

I must admit that shopping malls give me the mixed feelings of excitement and anxiety .

This place that offers me everything: the best, the newest.
From clothes+ to shoes +to bras +food +and at times even medicine.

All of that never makes me feel free or powerful, the huge amount of time I spent in the fashion mall that is closest to me house can probably amount to a whole year of existence.

I wanted to capture that in my project - the fear that shopping malls give me, the deep sense of dread and horror despite or in face of the fact that they have everything in them.

I began to think of other things in order to approach this point - I began thinking of the hierarchy of the shopping mall and about the relationships that exist in this microcosmos- but I wanted to get back to the sensation I didn't want to be analytical.

So we have people that are customers they are consumers they consume but this consumption in this city of glass feels so detached from the outside world. The shopping mall has its own rhythm, its own logic you wander the streets and you go up and down levels in the maze like facility and you have a purpose and maybe you don't . it is a place to get confused in to get more than you planned to buy more than you can afford to be manipulated by sales people. Is it a place to exercise or to lose control ?

All of these questions made me wonder about the relationship between the mall and the world- is society and crisis banned from our shopping malls or is it the exact place we can witness all of the dynamics and power structures that operate in the 'real' world.

That led me to the next thought what would the shopping mall be or sell if the darkest predictions for the next few years come true?

Well I DON'T REALLY IMAGINE PEOPLE SHARING THE RIDICULOUSLY AMOUNT OF RESOURCES LEFT OR THAT MONEY AND POWER -WHAT EVER IT WILL BECOME , STOP PLAYING A ROLE IN THIS NEW REALITY .

So I created the WISH LIST FOR ARMAGEDDON , a platform that is based on selling what I believe will become the will be most relevant for a future world crisis.
And every idea needs a brand and every brand needs its face..

I created a mascot for this project ' The Armageddon wish list' - a friendly purple octopus with long and beautiful eyelashes.

The octopus has many tentacles each one serving a different role in the ecosystem of the mall.

She is more than a symbol she is the prophet and the image of the end.

In October 2019 went to wonder in the shopping malls closest to my house for the research of this project I bought two books and left it feeling like shit.

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