

IOCOSE

The group IOCOSE has been working in Italy and Europe since 2006. It organizes actions in order to subvert ideologies, practices and processes of identification and production of meanings. It uses pranks and hoaxes as tactical means, as joyful and sound tools. IOCOSE thinks about the streets, internet and word of mouth as a battlefield. Tactics such as mimesis and trickery are used to lead and delude the audience into a semantic pitfall.

On the 29th of January 2011 IOCOSE exhibited 'Sunflower Seeds on Sunflower Seeds' at Tate Modern in London, UK. The artist group has thrown several real sunflower seeds on Ai Weiwei's porcelain 'Sunflower Seeds'. The new artwork looks exactly the same as the previous one, as the natural seeds and those made of porcelain are indistinguishable from each other.

In 2010 IOCOSE released "In the Long Run", a reconstruction of a possible future high profile media event. The death of pop star Madonna is described in a BBC News special edition, with a journalist and studio guest who go over the details of the fatal car accident, the statements of the VIPs and the reactions of fans around the world.

Among other works, in 2006 it established a (fake) society - "ThirDog", to adopt Third World dogs - in order to ridicule the conception of poverty and its politically correct remedies.

In 2007 it organized "Win Nothing Day", a competition in European supermarkets with no final prize; an hoax against the strategies of instinctive consumption.

The same year it established "NextQuery" - a society for selling the next top keywords; a useful consultancy in the age of online marketing delirium.

In 2008, during the Italian national elections, IOCOSE set up a propaganda campaign for the new Democratic Party sending out thousands of spam emails. The rhetoric of the electoral campaign was pushed to its limits, but yet resulted in a realistic action, as hundreds of spammed voters overreacted and sent hate mails back to the group. When revealed as a hoax, it showed how close the electoral rhetoric is to a Viagra sale.

In 2009 IOCOSE invented the "Empathy Box", a new machine designed by the Bureau of United Religions. The Empathy Box tries to appeal to new generations providing a technological tool for introducing religious life in the daily habits. If the hi-tech market needs consumers constantly worshipping their products, then there is no reason for religions not to do the same.

Also in 2009, IOCOSE and other artist groups from Italy built an IKEA-style guillotine and put it up at the IKEA store. Mixing together personal freedom debates, punishment with no jury trial and industrial design, the project ironically realized the dream for a do-it-yourself justice.

SELECTED EXHIBITIONS

2011

Domestic Standing Ovation, Aksioma Project Space, Ljubljana, Slovenia

BYOB Venezia, Padiglione Inernet, Venezia, Italy

Italians do it better!! - 54. Biennale di Venezia, Sala dei Laneri, Venezia Italy

The Invisible Pavillion, Giardini, Venezia, Italy

MicroReel, Forte Fanfulla, Roma, Italy

Raise your flag!, Speed Show a Influencers Festival, Barcelona, Spain

5° Premio Arte Laguna, Nappe dell'Arsenale, Venezia, Italy

Info Bomb, Festival Nrmal, Monterrey, Mexico

Idenités précaires, Jeu de Paume, Paris, France

Sunflower Seeds on Sunflower Seeds, Tate Modern, London, UK

2010

HTTP Gallery, London, United Kingdom

Re:akt! Reconstruction, Re-enactment, Re-reporting, Maribor, Slovenia

Shift Festival, Basel, Switzerland

Circulo de Bellas Artes, Madrid, Spain

The Influencers, CCCB, Barcellona, Spain

The Gallery at Goldsmiths, London, United Kingdom

2009

E-volution, Fabbrica del Vapore, Milan, Italy

Once Upon a Time in the West, Pixxelpoint 2009, Mestna Galerija, Nova Gorica, Slovenia

Node Festival, Forte Prenestino, Roma, Italy

Node Festival, Crash!, Bologna, Italy

Feel the Machine, GUM Studio, Carrara, Italy

2008

For God's Sake, Pixxelpoint 2008, Mestna Galerija, Nova Gorica, Slovenia

Milano in Digitale III, Fabbrica del Vapore, Milan, Italy

MAM, Museo di Arte Moderna, Mantova, Italy

Tutto quello che diciamo è falso, Betty&Books, Bologna, Italy

2007

Milano in Digitale II, Fabbrica del Vapore, Milano, Italy

SELECTED CONFERENCE AND LECTURES

2011

Domestic Standing Ovation, MMC Pina, Koper/Capodistria, (SI)

Lies Inc. (opening), Site Gallery, Sheffield, (UK)

The Future is a Reconstruction, IED, Milano, (I)

The Future is a Reconstruction, Center for 21 Century Studies, University of Wisconsin-Milwaukee, (USA)

Amusing ourselves to Death, NABA, Nuova Accademia di Belle Arti, Milano, (I)

2010

Always Already New, Mediateca Santa Teresa, Via della Moscova 28, Milano, (I)

Shift Festival, Basel, (CH)

CONFRONTI, Libera Università - Freie Universität, Bolzano/ Bozen, (I)

The Influencers, CCCB, Barcelona, (ES)

GRANTS

5th International Art Prize - Arte Laguna, 2011

Milano In Digitale 2008

CURATED WORKSHOPS

2009

Auto-formazione, Accademia di Belle Arti di Brera, Milano (I)

Menopausapranzo, AreaOdeon Gallery, Monza (I)