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BLOG ABOUT WRITING EXHIBITING



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S NUUT / Kritik
“Cheap Looks Good”
by Sandra Nuut
01 March 2016

Cheap Looks Good

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P! gallery shows a selection of still-life photography and readymades of generic food products from the 1970s and 1980s. "Maryam Jafri: Economy Corner" curated by Prem Krishnamurthy appeals with the aesthetic uniform.



The various typefaces become pictures on their white canvases without describing anything but themselves. There is a sign but there is no sign of corned beef or a brand philosophy.

This product design signals "unbranded". Its function was to indicate cheapness as packaging with generic signs was found in the economy corner at the American store in the 1970s and 1980s. By having "no" design on the package, the generic product was 25-45% cheaper than its branded counterpart. Today unbranded is replaced by the supermarket in-house package design that usually poorly resemble the branded counterparts.





This conceptual uniform from the consumer history gives a playground for design as well as adds another layer to pop art by not ironizing nor borrowing from the pop culture but by lending from the very generic.



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