

## **MIRACLE ON BOND STREET**

Whilst the riots were happening in London, Russianborn 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 guite 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. margaritagluzberg.com

## TEXT ISABELLA BURLEY