

# ANNKA KULTYS GALLERY

'Stine Deja- Cyphoria', Because, ( March 24, 2017)

<http://becauselondon.com/culture/2017/3/stine-deja-cyphoria/#.67784>

CULTURE

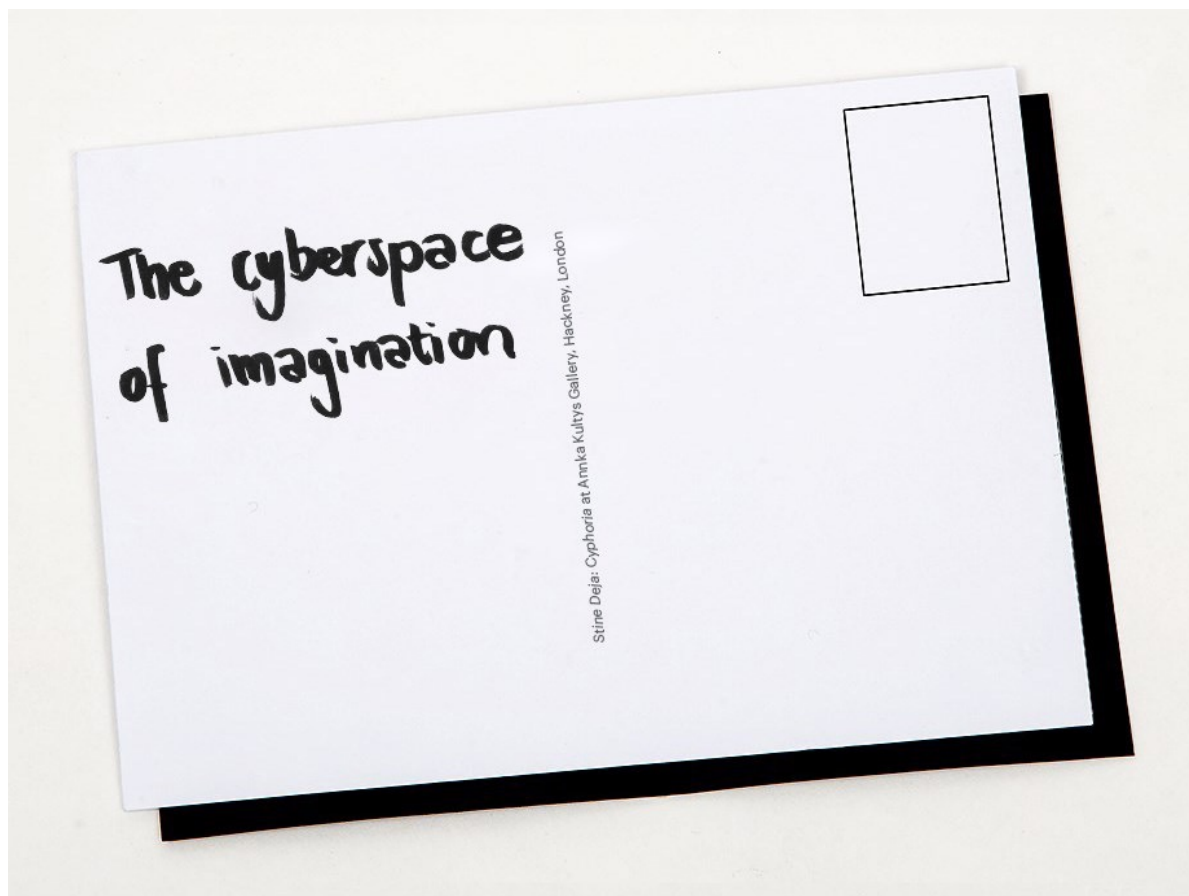
## Stine Deja: Cyphoria

24 March 2017



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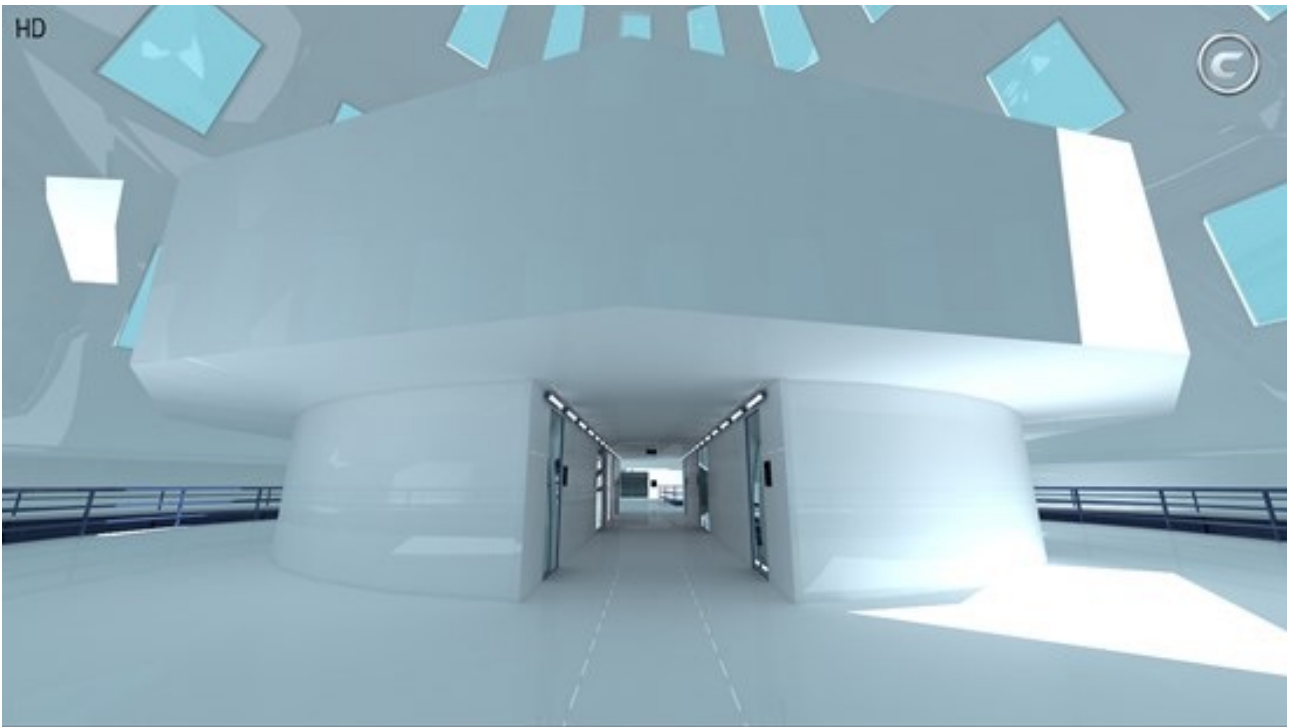
It's time for a spring break... But you haven't planned a vacation? Stine Deja has got you covered. Through her new exhibition at the Annka Kultys gallery in Hackney, the Danish-born, London-based artist gives you an opportunity to travel into a cyber world of satire and absurdity, all through her virtual travel agency called Cyphoria.

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The gallery is transformed into a room-sized airport terminal – with everything from a departure screen to a phone charging station on the floor. And while the interior of the space introduces you to a familiar environment, the large video projection narrated by a virtual character named Alena is there to take you somewhere you haven't been before. Cyphoria is all about incidental escapism and playing with perception – Deja uses techniques like 3D scanning and video animation to entertain the idea of making both objects and moments eternal and mobile.

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Aside from the projection and iPads acting like in-flight entertainment, a large print in the middle of the room called Electronic Nomad brings a more personal tone into the space. The image encapsulates the artist's **VISION?** being expressed through objects, including underwear, a basketball, a camera and much more. Those mundane objects, part of daily life, become the defining factors of self in a virtual world, riffing on the ideas of representation through social media, digital images and our cyber lives in general. To enter Deja's virtual world you really don't need a passport, just an open mind and a sense of humour.

*Stine Deja: Cyphoria is on display until 22 April at the Annka Kultys Gallery, 72 Hackney Road, Unit 3, 1st Floor, London E2 9EQ. Admission free. More information at [annkakultys.com](http://annkakultys.com). [preview13.oxito.com](http://preview13.oxito.com).*

Text by Dino Bonacic