



## CASUAL SHOPPER 1981

3/4" colour video, stereo sound, 28 mins

This film is about people who shop casually, who go to the mall to browse at their leisure, when there is nothing better to do. It features a woman, a dentist's receptionist; and a man selling ski equipment part-time. He is saving his money for a European holiday. They are both looking for something.

This is a love story that never advances beyond that which can be imagined, which is never consummated, but returns to a prosaic scene where dreams are exchanged and desire circulates endlessly.

The activity of shopping is a predictable yet indeterminate one, where, like the cinema, what we go to experience over and over again is our desire. This activity constructs a particular subject within a specific terrain, the mall or store, where a number of forces are mediated by the individual as he or she participates in the experience, including the complex drives at work in the individual psyche as well as the social imperatives of the commercial.

Just as cinemas are constructed to

make possible specific spectator relations with the film, so stores are designed to produce specific effects within the consumer, through the use of endless corridors filled with objects for free libidinal access, set design and grid lighting. Of course, there are fundamental differences between the movie spectator and the shopper. The shopper is not stationary, but is constantly moving and does not identify with the objects in the store in the same way as with the characters on the screen. But, they are linked in several crucial ways through the process of looking that must be brought to both occasions to activate desire - the spectator sits and the film does its work, the shopper moves and the store comes to life.

Starring: Harriet Payne & Bill Shields  
Camera: Jed Handler, Rick Lambert / Audio:  
Diane Stockler, Rick Lasky / Production  
Assistants: Deborah Sullivan, Alex Prisadesky  
Post Production: Television Office, UC Berkeley  
/ Sound Design & Mix: Andy Wiskes & Dan  
Gleich / Audio Prerecording: Peter Miller  
Audio Post Production: Zoetrope Studios