

# IMPORT PROJECTS

KEITHSTRASSE 10 / 10787 BERLIN

## Press Release

DREAM FACTORY -SCREENING-

### ARTISTS:

Michael Bell-Smith  
Neil Beloufa  
Guy Ben-Ner  
Harun Farocki  
Mark Leckey  
The Otolith Group  
Hito Steyerl  
Pilvi Takala  
Ryan Trecartin  
Harm van den Dorpel  
Andrew Norman Wilson  
Yang Zhenzhong

### CURATORS:

Aily Nash & Andrew Norman Wilson

### VENUE:

#### IMPORT PROJECTS

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Considering the various modes of examining new forms of labor, consumption-as-production, and the aesthetics and visual language of capitalistic globalized „lifestyle,“ artists' moving image and media work recapitulate corporate imagery and language as both a critique and recognition of the omnipotence of these systems. From videos that present the agency of objects in relation to consumers, to the consideration of the space of labor through interventions into sites of emergent industries and globalized consumption, performative and farcical rhetoric, exaggerated uses of prosumer editing and motion graphics tools, and reverent appropriations of advertising imagery—these makers explicitly engage dream factory capitalism. The title, borrowed from The Otolith Group, invokes the cyclical and growing confluence between labor, consumption, and that which propels them.

04.02.2013

IMPORT PROJECTS

START  
6.30pm

x

SCREENING I  
7PM

SCREENING II  
9PM

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## DREAM FACTORY

Michael Bell-Smith, De-employed (2012)

De-Employed is an animation that flows with a sequence of wipes, spins, explosions, exposés (multiple image views) and other dynamic screen movements. It is brimming with mesmerizing, identifiable objects, colors, textures, footage, and effects. Single words at the bottom of each new frame form the only constant, running into one another like a series of interconnected haiku. As image and movement wash over the viewer, this oddly constructed text becomes an important focus.

Neil Beloufa, People's passion, lifestyle beautiful wine, gigantic glass towers, all surrounded by water (2011)

People's passion, lifestyle, beautiful wine, gigantic glass towers, all surrounded by water is a series of interviews with residents of a newly built residential development in an unnamed North American city. The interviewees' meandering zeal for their utopian home paints the ideal of outdoorsy, cosmopolitan "quality of life" as a nebulous and narcissistic purgatory.

The artist's footage shows large high-rise apartments overlooking pristine lawns and meandering pathways, evoking a middle-class paradise of sunshine, cyclists and joggers. Each interviewee seems unflinchingly positive about the place, further raising suspicion about the truthfulness of their accounts and whether they are, in fact, paid actors in a promotional video.

Guy Ben-Ner, Stealing Beauty (2007)

Stealing Beauty was shot without permission at numerous IKEA stores around New York, Berlin and Tel Aviv. The Ben-Ner family naturally inhabits idealized showroom interiors with price tags dangling from furniture, and shoppers occasionally interrupting the family's daily routines. Because of the hit-and-run filming, the traditional cinematic continuity is abandoned and the changing sets are stand-ins for their home. The narrative, however, remains linear as the father offers life lessons on the subjects of economic exchange, meaning of private property, ethics, and family love eventually leading to the children's rebellious manifesto.

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Harun Farocki, A New Product (2012)

Farocki accompanied the corporate consultancy firm 'Quickborner Team' for over a year. He documents the often-passionate discussions of the Hamburg staff that envision more flexible and individualized working conditions through the use of new spatial concepts. He reveals with austere reservation the often-constricting yet humorous situations. The result is a bizarre document about fundamental debates regarding our relationship to work in a capitalistic marketplace, in which everything has to continuously become better, quicker and more efficient.

Mark Leckey, GreenScreenRefrigerator (2010)

In the recent performance piece GreenScreenRefrigeratorAction (2010), Leckey sought to communicate the inner life of a 'smart' fridge - one that keeps an electronic tally of its contents - and to render audible its 'voice'. In his bid to become one with the appliance, the artist inhaled refrigerator coolant and draped himself in a green cloak that, at a certain point in the performance, allowed him to morph into the green-screen backdrop against which the fridge was set. Advancing the notion that we can be in constant communication with every aspect of our environment, that everything feels alive, Leckey's universe is mediated on multiple levels.

The Otolith Group, Anathema (2011)

Anathema re-imagines the microscopic behaviour of liquid crystals undergoing turbulence as a sentient entity that possesses fingertips and eyes enthralled by the LCD touch-screens of communicative capitalism. It can be understood as an object-oriented video that isolates and recombines the magical gestures of dream factory capitalism. By bringing the telecommunicating couplings of mother-father-daughter-son-machines and boyfriend-girlfriend-units into contact with the conductive imagery of liquid crystallization, Anathema proposes itself as a prototype for a counter-spell assembled from the possible worlds of capitalist sorcery.

Hito Steyerl, Strike (2010)

Steyerl smashes a blank LCD screen. The altered apparatus reminds us of media's reliance on physical objects for display. Here, a physical strike is a political strike against media.

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Pilvi Takala, *The Trainee*

*The Trainee* has been produced in a collaboration with Deloitte and Kiasma Museum of Contemporary Art. In order to realize the project, the artist was working for a month as a trainee »Johanna Takala« in the marketing department of Deloitte where only few people knew the true nature of the project. During the month long intervention an initially normal-seeming marketing trainee starts to apply peculiar working methods.

Ryan Trecartin - *K-Corea INC.K (section a)* . (2009)

*K-Corea INC. K (section a)* is one of seven works in Trecartin's 2009/2010 Rotation. Kevin McGarry writes, »The cast of *K-Corea INC. K* is mainly comprised of actors dressed as various ,Koreas (sounds like careers), in blond wigs, powder, and office casual attire, the sum of which Trecartin calls ,work face.' The homogenized Koreas represent all nations in a UN-inspired flavor spectrum—USA, Mexico, Canada, Hungary, Morocco, Argentina—presided over by Global Korea, a CEO whose safari-style ,post drag re-take' stands out from her employees' neutered uniforms.

Harm van den Dorpel – *Strategies* (2011)

A pseudo-generative film documenting the process of making two collages. Screenshots, Tumblr images and other found footage were collected over the course of two months and combined with rewritten phrases of advice given by business experts, martial arts gurus, software developers and Jacques Derrida. The background track was made in 2002 and was never used before for anything particular.

Andrew Norman Wilson – *Workers Leaving the Googleplex*

*Workers Leaving the GooglePlex* investigates a top secret, marginalized class of workers at Google's international corporate headquarters in Silicon Valley. Wilson documents the mysterious yellow badge-wearing ScanOps Google workers, while simultaneously chronicling the complex events surrounding his own dismissal from the company. The reference to the Lumière Brother's 1895 film *Workers Leaving the Factory* situates the video within motion picture history, suggesting transformations and continuities in arrangements of labour, capital, media, and information.

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## DREAM FACTORY

Spring Story - Yang Zhenzhong

Shot in cooperation with over 1,500 employees of Siemens Shanghai Mobile Communications Ltd, the Deng Xiaoping's "Southern Campaign Speech" is recited, each contributing a word or a short phrase.

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### Programme I

Spring Story - Yang Zhenzhong - 2008 (12 min)

A New Product - Harun Farocki 2012 (36 min)

Workers Leaving the Googleplex - Andrew Norman Wilson, 2011 (11 min)

The Trainee - Pilvi Takala, 2008 (13 min)

Stealing Beauty - Guy Ben-Ner, 2007 (18 min)

--total running time 82 min.

### Programme II

K-CorealNC.K - Ryan Trecartin, 2009 (33 min)

Strategies - Harm van den Dorpel, 2011 (5 min)

De-employed - Michael-Bell Smith, 2012 (3 min)

Green Screen Refrigerator - Mark Leckey, 2010 (17 min)

Strike, Hito Steyerl, 2010 (30 sec)

Anathema - The Otolith Group, 2011 (36 min)

People's passion, lifestyle beautiful wine, gigantic glass towers, all surrounded by water (2011) - Neil Beloufa (10 min)

-104 min.