

**24 September –
16 November 2014
Upper Gallery**

ICA

**Neïl Beloufa:
Counting on People**

**Educator's
Resource Pack**



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About this Pack

This resource pack has been developed to support teaching and learning both at the ICA and offsite. It offers starting points and ideas for visiting educators to use with students. It was developed with GCSE and A-Level students in mind but is well suited for work with other age groups.

Activities and discussion points are suggested and one of the key learning objectives is for students to develop their skills in aesthetic understanding and critical judgement. Students will be guided towards an analysis and exploration of how the artworks in *Counting on People* reflect the social and cultural contexts in which they were made. Suggested activities are offered for use in the gallery and offsite.

Please note

We will tailor programmes to respond to curriculum needs whenever possible. Please contact us to make arrangements and check the website for upcoming Learning Events.

Contact learning@ica.org.uk for more information or to add your contact to our learning mailing list.

ICA Exhibitions

Neil Beloufa: Counting on People
24 September – 16 November 2014
Lower Gallery & Theatre

Beware Wet Paint
24 September – 16 November 2014
Upper Gallery

Cybernetic Serendipity
14 October – 30 November 2014
Fox Reading Room

ICA Off-Site
14 – 18 October 2014
Old Selfridge's Hotel

Bloomberg New Contemporaries
26 November 2014 – 25 January 2015
Lower and Upper Galleries

About the ICA

The ICA supports radical art and culture. Through a vibrant programme of exhibitions, films, events and talks, the ICA challenges perceived notions and stimulates debate, experimentation, creativity and exchange with visitors.

Founded in 1946 by a group of artists including Roland Penrose, Peter Watson and Herbert Read, the ICA continues to support living artists in showing and exploring their work, often as it emerges and before others. The ICA has been at the forefront of cultural experimentation since its formation and has presented important debut solo shows by artists including Damien Hirst, Steve McQueen, Richard Prince and Luc Tuymans. More recently Pablo Bronstein, Lis Rhodes, Bjarne Melgaard and Juergen Teller have all staged key solo exhibitions, whilst a new generation of artists, including Luke Fowler, Lucky PDF, Hannah Sawtell and Factory Floor have taken part in exhibitions and residencies.

The ICA was one of the first venues to present The Clash and The Smiths, as well as bands such as Throbbing Gristle. The inaugural ICA / LUX Biennial of Moving Images was launched in 2012, and the ICA Cinema continues to screen rare artists' film, support independent releases and partner with leading film festivals.

An introduction to *Neïl Beloufa:* *Counting on People*

In this first UK institutional solo exhibition of award-winning French- Algerian artist Neïl Beloufa's work, the ICA presents his latest film and sculpture installations. The exhibition explores how we choose to communicate, interact and interpret the world since the advent of the internet.

Counting on People presents a series of new sculptures and video works, exhibited in architectural installations specifically designed to break the viewer's conventional engagement with the screen. The exhibition features three new films, *Data for Desire*, *VENGEANCE* and *Home is Whenever I'm with You*, a co-commission by the ICA, London and The Banff Centre, Canada, as well as *La domination du monde* (World Domination) premiered at Palais de Tokyo in 2012.

Counting on People continues at The Banff Centre's Walter Phillips Gallery, Canada (November 2014 – March 2015).

Supported by the Neïl Beloufa Exhibition Supporters Group including Frances Reynolds and Mendes Wood DM

Supported by:



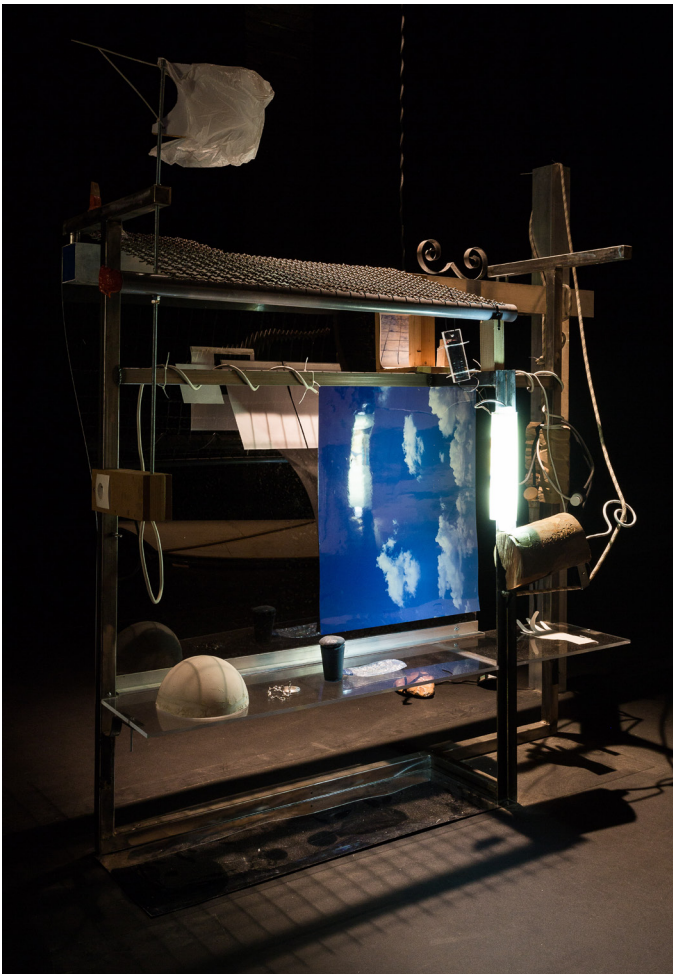
Exhibition partners:


The Banff Centre
inspiring creativity

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ENGLAND**



Installation view of Neïl Beloufa: *Counting on People*
24 Sep 2014 – 16 Nov 2014
Institute of Contemporary Arts London (ICA)
Photo: Mark Blower

Activities

Create

Create a short documentary video in the style of Beloufa using a topic of your choice. Follow the same artistic process that the artist uses, where possible: think of a theme, recruit volunteers who are willing to talk about this theme, construct a setting in which to place your volunteers and start to film.

Perform

Beloufa's film *World Domination* (2012) explores body language and how objects are incorporated into the way we communicate. In pairs act out some of the gestures that the actors in the film make using objects, for example, removing a pair of glasses or loosening a shirt collar. Discuss what these gestures mean to the actors in the film. Do you regularly employ any of these gestures? What might someone who knows you well, say about your body language?

Digital

Analyse Beloufa's films *Home Is Whenever I'm With You* (2014) and *Desire vs. Data* (2014). Design an exciting map of your relationship to the internet, thinking of it as a landscape. What might it look like? Where is 'home'? What sites do you travel to? Do you 'venture out' or are your pathways always the same? Think of incidents where you have strayed from your normal sites. Why was this and did it end up being a 'one-off' or a repeated incident? Does this geographical interpretation help us to consider how our personality traits and actions might be predicted by mathematical systems?

Write

Imagine you are Neil Beloufa and you are advertising for volunteers for one of your films in the exhibition. Write an advertisement for this to recruit volunteers. Think carefully about the themes in the film. Work in pairs, where one person writes the advert and another writes a letter or records a piece to camera in response, outlining their own opinions and ideas on the theme and why they should be involved.

Discussion Points

1

What themes and issues stand out in Beloufa's works?

2

Analyse the formal properties of Beloufa's installations and his film and video works. How does he use light, colour, composition and sound? How successful are the works in your opinion?

3

In *World Domination* (2012) the actors discuss issues such as abortion, unemployment, obesity and rising wealth. How are these issues presented? Is the artist making a statement about each issue? What messages is he trying to convey?

4

We see layers of screens in the gallery space. What other type of layering does the artist employ? Why do you think he uses this in his work? What do you think the artist is trying to communicate by making the viewing experience highly fractured, through the use of multiple screens and layers?

5

5. Look closely at the body language of the actors in Beloufa's film *World Domination* (2012). What do you think the artist is trying to explore by drawing the viewers' attention to this? Does the body language add to or change what is being said in some way? Can you think of other artists who use body language in their work?



Installation view of Neil Beloufa: *Counting on People*
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 Photo: Mark Blower

ICA Learning

Our dynamic learning programme provides opportunities for creative exchange, investigation and discussion between practitioners and audiences. The ICA strives to build sustainable relationships with universities, students, schools and our wider audiences, nurturing interest and appreciation of the creative process, and broadening engagement with contemporary arts.

ICA Learning provides different opportunities to engage with the ICA programme through gallery tours, guided visits to our exhibitions, Friday Salons, online educational platforms and the ICA Student Forum, a dedicated student body that curates events and projects for the Public Programme.

Our University Partnerships exist to encourage the development of joint projects and research. In addition, ICA Academy provides career paths to Further Education, Higher Education and employment.

For further information or to make a booking, please email learning@ica.org.uk

ICA Learning is generously supported by The Ernest Cook Trust

ICA Learning Events

Workshop : Wet Paint Beware!

Sat 1 Nov, 2pm

Led by artist Sarah Sparkes, this practical session introduces students to different painting techniques and encourages reflection on painting as a contemporary practice. Developed in response to Beware Wet Paint.

Educator Tours

At these free events designed especially for teachers, lecturers and educators, participants explore the exhibitions on a walking tour with ICA staff, receive free resources and get the opportunity to discuss the exhibitions directly with ICA curators.

Educators Tour: Neil Beloufa's Counting on People
led by ICA Curator Matt Williams

Wed 24 Sep, 5pm

Gallery Tours

Join curators, artists and other cultural practitioners on tours through the exhibitions. All are free.

Beware Wet Paint with Gregor Muir

Thu 2 Oct, 6.30pm

Neil Beloufa: Counting on People with Manu Luksch

Thu 13 Nov, 6.30pm

Cybernetic Serendipity with Stephen Gage

Thu 30 Oct, 6.30pm

ICA Learning Events

Friday Salons

Friday Salons provide first-hand accounts of current cultural phenomena and professional development. All £5, free to ICA Members.

On Abstract Language

Fri 3 Oct, 5pm

A discussion on the abstraction of language with artist Rod Dickinson and Matthew Fuller, followed by a screening of *Closed Circuit* (2010) by the artist.

Serendipity after Cybernetic

Fri 24 Oct, 3pm

The discussion led by Dr. Nick Lambert (Birkbeck University) will consider elements in contemporary culture that owe their resonance to Cybernetic Serendipity.

Making Room: Domestic Spaces as Exhibition Places

Fri Nov 7, 3pm

The event will look to examine how artists make use of their domestic space as a means to show their work among peers, in the context of established art galleries. With Eva Rowson and Luke Drozd.

TEXT2SPEECH:

Contemporary Art Theory Reading Group

Wed 22 Oct, 6.30pm

Free, Booking required

Join the ICA Student Forum in a series of free reading groups that respond to the ICA's programme of exhibitions and events. It provides a platform for the discussion of texts that have not necessarily reached university syllabuses yet and also provides an opportunity to network with others.

Restaging Exhibitions: Reconsidering Art History and Exhibition Making

Sat 15 Nov, 2pm. £5

Free to ICA Members

A discussion that explores the restaging of exhibitions and their complex meditation between art history and their own materiality. The invited speakers will reflect and critically discuss their thoughts on the exhibitions they have restaged while expanding on the implications this has on collections, curating and the archive.

Group & Matinee Screenings at the ICA Cinema

Contact learning@ica.org.uk for more details.

To book contact ICA Box Office on 020 7930 3647 or email sales@ica.org.uk

Art Rules

The ICA's Art Rules website is an online forum designed to generate debate around contemporary art. The website asks visitors to answer the question: 'What is art?'. Their answers appear on the website for other visitors to comment on, and conversations are started around the submitted 'rules'. Visitors can 'Agree' or 'Disagree' with these rules - as well as share a rule using Twitter, Facebook and Pinterest.

The more people 'Agree' with a rule, the larger it will appear on the website, and vice versa. The website has been seeded with a number of rules written by leading artists, curators and critics. This is to serve as inspiration for visitors and enable the site to become a repository of outstanding thinking as well as a community of cultural commentators.

Activity

Log onto the 'Art Rules' website and submit your very own 'Art Rule' and discuss with the group why you chose it. The rest of the group will then have the opportunity to debate the rule and decide whether or not they agree with it.

artrules.ica.org.uk

Rule 903

**Remember that
your generation will always
have its own rules.
Listen but don't take it
as truth.**

Erin Elwood
21 Oct 2013

ICA Learning

ica.org.uk/learning
learning@ica.org.uk

Educators' Previews

Join our teacher's previews for all of our exhibitions

Educator Resource Packs

Educator resource packs are available at the ICA Box Office, or by emailing learning@ica.org.uk

Art Rules

Art Rules is an online space to discuss the rules of art today. Engage your students by visiting:
artrules.ica.org.uk

MA in the Contemporary

Find out more about our unique, interdisciplinary MA programme, in partnership with University of Kent.
ica.org.uk/ma-contemporary

Cinema Matinee Screenings

Cinema group matinees are available for schools, colleges and universities.

ica.org.uk/learning/school-and-groupscreenings

ICA Student Forum

Join the ICA Student Forum to shape and develop a public programme of events in response to the ICA programme.

ica.org.uk/student-forum

University Partnerships

Through our University partnerships we engage and promote greater collaborative opportunities between university students, teaching staff and the ICA's public programme.

ica.org.uk/university-partnerships

Opening Hours

Tuesday—Sunday, 11am—11pm

Day Membership £1

Wednesday—Sunday, 11am–6pm
 Until 9pm on Thursdays

Exhibitions

Tuesday—Sunday, 11am—6pm
 Open late every Thursday until 9pm

ICA Box Office & Bookshop

Tuesday—Sunday, 11am—9pm

ICA Café Bar

Food served from 11.30—3.30pm / 5.30—9pm

Tuesday Cinema

All films, all day: £3 for ICA Members / £6 non-Members

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ica.org.uk/signup

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Installation view of Neïl Beloufa: Counting on People
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Photo: Mark Blower