

# BALOJI

## *AUGURE: INFINITE TROLLING*

1-54 Contemporary African Art Fair  
10 October — 13 October 2024

Almas Art Foundation and Defise Foundation are pleased to collaborate for their first participation in 1-54 London as part of the 2024 edition presenting *AUGURE: Infinite Trolling* an installation by Congolese-Belgian artist Baloji.

The video installation explores the concept of infinite scrolling, a mechanism that drives social media consumption, and how this chaotic flow of content leads to desensitization.

Oscillating between narratives, the film moves through a series of disjointed yet intertwined vignettes, Baloji approached the project as an exercise in empathy, presenting each sequence as an equally important perspective.

This is the second collaboration between the two organisations after the screening of *AUGURE (OMEN)*, film that won the New Vision Award at the last edition of the Cannes Film Festival and was nominated for the Oscars 2024 to represent Belgium.

Almas Art Foundation aims to document and raise awareness of resonant practices from Africa and its diaspora through its programme of publications, films and exhibitions. The Defise Foundation aims to participate in the development of the cultural and artistic ecosystems in Congo and contribute to the dissemination and promotion of arts from Africa and its diaspora.



Baloji, *Augure: Infinite Trolling*, 2024.

# Baloji, *AUGURE: Infinite Trolling*

## Almas Art Foundation & Defise Foundation

1-54 Contemporary African Art Fair London 2024  
Somerset House, Strand, London, WC2R 1LA, United Kingdom

### Press Preview

Thursday 10 October, 10 am - 7 pm

### VIP Preview

Thursday 10 October, 11 am - 7 pm

### Public and VIP Opening

Friday 11 October, 11 am - 7 pm

Saturday 12 October, 11 am - 7 pm

Sunday 13 October, 11 am - 6 pm

## Contact Information & Press inquiries:

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[www.almasartfoundation.org](http://www.almasartfoundation.org)

[@almasartfoundationuk](https://www.instagram.com/almasartfoundationuk)

[@thedefisefoundation](https://www.instagram.com/thedefisefoundation)

## Credits:

Director, Writer, Creative Direction: Baloji  
DOP: Julien Ramirez Hernan  
Editing: Edouard Mailaender, Bruno Tracq  
Production Company: Loveboat, Caviar, Topaz  
Postproduction: Firm Studio

## Project under the lead of:

Project manager: Rossana Miele  
Production design: Fred Allsop  
Producers: Almas Art Foundation, Defise Foundation  
Production Coordinator: Sinclair Benintende de Hainault