Madame B: Explorations in Emotional Capitalism

Private View: Wednesday 13 March, 6–8pm
Exhibition: 2 March–15 April 2019
Location: Lethaby Gallery at Central Saint Martins

_Madame B_ is an immersive video installation which examines the link between capitalism and romance in relation to Gustave Flaubert’s 1856 novel _Madame Bovary_. It is a collaboration between Dutch cultural theorist and video artist Mieke Bal and British video and performance artist Michelle Williams Gamaker. The project is hosted and curated by Michaela Giebelhausen and Alison Green, Course Leaders of [BA Culture, Criticism and Curation](https://www.UAL.ac.uk/study/art-design/courses/undergraduate/BA-Culture-Criticism-and-Curation) and [MA Culture, Criticism and Curation](https://www.UAL.ac.uk/study/art-design/courses/postgraduate/MA-Culture-Criticism-and-Curation).

Working anachronistically to highlight the novel’s shocking contemporaneity, _Madame B_ opens up historical and contemporary connections between economics and romantic love, desire, consumption and loneliness. Through an immersive video experience, _Madame B_ shows how these factors have persisted over the 150 years since Flaubert’s novel was published.
In addition to the installation, the exhibition will be accompanied by an event programme including a workshop and reading groups.

Find out more about the show and view the full public programme.

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