ALBERTO DUMAN

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CLUSTERS (1998)

CLUSTERS is a series of one-off site-specific work set into locations around North london.

It is based around contemporary notions of marketing groups.
Specific target group descriptions (Clusters) are printed on reflective mylar acting as a mirror as if to superimpose the viewer with his/hers assigned marketing target group designated for the area in which the poster is sited.

Instead of making the viewer identify with a product, a signifier for the group who inhabit the area, the posters want to demystify the process of advertising by putting face to face the self we perceive we are and the description of identities as painted by the marketing research plots.

Imaginary borders between different areas of target group (the fashionable/knowing against the unfashionable) are set between the two sides of the posters as if the advertising hoarding was a marker of an invisible border, the edge between different precincts.

Alberto Duman