The Architecture of Shops

In this video work a narrator gives the viewer an introductory course on shop design and product display. The video presents six black and white images of London shop interiors from the 1920s accompanied by a voice-over "lecture". The narrator (text and images are from A. Trystan Edwards' *The Architecture of Shops*. London: Chapman & Hall, 1931) spends much time analyzing an image of a Harrods store display where a fan of umbrellas is considered particularly problematic: "Remember, a marked symmetry or formality in the arrangement of the goods may *easily* be overdone." But it is precisely this outrageous display that has been painstakingly recreated as a sculpture (see *Display VII*), to be shown alongside the video.

Documentation: Video excerpt, stills

Terence Gower, 2004

Digital Video: 4:20 minutes

Text and Images: *The Architecture of Shops* (A. Trystan Edwards. Chapman & Hall, London, 1931)

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Project Text: The Architecture of Shops

Script: The Architecture of Shops

Excerpt: Display Architecture

Related Project: Display VII

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