

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

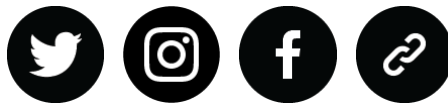
Madame B is an immersive video installation which examines the link between capitalism and romance in relation to Gustave Flaubert's 1856 novel *Madame Bovary*. It is a collaboration between Dutch cultural theorist and video artist Mieke Bal and British video and performance artist Michelle Williams Gamaker. The project is hosted and curated by Michaela Giebelhausen and Alison Green, Course Leaders of [BA Culture, Criticism and Curation](#) and [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.

[show and view the full public programme.](#)

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