

To shop or not to shop

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The British economy has long been structured around consumerism – but is it really only consumerism that can save it? And is this acquisitive culture not a profound sign of a deep anxiety, that manifests itself in things beyond consumerism – such as addiction, obesity and mental illness? Is status and identity in modern society about our ability to shop. Then when shopping stops depression looms – and not only economic depression. What happens when the phantasmagoria of goods recedes? Who are we? If the answer is that we are really empty, anxious people, then the only solution is to throw money at the problem until we consume again. Otherwise the end of our world is really nigh.

David Stevens