

An augmented reality app, Maggie Lee's latest installation — and more.

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An Art Installation That Pays Tribute to Mall Culture



A view of Maggie Lee's "Daytime Sparkles" (2021) at Nordstrom in New York City. Connie Zhou

By Nikki Shaner-Bradford

In the folklore of suburban girlhood, the mall persists as a symbol of freedom and fantasy. Or so believes the multimedia artist [Maggie Lee](#), whose latest installation, "Daytime Sparkles," debuts at [Nordstrom](#) this week in partnership with the Whitney Museum's emerging artists program. Lee, who grew up visiting her mother after school at the New Jersey department store where she worked, describes her time in these spaces as being dominated by pop music, ever-changing displays and shop-specific fragrances. For her installation, she drew on those memories, as well as her own Y2K girl-power style and the 1996 DJ Screw mixtape "Ballin in da Mall," to create a piece that speaks to teenage self-discovery and independence. Located on the fifth floor of Nordstrom's New York flagship,

on West 57th Street, the work includes two rust-colored couches that frame a low table, within which Lee has stored a range of Nordstrom merchandise, and atop which sit two analog televisions playing D.I.Y.-style commercials that the artist filmed herself. The high white walls that surround the scene are adorned with sparkling shapes, colorful LED-lit windows, “No Loitering” signs and a massive projection of a candelabra dripping in necklaces, while a custom pop song that Lee created in collaboration with the composer and artist Stefan Tcherepnin plays in the background. Shoppers are meant to engage with the installation — to recline on the sofas, bop their heads to the music — becoming one with the artwork and showcasing precisely what Lee is nostalgic for: a public gathering place, where the younger versions of ourselves can run free. *“Daytime Sparkles” will be on view through May 16, 225 West 57th Street, New York, N.Y. 10019.*