



### **Telemarketing Acton '89**

15 April 2023 - 20 May 2023

Private View: 15th April 2023 6-9pm

#### LOCATION

1524 S. Western Ave.  
Ste. 411–412, Building A  
Chicago, IL 60608

*Telemarketing Acton '89*, also known as the *Game of Phones*, initially presented itself as a serendipitous opportunity for Andre Morgan, who was under pressure from the tax office to find employment. His friend Service, known for his distinctively shaped head resembling a bean and creative use of cellophane, mentioned a well-paying job in Cracton where Andre could simply chat on the phone and chill out. Intrigued, Andre joined the call center called 'Game of Phones' without fully understanding what he was getting into. Andre and Sofia Hallstrom have both responded to the subsequent telemarketing scandal.

At 'Game of Phones', Andre and his fellow call center agents were assigned the task of making cold calls to unsuspecting customers, peddling products ranging from frost-damaged refrigerators to underwater hair dryers. Despite the dubious nature of the items they were selling, Andre's natural salesmanship shone through, and he quickly set up his own company from the back of a cab office, amassing a small fortune by closing deals left and right.

However, Andre's success did not go unnoticed for long. The police eventually caught wind of his activities and almost arrested him, threatening him with imprisonment. Andre's time as a telemarketer came to an abrupt end, but the experience left a lasting impact on him.

Inspired by Andre's story, Sofia Hallström, an artist, created a body of work in response to this project. Her artwork will be exhibited in a site-specific office space in Chicago, incorporating found images that she has intervened with, as well as VHS footage from an obscure documentary filmed in a call center. Sofia's aim is to delve into the dark and murky world of telephone scams, drawing parallels between Andre's story and the larger issue of unethical telemarketing practices.

Through her art, Sofia seeks to raise awareness about the deceptive tactics employed by telemarketers and shed light on the negative impact of such practices on unsuspecting consumers. Her work challenges the morality and legality of telemarketing, urging viewers to question the ethics of cold calling and the exploitation of vulnerable customers.

The installation is split between two office spaces, designed to mirror each other as parallels. Room 420 is a contemporary replica of Room 408, creating a juxtaposition that invites reflection on the evolution of telemarketing practices over time.

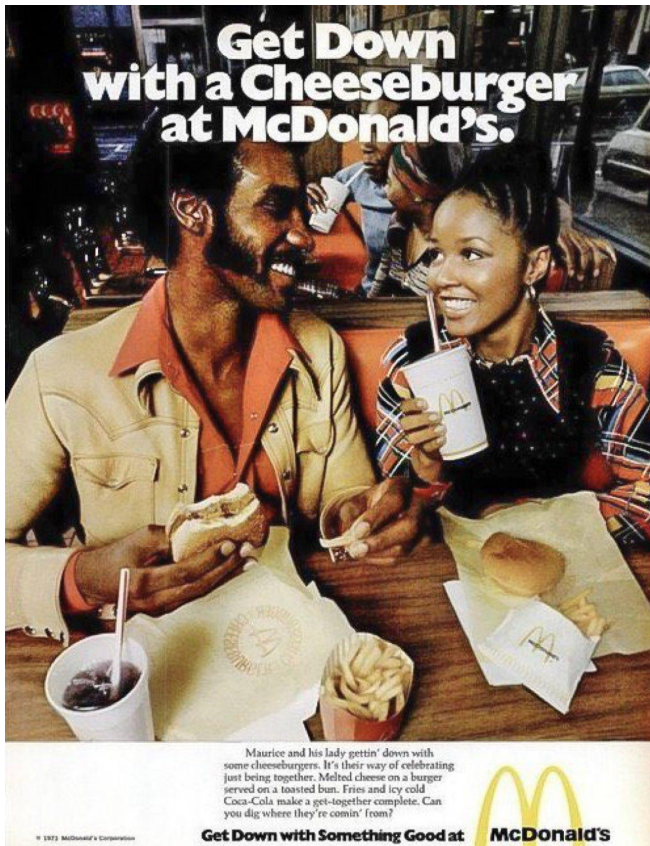
**Andre Morgan - Telemarketing Acton '89**  
**List of Works (left to right counter clockwise)**  
**(concept images only - do not put these actual images in the preview or catalogue)**



1. Westinghouse Frost Free Automatic Refrigerator  
 Pro markers on A4 in Plastic Binder wallet  
 8 x 11 inches



2. Phone Relief for only \$12.95/One Size Fits All  
Pro markers on A4 in Plastic Binder wallet  
8 x 11 inches



3. Racist McCrackers making posters like we broke and need their coke  
Pro markers on poster  
24 x 36 inches



4. Telemarketing Acton  
Pro markers on A4 in Plastic Binder wallet  
8 x 11 inches



5. No I.D with White Lives Matter's poster child  
Pro markers on A4 in Plastic Binder wallet  
8 x 11 inches



6. Those Fridges dont sell themselves

Pro markers on A4 in Plastic Binder wallet  
8 x 11 inches



7. Ol' Dirty Bastard aka Baby Jesus got the best sauce  
Pro Marker on Poster  
20 x 30 inches (width height)



8. Trying to sell these goddamn Fridges in Acton  
Pro markers on A4 in Plastic Binder wallet  
8 x 11 inches

Bonus link for the website when you put up fig .8

<https://www.theonion.com/why-cant-i-sell-any-of-these-fucking-bibles-1819583497>

Sofia Hallström - Telemarketing Acton '96

The new body of work presented at Good Weather (Off-site) in collaboration with Schlep builds upon Sofia's multi-disciplinary practice which shifts between painting, moving image, installation and constructed experiences, often influenced by a photographic or cinematic perspective. The show delves into themes of trances, human experience, and our relationship with nature, inviting viewers to contemplate the depths of human consciousness and the uncharted territories of the mind.

The office in Room 420 of the exhibition runs in parallel with Andre Morgan's work in Room 408, creating a juxtaposition and dialogue between the two artists' works.

The human experience is a central theme that resonates throughout the exhibition and the paintings draw on various aspects of the artist's life, evoking personal memories, emotions, and cultural influences. The exploration of the artist's grandmother's religious cult in "Alberto" speaks to the intersection of personal and collective experiences, examining the ways in which our individual histories shape our identities and perspectives. The artwork also hints at the enigmatic and ineffable aspects of the human experience, raising questions about the nature of existence, belief systems, and the mysteries of life.

Furthermore, the exhibition delves into our relationship with nature, exploring the intrinsic connection between humanity and the natural world. The smaller works on velvet convey a tactile and sensory experience, inviting viewers to reflect on our fundamental relationship with the earth, our dependence on its resources, and our impact on the environment. The large scale abstract painting is adorned with metal plates and found materials sourced from a closing-down key shop.

In addition to the paintings, the exhibition also features smaller works on velvet that explore the concept of materiality and our intrinsic relationship with the earth. The concept of trances is depicted through the use of vivid colours, dynamic brushstrokes, and abstract forms that convey a sense of altered states of consciousness. The paintings and video work capture the enigmatic and mystical nature of trances, inviting viewers to contemplate the depths of human consciousness and the uncharted territories of the mind.

Sofia Hallstrom (b. 1996) is an artist based in London. Since graduating in 2020 from Edinburgh College of Art, her work has been showcased at the New Contemporaries, Royal Scottish Academy; Class of 2020, Piccadilly Circus for Circa; The Groucho Club, London; Shrine, NYC; Unit 1 Gallery Workshop, London and The Nunnery, London. Recently, she has completed a residency with PM/AM Gallery, London and received an artist research grant at The Warburg Institute in London.

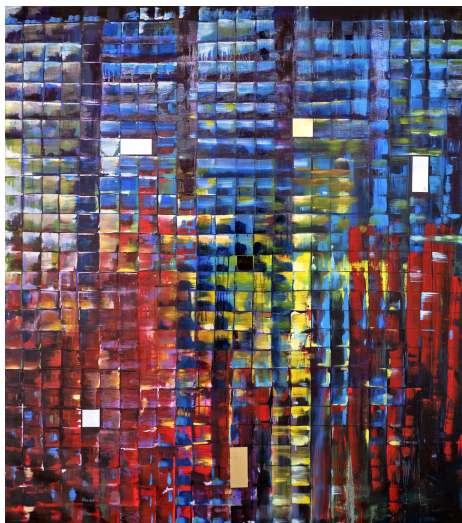
**List of Works (clockwise)**



1. Head, hand, heart (2022), oil on canvas, 152.4 x 121.9 cm



2. Alberto (2022), oil on canvas. 90 x 65 cm



3. D. Pollard & E. Ahmet (2023), oil paint and metal plates on canvas. 150 x 170cm

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**For further enquiries please contact**

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