

SUPERMARKET STRATEGY : A SHOWCASE STORY

DIRECTOR

Katherine Liberovskaya

DURATION

10:30

YEAR

1990

ORIGINAL LANGUAGE

English

French

CATEGORY

Video Art



DESCRIPTION

Straight from the supermarket and carefully selected one by one, They appear : an answering machine, a television set, a vacuum cleaner, a microwave and more. Each is a fragment of the Silent Message, each an additional element of the Last Gift which stands for the final good-bye.

IMAGE FORMAT

4:3

SOUND

Stereo

KEYWORDS

Consumption, Relation, Supermarket, Advertising, Departure

THEMES

Art and culture

Technology and medias

Society