

# 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

Society