

Victor Boulet, the founder of the Institute of Social Hypocrisy, takes his starting point from the art world social networks, and has a clear need to expose its mechanisms. At the Open Forum at the Art Academy in Oslo 21.02.2011 he presented The Rise and Fall of the Institute of Social Hypocrisy. In detail, he described how he has created an institution to his own advantage and has built up the institute following a studied and fully transparent method.

He found and analyzed the elements that have made artists, projects and institutions, credible and successful, and took them to use himself.

Boulet appeared as an actor, a method actor, but the distinction between himself as a person and his adopted role was sometimes blurred - especially when in a video introducing his children as ambassadors for the project.

Already in the project's title has Boulet, on a meta level, revealed the degree of awareness he had of what he was doing. He tries to break with the ideal of an honest artist, and can do this precisely because he does not distinguish between the role and himself as a person. It is unclear which parts of his expression are sincere and which are simulated and speculative. Yes, he calls himself a hypocrite, but no - the project is not hypocritical, because he has actually managed to put his finger onto something substantial: frameworks for credibility in art. In addition, he has managed to make interesting projects in an obviously speculative context.

«Within the dream the dreamer is usually unaware that he is dreaming, and within play he must often be reminded that this is play» Gregory Bateson⁸

Boulet reminds me of Patrick Bateman in the film American Psycho. Bateman gives a performance on an extreme level and cultivates a role based on a constructed social reality to the point where the dividing lines between what is real and what is simulated are blurred. Boulet is The Institute of Social Hypocrisy full time for two years, totally immersed in external factors, but on the other hand open about the role he is playing. However, has "Boulet" managed to keep his original identity intact?