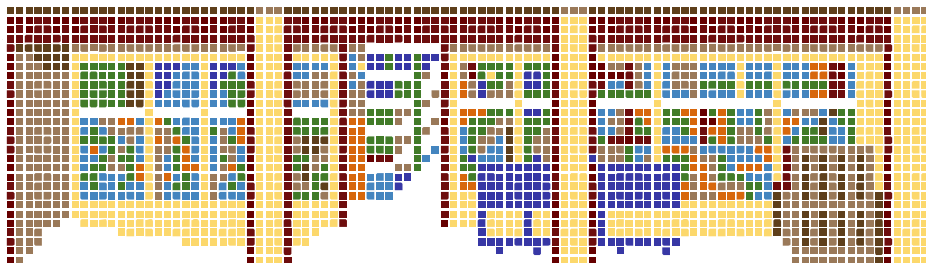


Madara Jimba

EUROMARKET



25 – 30 September 2026

EUROMARKET

A solo exhibition by Madara Vimba

Euromarket is a new body of work in development within Madara's practice, beginning with embroidered reconstructions of European food shops encountered across the UK. The work explores these shops as everyday spaces where different nationalities, languages and cultures intersect.

Madara is capturing the shops particularly across Lincolnshire, including Lincoln, Boston and Spalding, which are encountered through everyday life: on a walk, while working, visiting somewhere new, or simply stumbling across one while being out and about. These encounters are being documented through photography and gradually become textile works.

Working with hessian, a material associated with the transportation and movement of goods, *Euromarket* considers how people, products and cultural knowledge move between places and how those connections are maintained through everyday life.

Madara Vimba is a Latvian artist based in the UK. Predominantly working in textiles and sculpture, Madara's practice is rooted in Central and Eastern European identity and its cultural representation in the UK.

EUROMARKET, NN17 1QE

The first piece in the ***Euromarket*** body of work depicts the European food shop Madara first visited after moving to the UK. It became a regular destination for finding familiar foods from home, many of which were difficult to find elsewhere, and before larger British supermarkets began introducing more Eastern European products to their world food aisles.

ŻABKA, LN5 7LG

Żabka depicts a Polish supermarket in Lincoln. Unlike many European and international food shops in Lincoln, which are concentrated around the high street, Żabka is located away from the main shopping area, in a part of Lincoln with a significant migrant population. Its geographical position makes it particularly interesting, as it does not form part of a visible cluster of international shops, but exists almost as a stand-alone space within the surrounding neighbourhood.

BAG FOR LIFE

Bag for Life is a large-scale suspended sculpture made from repurposed potato sacks, developed as part of Madara's residency at General Practice [gP]. Hessian has a long association with the transportation and movement of goods, connecting the work to the systems of trade and exchange that sit behind the everyday spaces explored throughout ***Euromarket***.

Looking beyond the shops, the bag becomes a carrier of culture. Latvian ethnographic signs are incorporated into its surface, bringing together the movement of goods with the movement of cultural knowledge between places and generations. Shopping is an ordinary part of everyday life, but the objects we buy can also carry connections to home, culture and memory. In this sense, the bag and its contents suggest the things we carry with us, both materially and culturally and becomes a space for thinking about movement, migration and the things people take with them.



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