

HITO STEYERL

FACTORY OF THE SUN

ARTWORK LABELS

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Factory of the Sun is an immersive video installation by Hito Steyerl which samples different types of moving image including documentary film, video games, drone surveillance, advertising, news footage and YouTube dance videos. The artist explores the ethics, politics, economics and aesthetics of our digital present in a game-like way that is both critical and playful.

Steyerl's work is narrated by Yulia, a video game programmer, who tells her true story of migrating from the former Soviet Union, where members of her family were persecuted, to Canada, where her brother has gained online fame for his internet dance videos. Anime replicas of the dancer have been created by fans; in *Factory of the Sun* these characters have the power to bend light, embodying the potential for collective resistance and rebellion against authoritarian regimes and unbridled growth.

A fictional aspect of the video tells the story of workers whose forced actions in a motion-capture studio are turned into artificial sunshine. The light produced serves as a metaphor for the light emitted from digital screens, and the electromagnetic frequencies used to transmit information around the globe. Steyerl uses light to point to the ambiguous relationship between individual agency, economic interests and the concealed machinations of power in our technologically mediated age.

Hito Steyerl is a German filmmaker and writer who is celebrated as a leading voice in contemporary visual art and the attendant politics of representation and power. *Factory of the Sun* was first shown in the German Pavilion at the 2015 Venice Biennale.

Hito Steyerl

German 1966–

Factory of the Sun

2015

Video with sound and installation

21 min (looped)

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