



Pomegranate. Exclusive boutique La Jolla, Ca.

What happened in
Pomegranate?

September 24th
of 2005.
9:00 AM - 7:00
PM.

POMEGRANATE

The first time that the documentation and material of "The clothes shop" was in Pomegranate, an exclusive boutique in La Jolla, California. We took advantage of the consumption of the people who regularly visit this shop to give them a surprise from the other side of the border, with a history behind every garment.

Since it was the official inauguration of bulbo's project, many members of the art circuit showed up, because of this, at times it seemed like we were invading the store with a party instead of intervening in the space the situation changed a few days later, when the garments were settled ready to be meticulously observed by the people of La Jolla.

Pomegranate has a great showcase which was specially decorated for the

intervention. They had the shirt designed for both Rey Misterio and Rick, as well as the purse made for Berenice and Martha. Aside from that there was a projection that had abstract images from pictures of Tijuana that were also tools in the project. On one side of the showcase was a quilted curtain with pictures, negatives and pieces of fabric that where silk-screened.

There was a lot of fabric to work with, quite literally.

Near the entrance was a television where we showed a video with fragments of each of the work sessions which brought us to what we were showing in the store.

This was very valuable for the objects, there in their surroundings they already said what was inside the screen.



The video also contained fragments of interviews with the participants of the project, where they told us a little about themselves. This helped people to get an idea of how heterogeneous the group was.

Pomegranate sells very exclusive and offensively high priced clothing made by famous designers of exotic origin. It's quite conservative in the styles it carries, nothing out of the ordinary. Ironically these were the factors that helped the project to function in this place, because it made a huge contrast. This made "The clothes shop's" message more obvious: clothing made by normal people, in normal work conditions and could be sold at prices that would damage a family's income.

THE VISITORS

The Pomegranate clients are residents of La Jolla, a place known for its high rate of millionaires per square foot. For them, buying isn't a problem: it's a way of life.

THE CLIENTS

"The clothes shop" was in Pomegranate for a several weeks. The clothes there were only an exhibition of the process, they weren't for sale.

For those in a hurry, there wasn't anything special about Pomegranate, but those who observed, found out that 30 miles south of where they were standing, a group of people worked together in a team to put aside their ideological differences.