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SEP 14–NOV 10, 2024

NEÏL BELOUFA
HUMANITIES

Neïl Beloufa is an artist whose polymorphous practice spans film, sculpture, installations, as well as social and collective experiments. In a constant flirtation with failure, his work insistently interrogates the art field-its institutions and formats, its capacities and limitations-while also now exploring the digital world and the novel forms of community that coalesce there. For this exhibition, Beloufa considers the power of individual storytelling in building large-scale propaganda through *Growth* (2024) a newly commissioned installation. While riffing on the gamification of society and the trend of immersive art experiences, *Growth* is an interactive multimedia system that guides each visitor through the process of becoming the center of their own success story, creating a company, a cult, or a political party and thus highlighting the incongruous likeness between those. The new commission is presented in conjunction with Beloufa's existing piece *Global Agreement* (2018) which examines modern warfare discourse through the vantage point of its direct personnel since Beloufa conducted lengthy interviews with soldiers stationed around the world, extracting from their testimonies a characterization of war that resists accounts from Hollywood or the army itself. The two pieces merge in a dialogue (or cacophony) which uncannily reflects our current moment's tension between extreme individualism and global discord.

Curated by Myriam Ben Salah
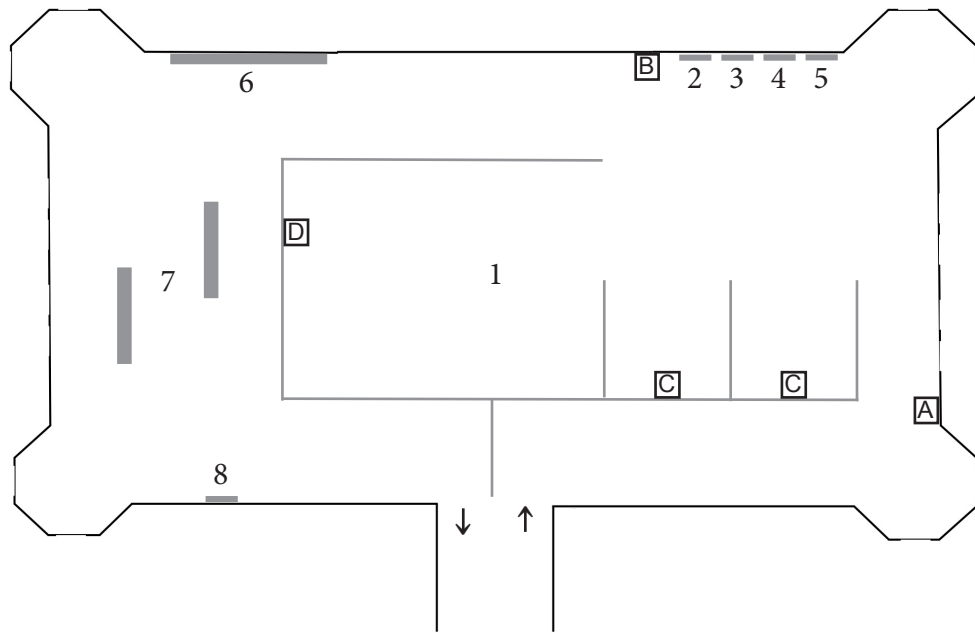
1	*Growth*, 2024 Digital video installation
2	*Theme: Society*, 2024 Polyurethane foam, paint, LED lights, aluminum
3	*Theme: Ecology*, 2024 Polyurethane foam, paint, LED lights, aluminum
4	*Theme: Health*, 2024 Polyurethane foam, paint, LED lights, aluminum
5	*Theme: Technology*, 2024 Polyurethane foam, paint, LED lights, aluminum
6	*Counting Contest*, ongoing Pen and pencil on paper
7	*Global Agreement*, 2018 Digital video installation
8	*Small flowers A*, 2021 Epoxy resin, cardboard packaging, LED lights

All works courtesy of the artist, François Ghebaly, and Mendes Wood DM.

Growth visitor instructions

Step 1: Scan below to open the online application. Receive an ID QR code.

Step 2: Flash your QR code at Terminal A to create your character.

Step 3: Flash your QR code at Terminal B to choose a theme.

Step 4: Flash your QR code at Terminal C to select 5 objects.

Step 5: Flash your QR code at Terminal D to watch your video.