



MIRACLE ON BOND STREET

Whilst the riots were happening in London, Russian-born artist MARGARITA GLUZBERG was photographing the glossy untouched shop fronts of Bond Street. These snapshots make up her latest body of work *The Consumystic*, a series exploring desire, consumption and materialism within popular culture. Shot entirely in black and white, the overwhelming reflection of glass contrasted with the shops' black lacquer surfaces forces you into a trance-like state of consumer envy. i-D caught up with the artist before her forthcoming exhibition at Paradise Row, where Gluzberg will show four slide projections (two carousel loops and two stills).

How did *The Consumystic* series come about? Twenty years ago, when I was a student at the Royal College of Art, I started taking pictures of people looking at shops in Bond Street. Nothing evolved from it but in the

back of my mind I had this piece of work. I was always fascinated by the shop front and what it represented, so I decided to revisit it and take endless photographs. **So what changes have you noticed in consumerism?** Making this work now is quite strange. As I developed the series the riots happened and the recession came back full swing. It was really interesting that as I was walking around taking photographs of these luxury goods, elsewhere shops were being looted. **Desire and consumption has been an underlying theme throughout your career. Why have you continued to revisit these elements?** I think it has something to do with being Russian. I left the Soviet Union when I was eleven and I think I was so deprived of consumer culture. As a child the initial shock of arriving in the West and seeing 'stuff' somehow massively influenced me. I remember being really amazed by adverts on TV and

when I first arrived I would just watch them endlessly. The history of Russia has also been quite important for me, especially what is happening now with it going into complete consumption overdrive. **You also referenced the Surrealists and their use of double and triple exposing the film...** I saw Surrealism as a very early form of pop art. Consumer culture was on the rise and I was intrigued by the way they thought about objects - so that they are not simply objects but have some other meaning inherent in them. If you walk down Bond Street some of the shop fronts are completely art works. When I look at them behind the screen of the glass it becomes something else. They are not just objects of desire but really a strange space of attraction.
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