

# ICE CREAM

**DIRECTOR**

Mike Hoolboom

**DURATION**

8:10

**YEAR**

2021

**ORIGINAL LANGUAGE**

English

**CATEGORY**

Video Art

**DESCRIPTION**

An ice cream factory worker reflects on AIDS and the new capitalism. "A move from a regime of cultural production ordered by authorship, originality and signature to one ordered by the brand, branding and simulation." This short essay doc is indebted to deep digs by Emily Martin, Lisa Adkins and Karen Ho.

**IMAGE FORMAT**

16:9

**SOUND**

Stereo

**SHOOTING FORMAT**

Digital

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**KEYWORDS**

AIDS, SIDA, VIH, HIV, essay, capitalisme

**THEMES**

Essai