Coffee Shops Yesterday, Running Groups Today - Consumption Communities As the New Address For Oldenburg's Third Places (20 Min)

Giridhar Ramachandran, Indian Institute of Technology Madras
Richa Agrawal, Indian Institute of Technology Madras

Ramon Oldenburg coined the name ‘third places’ to social gathering places outside of home and work, and felt that the vanishing third places were a reason for the decline of community. Through participant observation and interviews this study explores the possibility of considering consumption communities as present day third places.

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The Indian Bazaar: Street Markets and Customer Perceptions (16 min)
Sowmya Raja, IIT Madras, India
Niranjan Kuppan, Allahabad Bank, India

‘Sandhai’, ‘Bazzar’, ‘Mandi’ – called by different names, the informal local marketplaces serve as cultural hubs of India. This movie documents an explorative look at various informal street markets in the Indian city of Chennai. While giving insights into Indian customers’ psychology, this film also captures their perceptions of these bazaars.

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Yoga and Fashion (13 min)
Maria Kniazeva, University of San Diego, USA

A former banker from Singapore, a pornographer from Los Angeles, a student from Washington D.C., and a former marketer from Tokyo help the author explore how they marry yoga and fashion.

Consuming the Contradiction (17 min)
Joel Hietanen, Aalto University, Finland
John Schouten, Aalto University, Finland
Iiro Vainio, Aalto University, Finland

In ‘Consuming the Contradiction’ we produce a mashup of the footage shot at the Flow music festival in Helsinki. The stories reveal further insights into the acts of demythologization and contradiction in what has been coined hipster consumption.

Entertained to Excess: The Contemporary Practices of Boredom (21 min)
Henri Myöhänen, Aalto University School of Economics, Finland
Joel Hietanen, Aalto University School of Economics, Finland

Perhaps it is not surprising that the concept of boredom has not received much interest in consumer research in our media saturated consumer culture. This videography illustrates, from a Heideggerian perspective, how boredom becomes embodied in the lives of consumer seeking extreme thrills. We find that a world which bombards us with distractions in the form of various types of entertainment may have its dark side that perpetuates the very experience of boredom we wish to desperately escape in our pleasure-obsessed age.

It’s a Girl Thing (58 min)
Shannon Silva, University of North Carolina Wilmington, USA
Andre Silva, University of North Carolina Wilmington, USA
Donna King, University of North Carolina Wilmington, USA
Tiffany Albright, University of North Carolina Wilmington, USA

Framed by the structure of a faux interactive website for tween girls, “It’s a Girl Thing” speaks with consumer critics, tween brand marketers, girls, moms, and educators to explore the seemingly benign cultural universe of candy-coated, pastel-colored, hyper-commercialized girl culture (and the tween queen phenomenon) to reveal the complex and contradictory messages directed at today’s young girls.