

Happiness Comes in Packaging Consume

Consume is an immersive art installation by artist Regan Boyce which confronts a world where name and logo have become commodified and worshiped. Hosted at North Acton Square 13th to the 14th of September as part of the Park Royal Design District, this shop-like installation blends both vintage and modern day consumerism and poses the question has the 'brand' become more important than what it is stamped onto?

Viewers will have the opportunity to enter the 'Consume' shop and purchase a hand-screenprinted brown paper bag. Priced at £39.99, each bag contains signed limited edition 'consume' branded print-work alongside other 'Consume' goodies. It's the luck of the draw as each bag contains a different variation on the theme. Consumers will only be able to base their purchase on the brown paper packaging and not be able to see the contents before purchasing.



Consume encapsulates themes of commercialism and brand worshipping, inspired by consumer culture and combining aesthetics from both vintage and modern day approaches to brand and advertising. Welcoming viewers into an experience where all that's on display is the packaging: brand identity printed onto rows of brown paper bags. The install questions our motivations to buy into a world where brands have gained a cult-like trust from customers often above and beyond the trust we might instill in people.

The work particularly focuses on whether the products have become secondary to the name attached to them: has it become more important to be seen wearing or buying a 'name'? Whether for vanity, to attach yourself to a subculture or as a statement of wealth or success, Consume motivates us to question the reason behind our innate desire to own things.

reganboyce.co.uk
@regan.boyce