up and printed on a carpet, but it manages to replicate a slaughterhouse. It's infinite in a way. It has this coziness, a seduction, rich colors, and at the same time, it's so gory and uncomfortable. Sometimes people say it's too beautiful. They ask why I would make something so nice of something that's so disgusting. But I think that's the interesting part about it.” (Excerpt from Philip Maughan's interview with Yngve Holen, from KALEIDOSCOPE's forthcoming SS22 issue.)

A live set by special guest LA Timpa, a Nigerian-born, Berlin-based songwriter, producer and musician, will take place during the opening.

Opening 3 May 2022
6–10 PM
RSVP not required

On view
3–27 May 2022
Mon-Fri 2–7 PM



03.05–27.05.2022

YNGVE HOLEN—*NEUROECONOMICS*

EXHIBITION
