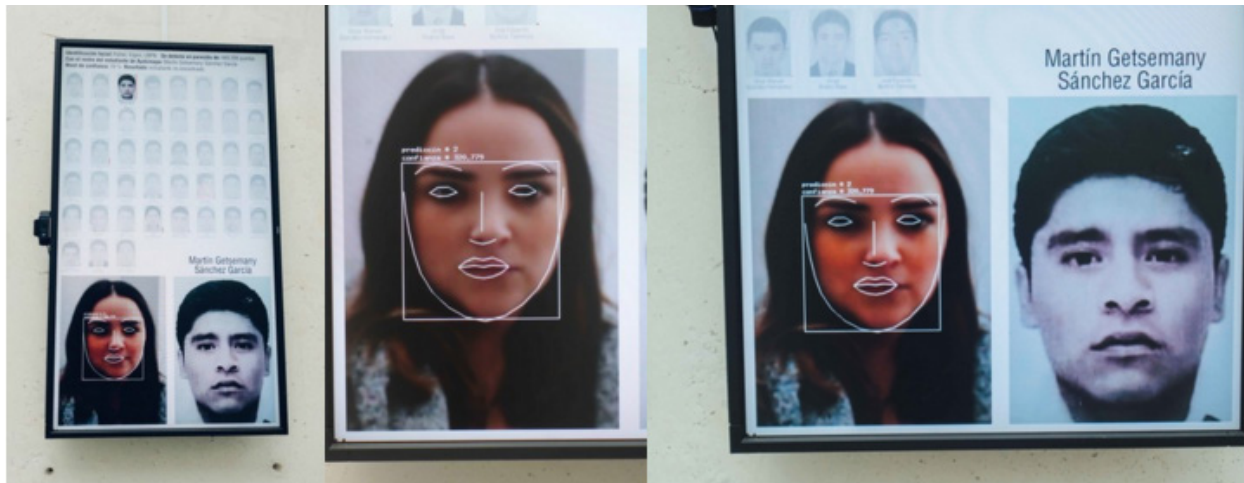


Rafael Lozano-Hemmer: Pseudomatismos

JANUARY 21, 2016

MUAC, Mexico City. It's been a while since I go to an exhibition as interesting as this. Rafael Lozano-Hemmer is just a genius. His exhibition is entertaining, esthetic and also touching, he really makes you use all your senses mixing sounds, security software, interactive videos, robotics, etc. to create art instalations. The interactivity you're able to have at this exhibition makes you feel like a kid on a playground.



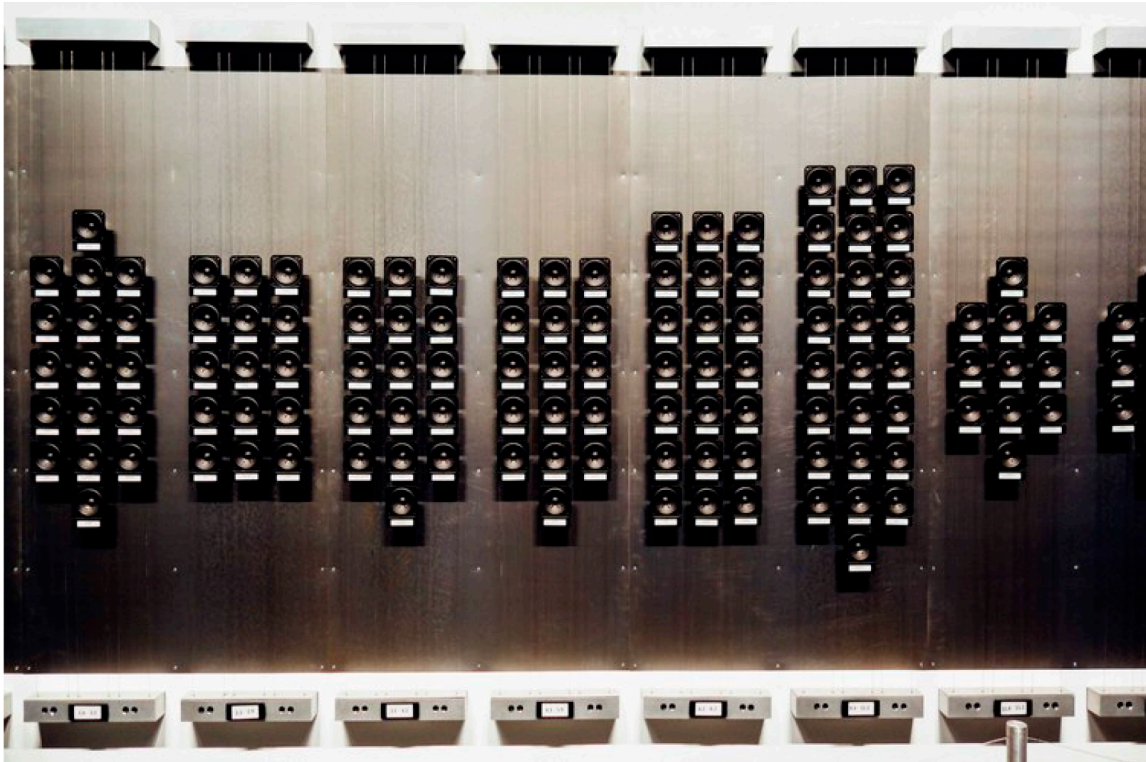
At the entrance of the museum you find his piece **“Level of Confidence”** that uses face recognition software to match and measure the resemblance with either one of the 43 missing students of Ayotzinapa, Iguala in Mexico. This piece really makes you feel empathy with the students and if someone buys it the earnings will go in a way that helps the town of Ayotzinapa (knowing that it won't help the students directly).



Vicious Circular Breathing. This installation has a closed room that lets people who dare to enter, inhale the air of previous visitors.



Pulse Room. A sensor detects your pulse when you hold the structure and sets the lightbulbs to the rhythm of your heart.



Pan-Anthem shows the Homicide rate each year per every 100,000 habitants. As you get closer to the speakers you can hear the anthem of different countries depending on the rate.

Not only the installations are interesting to watch but also the people discovering how they work, the way every person interacts with it makes you personalize it in some way.

Don't miss this exhibition if you go to Mexico City. (Until April 17th,2016)