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**Essential viewing at London's temporarycontemporary.**

The unassuming warehouse and peeling industrial gloss paint don't give much away, but keep climbing those cold, East End stairs because a more vital show would be hard to find.

Strategies Against Marketecture may have the ring of yet another exhibition located somewhere up its own arse, but the title belies an involving, entertaining show that feels real and untouched by commercial concerns. Inspired by the conceptual freedoms of early 20th-century "revolutionary-minded collage practices" as well as ideas of marketecture (new computer architecture that's marketed before it exists, or the structure of a market), it pastes together elements of our daily lives that are often out of sight and mind - ignored software logos, forgotten CCTV cameras.

Highlights include Christopher Dobrowolski's fantastic sculptures - push a button and a dismembered tape player comes to life with The Big Country theme, reeling analogue tape around telegraph poles in a miniature landscape. While ROR's flaming PS1 handset and pixelated carpet patterns, possibly of a game-style explosion, have a humour that brings together seemingly disparate objects. Hideyuki Sawayanagi's ingenious sound piece of builder-esque whistling can eventually be located emanating from a leftover coffee cup.

The range of insightful, funny and imaginative ideas on display makes the show accessible. But the sense that the pieces are truly contemporary and lack the preciousness and pretentiousness often apparent in more Establishment settings, makes it essential.

**Rowan Kerek** 05 November 04 ●●●●●

**DaDaDa: Strategies Against Marketecture** is at temporarycontemporary, London, until 21 November 04.

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