

Adham Faramawy, *Total Flex 2*, looped digital video, 6 minutes 47 seconds

*Total Flex 2* will launch the first of Legion TV's series of web-based projects. Adham Faramawy has made a video and flash icon specially for Legion TV. A desktop version of *Total Flex 2* will be available for download for free from [www.legion-tv.com](http://www.legion-tv.com) from 1<sup>st</sup> November – 3<sup>rd</sup> December 2012.

*Total Flex 2* cites the phenomenon of the infomercial in a distortion and celebration of consumer culture creating an interface that challenges image consumption. This episode locates the corporate and domestic onscreen sublime of computer desktops and screen-savers in a psychedelic aesthetic and philosophical lineage. This exploration is informed by utopic science fiction writers such as Ayn Rand, performance art histories including the Joshua Light Show through to the landscapes of Caspar David Friedrich and William Turner.

Faramawy investigates gendered modes of display. Engaging with the traditions of radical feminist performance and fine art, and commercial representations of the male body, the piece examines the normative causal relationship between an active subject and their phallic potential. In employing a playful approach Faramawy attempts to frustrate the signs, which code the subject as masculine whilst constructing an oscillation between subject/object identification with the performer.

Adham Faramawy, born Dubai, 1981. Recent projects include *BYOB Venice*, Internet Pavilion (2011), *Lucky PDF TV* for Frieze projects (2011), *Ruby* at Gallery Vela (2012), *The Red Mansion* at The Royal Academy of Art (2012). Texts include *Leave the Ordinary Behind* as part of Five Video's commissioned by Rhizome.org and FACT for the Liverpool Biennial.

#### Credits

Performance:	Aaron Harris
Soundtrack:	Soda Plain
Browser and Download development:	Thomas Poeser