

Victoria Miro Gallery

Press Release

DOUG AITKEN

Into the Sun

7 October to 12 November 1999

Winner of the International Prize at this year's **Venice Biennale** for his installation *Electric Earth*, Doug Aitken presents his first solo installation in the UK, *Into the Sun*.

Filmed and photographed in the dusty sound stages and film sets of Bombay, *Into the Sun* focusses on the frenetic activity of the 24 hour a day film making machine that is 'Bollywood,' relentlessly churning out simple, escapist, formulaic narratives for an insatiable and addicted audience. These films are mainlines into the collective consciousness of a country and represent the dreams and nightmares of an entire culture. The films of Bollywood are created with such overwhelming efficiency that they effectively become pure communication with the audience. Although set in Bombay, *Into the Sun* provokes haunting questions about the perfection of communication and desire.

The installation of *Into the Sun* explores the mechanism of this accelerated media by creating an immersion narrative where the viewer achieves a complete and interactive involvement on a multisensorial but also emotional level. Raw canvas walls will line the gallery space and red earth will cover the floor, mirroring that of the Bombay sound stages. As the viewer enters the darkened room, the work will be seen on all four walls but as night falls, the blackout curtain will be drawn back, exposing the work to the street. The sound design will alternate between the recurrent hum of a running film projector with Bombay street noises, silence, constructed sounds and both Indian and electronic music. Like the film world it explores, *Into the Sun*, will be screened **twenty-four hours per day**.

Doug Aitken has exhibited widely, most recently at the **Museum Ludwig**, Cologne **The Dallas Museum of Art** and the **Zentrum für Kunst und Medientechnologie**, Karlsruhe. Forthcoming projects include installations at the **Lannan Foundation**, Santa Fe as well as *Let's Entertain* at the **Walker Art Center**, Minneapolis which travels to the **Centre Georges Pompidou**, Paris and other venues. *Into the Sun* will also have its US debut next year at the **Matrix** in **Berkley**. A major show is planned for the **Serpentine Gallery**, London in 2001.

Doug Aitken will be giving a lecture at the Tate Gallery, Clore Gallery Auditorium on Thursday 7 October 1999 at 6.30pm.

For further press information please contact Kathy Stephenson, 020 7 549 0422, kathy@victoria-miro.com