

What Happens in Lidl

A photographic investigation into time and change in a supermarket near by

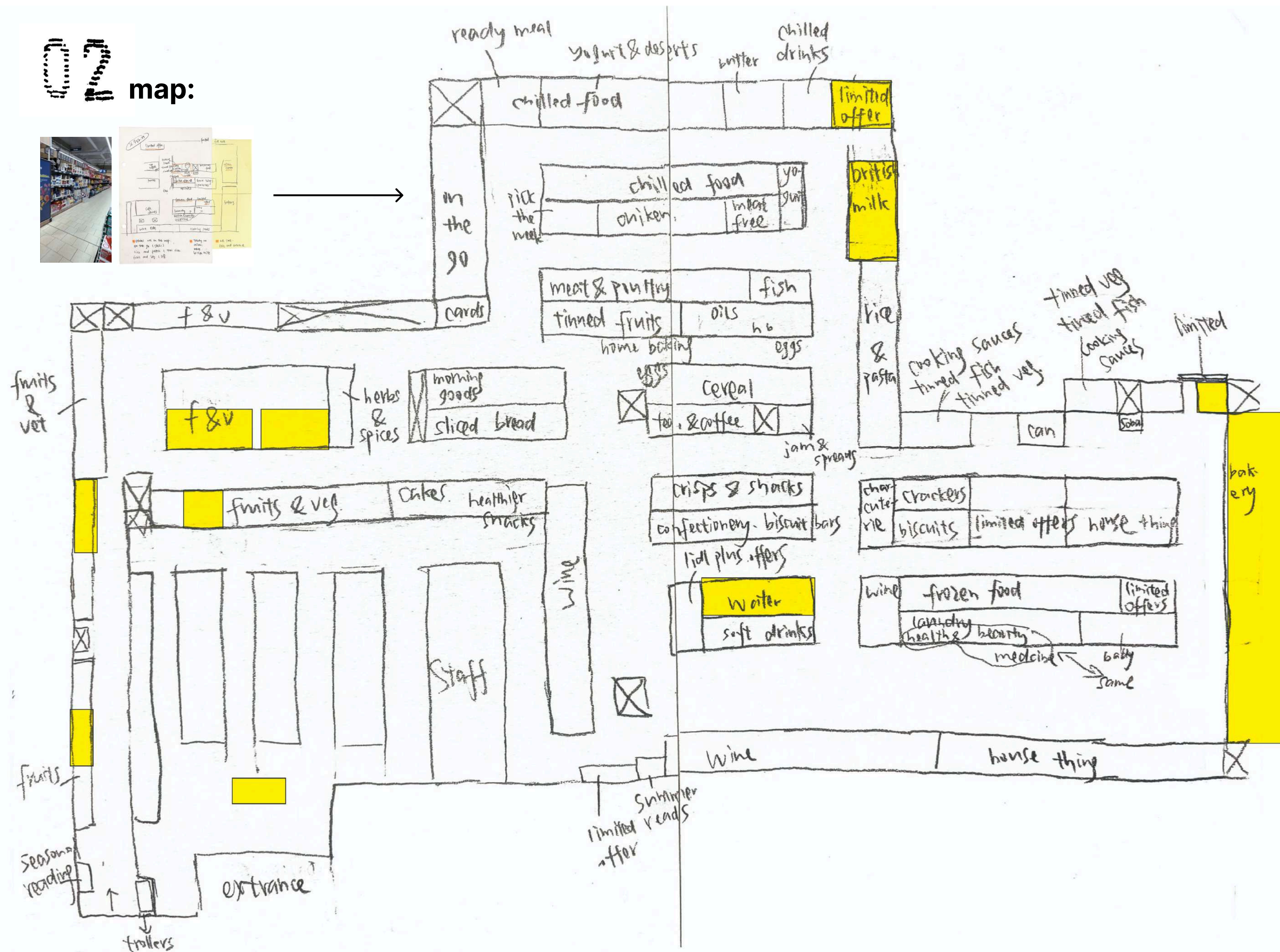
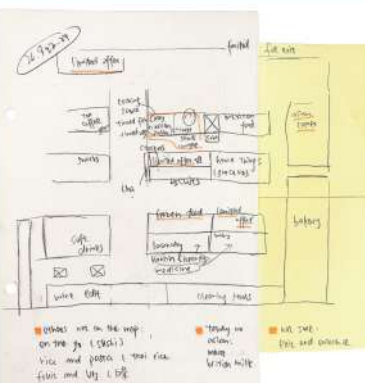


01 site selection:



LIDL next to the Finsbury Park bus station
(Morris Pl, Finsbury Park, London N4 3JG)





I first tried to map the supermarket from a video recording, but the result was incomplete.

Drawing the map directly in the store helped me observe the distances between shelves, aisle widths and the overall spatial arrangement more carefully.

The map became a reference for locating and comparing my observations.

03 topic:



From Asian Week to Time

I initially focused on Lidl's Asian Week because the products reminded me of home.

However, the promotion ended shortly after I began my investigation, and the displays changed. This unexpected shift led me to consider how time becomes visible through the everyday operations of a supermarket.

photographing & record:



	28 SEP		29 SEP		30 SEP		01 OCT		02 OCT		03 OCT		03 OCT		05 OCT		05 OCT	
	time	18:12	time	20:41	time	21:40	time	16:22	time	21:31	time	17:51	time	21:23	time	14:45	time	15:28
	happening	two empty boxes	happening	empanadas were sold out	happening	only one jam yogurt left	happening	arctic coffee appeared	happening	1/3 of actimel left	happening	almost all pizza was sold out	happening	empty boxes were removed	happening	pizzas have been restocked	happening	nothing has changed significantly
		mainly cheese, yogurts and smoked hams		one kind of hams have been restocked				shelves were filled with pizzas, packed fishes, cheese and cakes		one kind of pizzas have been sold out		sausages have been restocked				some yogurts have been restocked		
					speculate	so popular?					speculate	pizza sell well						

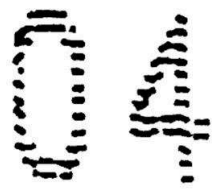
	A	B	C	D	E	F	G	H	I	J	K
1	limited offers (chilled)	28 SEP	29 SEP	30 SEP	1 OCT	2 OCT	3 OCT	3 OCT	4 OCT	5 OCT	5 OCT
2	time	18:12	20:41	21:40	16:22	21:31	17:51	21:23		14:45	15:28
3	happening	two empty boxes	empanadas were sold out	only one jam yogurt left	arctic coffee appeared	1/3 of actimel left	almost all pizza was sold out	empty boxes was removed		pizzas have been restocked	nothing has changed significantly
4		mainly cheese, yogurts and smoked hams	one kind of hams have been restocked		shelves were filled with pizzas, packed fishes, cheese and cakes	one kind of pizzas have been sold out	sausages have been restocked			some yogurts have been restocked	
5	speculate			so popular?			pizza sell well				
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⋮ + flower bakery water fruit (left) fruit (right) fruit (pomegranate) veg (left) veg2 (right) limited offers (chilled) ▾ limited offers (regular) British milk											



	A	B	C	D	E	F	G	H	I	J	K
1	fruit (left)	28 SEP	29 SEP	30 SEP	1 OCT	2 OCT	3 OCT	3 OCT	4 OCT	5 OCT	5 OCT
2	time	18:04	20:36	21:29	16:00	21:28	17:41	21:21		14:44	15:22
3	happening	full of pears and peaches	peaches were moved one shelf to the left	pears disappeared	one of the two boxes of peaches was reduced by half	peaches have greatly decreased, leaving only four packs	apples were placed where peaches were originally	3 packs of peaches left		apple was moved to the right-hand box	Only 1 pack of peaches was removed
4				full of peaches			only one pack of peaches left	4 packs of apples left		peaches has been restocked	
5	speculate			peach season is coming?							
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⋮ + flower bakery water fruit (left) fruit (right) fruit (pomegranate) veg (left) veg2 (right) limited offers (chilled) limited offers (regular) British milk											



	A	B	C	D	E	F	G	H	I	J	K
1	limited offers (regular)	28 SEP	29 SEP	30 SEP	1 OCT	2 OCT	3 OCT	3 OCT	4 OCT	5 OCT	5 OCT
2	time	18:22	20:46	21:36	16:20	21:34	17:57	21:25		14:46	15:38
3	happening	more than half of the shelves are Asian foods and sauces	the previous shelves was removed	a large number of orange Halloween-related products appeared	Mexican-themed and Spanish-themed sauces and foods appeared	only some crunchy breadsticks have been taken	extra virgin olive oil has been sold out	nothing has changed significantly		some puffed foods have replaced Spanish-themed foods	nothing changed at all
4			two blocks of toilet paper, kitchen paper and family soft paper appeared	paper has disappeared	Halloween-related products have disappeared		crunchy breadsticks have been restocked				
5	speculate		maybe Asian foods have been destroyed		not sure if it's Mexico Week or Spain Week						maybe this time they're selling unsold items?
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☰ + flower bakery water fruit (left) fruit (right) fruit (pomegranate) veg (left) veg2 (right) limited offers (chilled) limited offers (regular) British milk											



photographing & record:

28 SEP

10:00

fruit3 (pomegranate)

11 SEP

10:00

fruit3 (pomegranate)

12 SEP

10:00

fruit3 (pomegranate)

13 SEP

10:00

fruit3 (pomegranate)

14 SEP

10:00

fruit3 (pomegranate)

15 SEP

10:00

fruit3 (pomegranate)

16 SEP

10:00

fruit3 (pomegranate)

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fruit3 (pomegranate)

18 SEP

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fruit3 (pomegranate)

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fruit3 (pomegranate)

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fruit3 (pomegranate)

21 SEP

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fruit3 (pomegranate)

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fruit3 (pomegranate)

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fruit3 (pomegranate)

24 SEP

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fruit3 (pomegranate)

25 SEP

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fruit3 (pomegranate)

26 SEP

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fruit3 (pomegranate)

27 SEP

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fruit3 (pomegranate)

28 SEP

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fruit3 (pomegranate)

29 SEP

10:00

fruit3 (pomegranate)

30 SEP

10:00

fruit3 (pomegranate)

1 OCT

10:00

fruit3 (pomegranate)

2 OCT

10:00

fruit3 (pomegranate)

3 OCT

10:00

fruit3 (pomegranate)

4 OCT

10:00

fruit3 (pomegranate)

5 OCT

10:00

fruit3 (pomegranate)

6 OCT

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fruit3 (pomegranate)

7 OCT

10:00

fruit3 (pomegranate)

8 OCT

10:00

fruit3 (pomegranate)

9 OCT

10:00

fruit3 (pomegranate)

10 OCT

10:00

fruit3 (pomegranate)

11 OCT

10:00

fruit3 (pomegranate)

12 OCT

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fruit3 (pomegranate)

13 OCT

10:00

fruit3 (pomegranate)

14 OCT

10:00

fruit3 (pomegranate)

15 OCT

10:00

fruit3 (pomegranate)

16 OCT

10:00

fruit3 (pomegranate)

17 OCT

10:00

fruit3 (pomegranate)

18 OCT

10:00

fruit3 (pomegranate)

19 OCT

10:00

fruit3 (pomegranate)

20 OCT

10:00

fruit3 (pomegranate)

21 OCT

10:00

fruit3 (pomegranate)

	A	B	C	D	E	F	G	H	I	J	K
1	fruit3 (pomegranate)	28 SEP	29 SEP	30 SEP	1 OCT	2 OCT	3 OCT	3 OCT	4 OCT	5 OCT	5 OCT
2	time	18:06	20:37	21:32	16:08	21:28	17:41	21:21		14:44	15:23
3	happening	1/3 of pomegranates are remained	empty	6 pomegranates left	restocked about 60%	half of pomegranates are remained	one layer of pomegranates has been restocked	the number of pomegranates remained the same, but they were arranged more neatly		one layer of pomegranates remained	the number and location of the pomegranates remained completely unchanged
4	speculate			have already been restocked maybe							no one came for pomegranates in 1 hour
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+

flower

bakery

water

fruit (left)

fruit (right)

fruit (pomegranate)

veg (left)

veg2 (right)

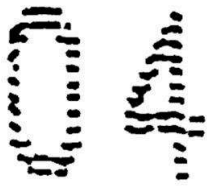
limited offers (chilled)

limited offers (regular)

British milk



	A	B	C	D	E	F	G	H	I	J	K
1	British milk	28 SEP	29 SEP	30 SEP	1 OCT	2 OCT	3 OCT	3 OCT	4 OCT	5 OCT	5 OCT
2	time	18:12	20:43			21:31	17:44	21:23		14:45	15:34
3	happening	except whole milk (1.136L) and oat drink creamy, all other milk was reduced to half	semi-skimmed milk (1.136L and 3.408L) has been restocked			an empty box fell from the yogurt shelf to the whole milk shelf	organic semi-skimmed milk was reduced to half	3 empty boxes appeared		empty boxes disappeared	everything has been restocked much more than last monday.
4						The position of skim milk has been moved down by one slot	the empty box disappeared	Lactose Free semi-skimmed sold out		whole milk and semi-skimmed milk was reduced to half	
5						whole milk and semi-skimmed milk was reduced to half	British cream has been restocked				
6	speculate							They are the boxes of Lactose Free semi-skimmed			ready for a new week!
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⋮ + flower bakery water fruit (left) fruit (right) fruit (pomegranate) veg (left) veg2 (right) limited offers (chilled) limited offers (regular) British milk ▾											

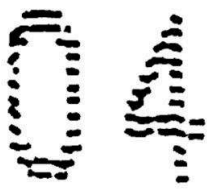


photographing & record:



	A	B	C	D	E	F	G	H	I	J	K
1	bakery	28 SEP	29 SEP	30 SEP	1 OCT	2 OCT	3 OCT	3 OCT	4 OCT	5 OCT	5 OCT
2	time	18:23	20:46	21:35	16:28	21:35	17:58	21:26	14:47	15:35	
3	happening	only 3 pieces of pretzel traybake and 2 speculoos muffins left	only 1 speculoos muffin and 1 millionaire shortbread left	doughnuts have been nearly sold out	nearly everything has been restocked	speculoos doughnuts has been sold out	full of croissants	ultimate choc brownie and millionaire shortbread has sold out		full of croissants	cookies has been sold out
4		croissants were all quite full	ultimate choc brownie has sold out	half of croissants remained	ancient grain roll has been sold out	half of the whole bakery remained	full of doughnuts	2 filled muffins remained		only 1/3 of rolls and doughnuts remained	still full of croissants
5		apple turnover and almond turnover have been nearly sold out	only 1/3 of croissants remained	only 1/3 of rolls remained	1/2 of savouries and rolls remained		only 1/3 of rolls remained			full of bread	only 1/3 of doughnuts remained
6			Olive focaccia has been sold out								
7	speculate			if there have been some fan of sweets?	maybe ancient grain roll is delicious and popular						maybe croissants have been restocked
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☰ + flower bakery - water fruit (left) fruit (right) fruit (pomegranate) veg (left) veg (right) seeded others (dilled) seeded others (regular) British milk											

28 SEP	time happening	18:23 only 3 pieces of pretzel traybake and 2 speculoos muffins left croissants were all quite full apple turnover and almond turnover have been nearly sold out	29 SEP	time happening	20:46 only 1 speculoos muffin and 1 millionaire shortbread left ultimate choc brownie has sold out only 1/3 of croissants remained Olive focaccia has been sold out	30 SEP	time happening	21:35 doughnuts have been nearly sold out half of croissants remained only 1/3 of rolls remained	01 OCT	time happening	16:28 nearly everything has been restocked ancient grain roll has been sold out 1/2 of savouries and rolls remained	02 OCT	time happening	21:35 speculoos doughnuts has been sold out half of the whole bakery remained	03 OCT	time happening	17:58 full of croissants full of doughnuts only 1/3 of rolls remained	03 OCT	time happening	21:26 ultimate choc brownie and millionaire shortbread has sold out 2 filled muffins remained	05 OCT	time happening	14:47 full of croissants only 1/3 of rolls and doughnuts remained full of bread	05 OCT	time happening	15:35 cookies has been sold out still full of croissants only 1/3 of doughnuts remained
						speculate		if there have been some fan of sweets?	speculate		maybe ancient grain roll is delicious and popular										speculate		maybe croissants have been restocked			

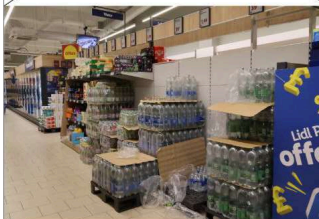


photographing & record:



05 OCT		05 OCT		03 OCT		03 OCT		02 OCT		30 SEP		29 SEP		28 SEP	
time	15:23	time	14:44	time	21:21	time	17:41	time	21:27	time	21:29	time	20:36	time	18:06
happening	only the number of lemons and large oranges decreased by a few	happening	red grape fruits have been restocked XL seedless oranges have been restocked empty boxes disappeared	happening	a empty box of medium oranges fell onto large oranges red grape fruits have been sold out	happening	medium oranges have been restocked funsize apples have been restocked 3 red grape fruits remained	happening	only two lemons left medium oranges have nearly been sold out	happening	4 empty boxes seedless easy peelers appeared red grape fruits have been sold out	happening	loose apples and sweet easy peelers have been sold out, only half of packaged tangerines and oranges remained empty boxes are removed large lemon looses have been sold out	happening	full of fruits with 3 empty boxes
		speculate:	red grape fruits are popular?												

	A	B	C	D	E	F	G	H	I	J	K
1	fruit2 (right)	28 SEP	29 SEP	30 SEP	1 OCT	2 OCT	3 OCT	3 OCT	4 OCT	5 OCT	5 OCT
2	time	18:06	20:36	21:29		21:27	17:41	21:21		14:44	15:23
3	happening	full of fruits with 3 empty boxes	loose apples and sweet easy peelers have been sold out, only half of packaged tangerines and oranges remained	4 empty boxes		only two lemons left	medium oranges have been restocked	a empty box of medium oranges fell onto large oranges		red grape fruits have been restocked	only the number of lemons and large oranges decreased by a few
4			empty boxes are removed	seedless easy peelers appeared		medium oranges have nearly been sold out	funsize apples have been restocked	red grape fruits have been sold out		XL seedless oranges have been restocked	
5			large lemon looses have been sold out	red grape fruits have been sold out			3 red grape fruits remained			empty boxes disappeared	
6	speculate									red grape fruits are popular?	
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	fruit (left)	fruit (right)	fruit (pomegranate)	veg (left)	veg2 (right)	limited offers (chilled)	limited offers (regular)	British milk			



	A	B	C	D	E	F	G	H	I	J	K
1	water	28 SEP	29 SEP	30 SEP	1 OCT	2 OCT	3 OCT	3 OCT	4 OCT	5 OCT	5 OCT
2	time	18:07	20:39	21:32	16:17	21:32	18:03	21:22		14:46	
3	happening	4 layers of still water (2L), a clump of still water (500ml) and soft drinks	almost all still water (500ml) and soft drinks remained	still water has been restocked to two layers and a half	one more layers of still water has been restocked	sparkling water has decreased significantly, leaving only one and a half layers	sparkling water (2L) disappeared	still water reduced by half		still water (2L) added one layer but was not placed on the shelves	
4			only 1 layer of still water (2L) remained		sparkling water (2L) appeared	still water is half full	still water (2L) has been restocked to 4 layers			sparkling water (2L) has been restocked to 4 layers	
5	speculate						why is sparkling water so popular in weekends?	only 3 hours?		Monday as the beginning of new week	
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+

flower

bakery

water ▾

fruit (left)

fruit (right)

fruit (pomegranate)

veg (left)

veg2 (right)

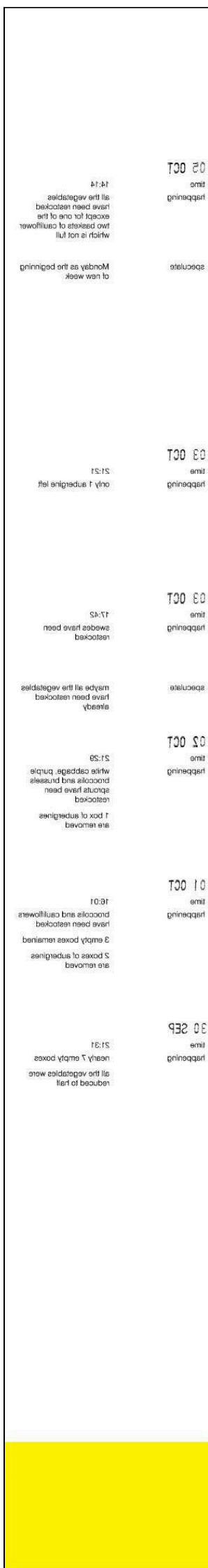
limited offers (chilled)

limited offers (regular)

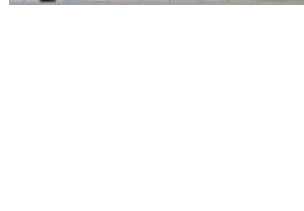
British milk

[illegible]

⋮ + flower bakery water fruit (left) fruit (right) fruit (pomegranate) **veg (left)** veg2 (right) limited offers (chilled) limited offers (regular) British milk

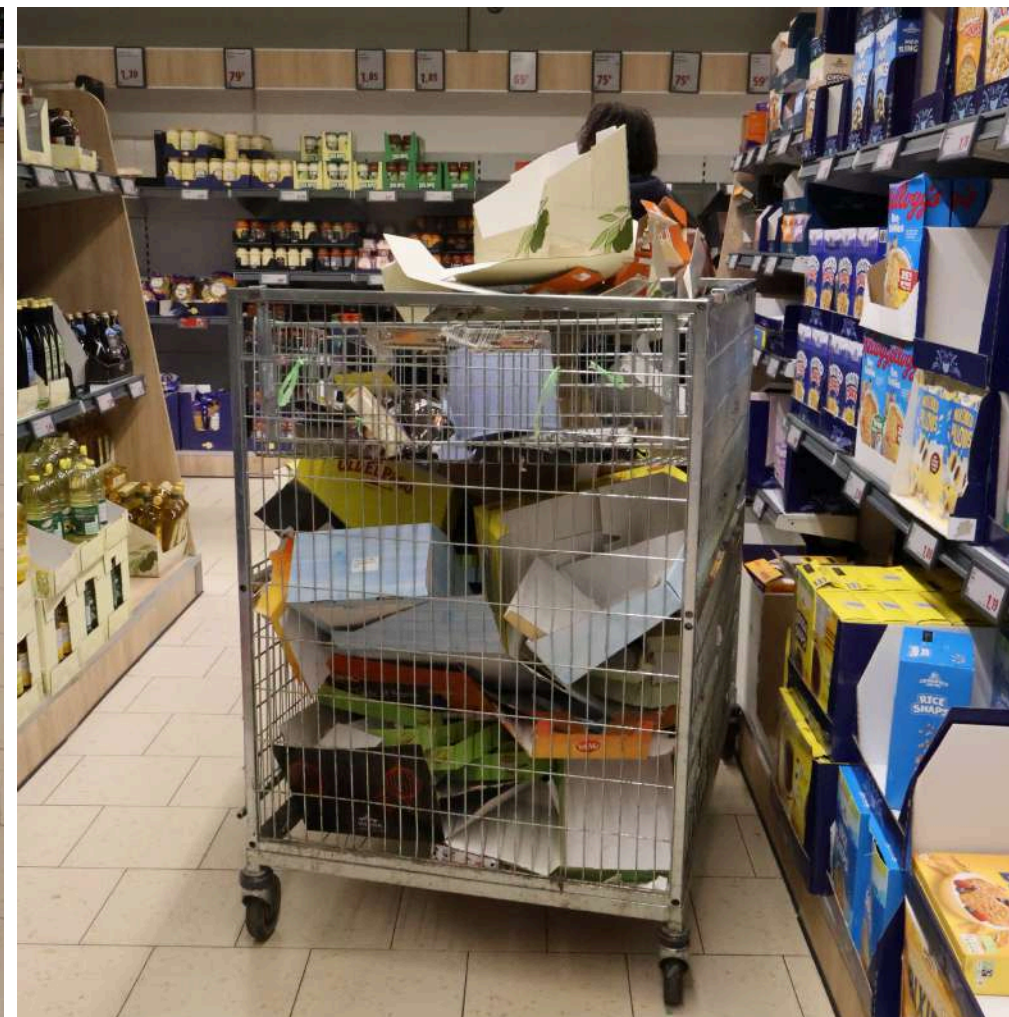
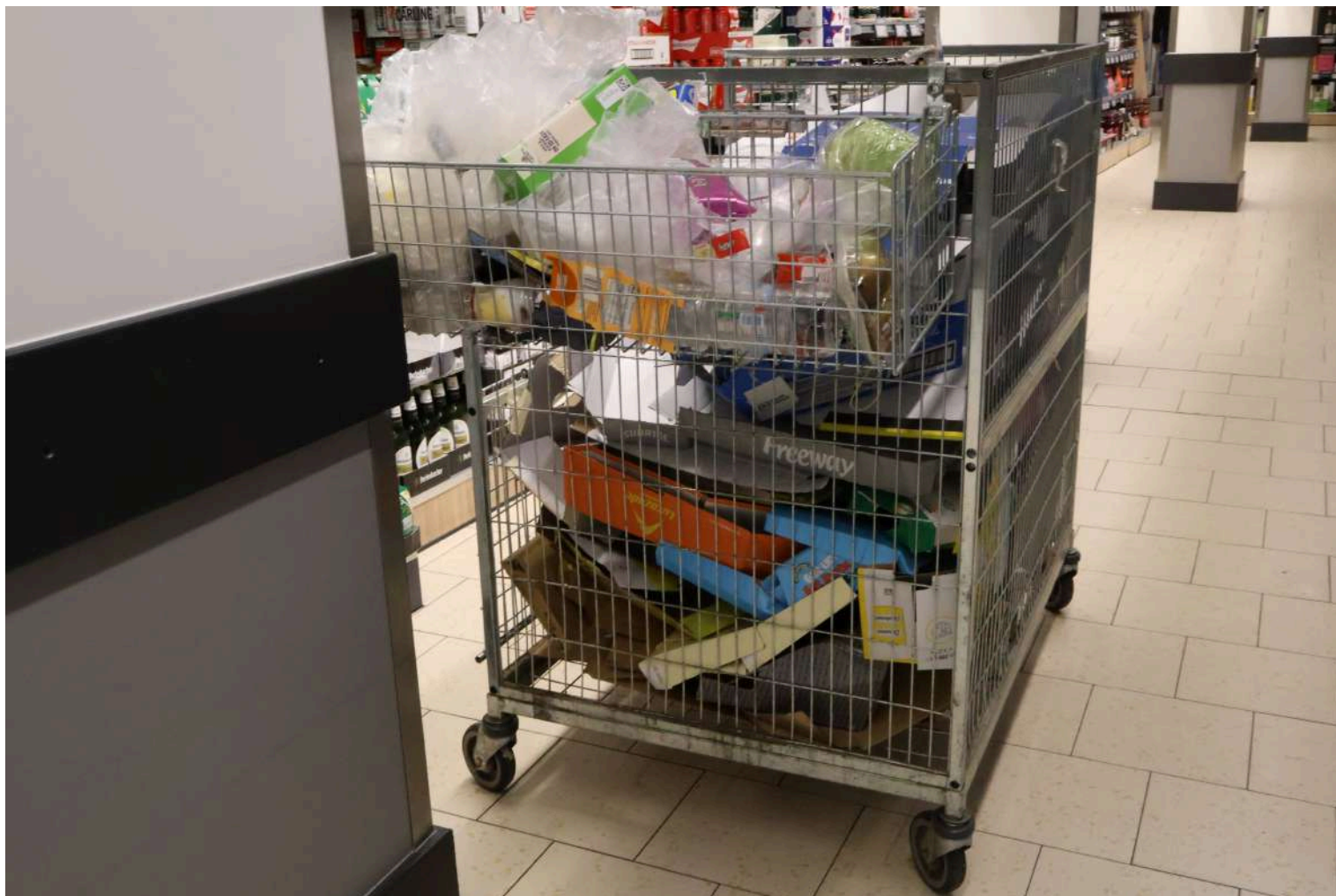


	A	B	C	D	E	F	G	H	I	J	K
1	veg2 (right)	28 SEP	29 SEP	30 SEP	1 OCT	2 OCT	3 OCT	3 OCT	4 OCT	5 OCT	5 OCT
2	time			21:31	16:01	21:29	17:42	21:21		14:44	
3	happening			nearly 7 empty boxes	broccolis and cauliflowers have been restocked	white cabbage, purple broccolis and brussels sprouts have been restocked	swedes have been restocked	only 1 aubergine left		all the vegetables have been restocked except for one of the two baskets of cauliflower which is not full	
4				all the vegetables were reduced to half	3 empty boxes remained	1 box of aubergines are removed				butternut squashes were sold out	
5					2 boxes of aubergines are removed						
6	speculate						maybe all the vegetables have been restocked already			Monday as the beginning of new week	
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⋮ + flower bakery water fruit (left) fruit (right) fruit (pomegranate) veg (left) veg2 (right) limited offers (chilled) limited offers (regular) British milk											



	A	B	C	D	E	F	G	H	I	J	K
1	flower	28 SEP	29 SEP	30 SEP	1 OCT	2 OCT	3 OCT	3 OCT	4 OCT	5 OCT	5 OCT
2	time	18:04		21:36		21:26	17:40	21:20	17:07	14:43	15:22
3	happening	full of flowers, including sunflowers, lily flowers, pink, red and yellow roses, small daisy in different colours, and one box written FLOWER MARKET		a few bouquets of deep red, pink and yellow daisies		flowers have decreased, some of them have been moved from the second layer to the first layer	two empty flower buckets appeared	the number of roses and white daisies has decreased significantly	two empty buckets disappear	full of flowers again with one box written FLOWER MARKET	keep totally the same as 1 hour ago
4							most of the flowers were gathered in five or six buckets		only 5 buckets with flowers remained	compared to last Monday (28 Sep.), the bouquet was wrapped in pink wrapping paper.	
5	speculate			A day passed, so a lot of flowers were bought.					already closed on Sunday so it has been organized well	Monday as the beginning of new week	there was nobody to buy flowers yet
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⋮ + flower bakery water fruit (left) fruit (right) fruit (pomegranate) veg (left) veg2 (right) limited offers (chilled) limited offers (regular) British milk											

photographing & record:



Traces of Activity

I also noticed traces of restocking and rearrangement, including staff moving products and using trolleys.

These activities suggested that the changes I recorded were part of a continuous process, even when I was not there to witness them.

05 font:



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02

SEP

SEP

SEP

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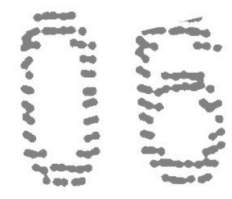
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organization:



The A2 map shows where each observation took place. Each fold-out documents the changing states of a selected location.

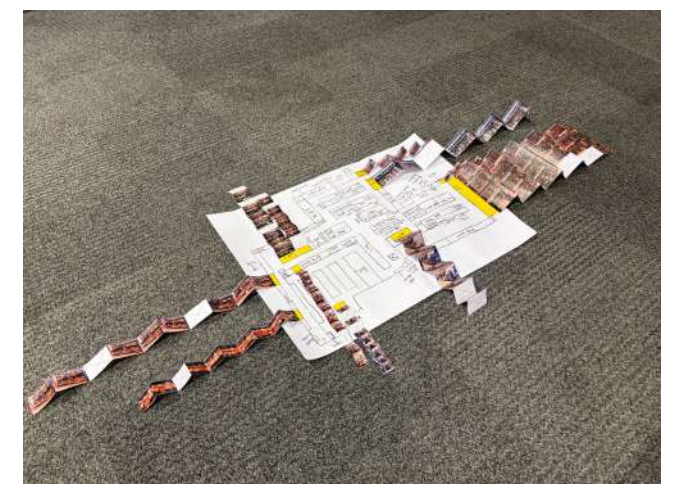
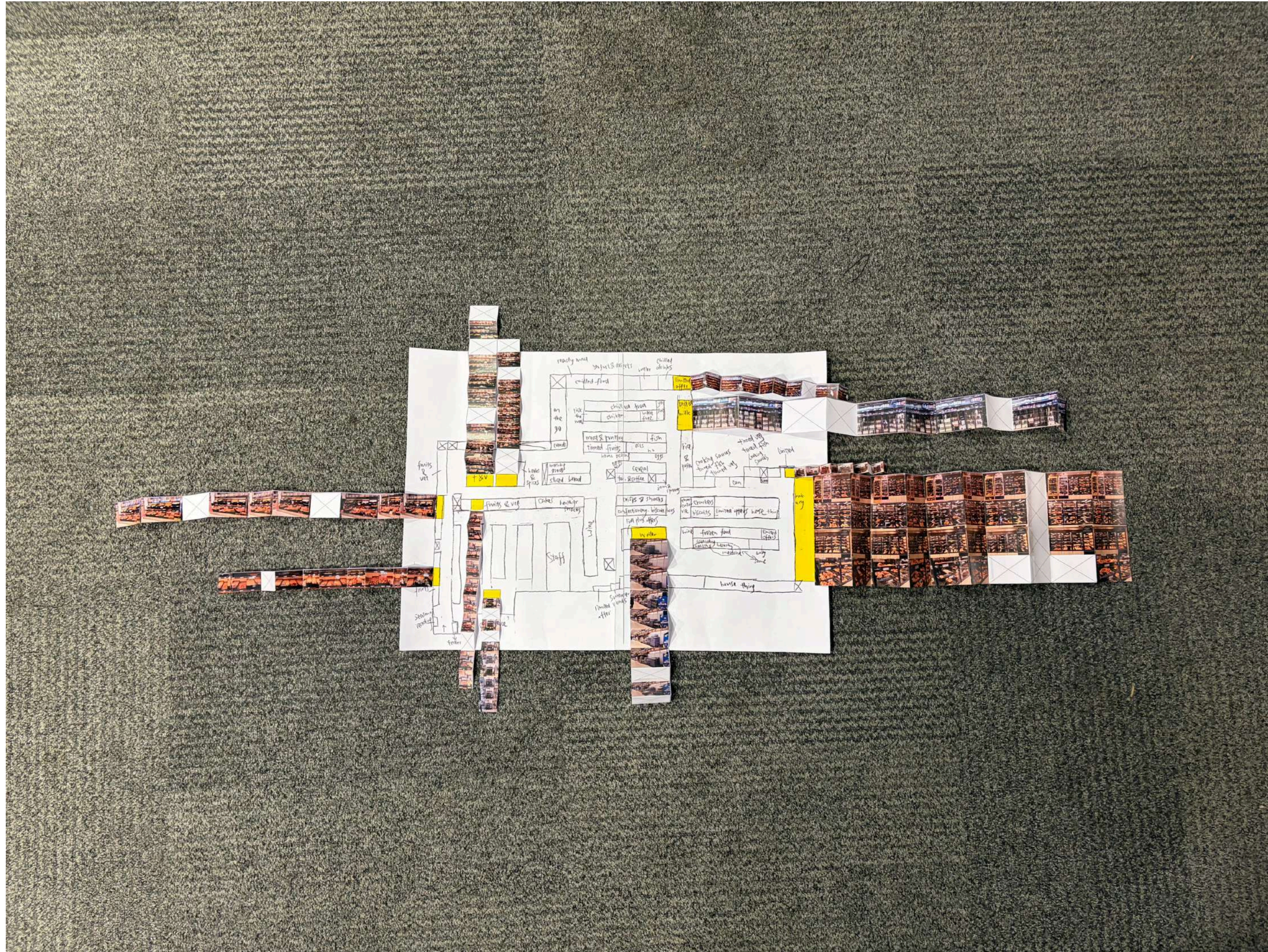
The photographs appear on the front, while the reverse records the time, date, observations and possible interpretations.

The fold-outs are scaled in relation to the proportions of their corresponding locations on the map.

Together, the map and fold-outs connect the spatial layout of Lidl with observations made at different moments in time.

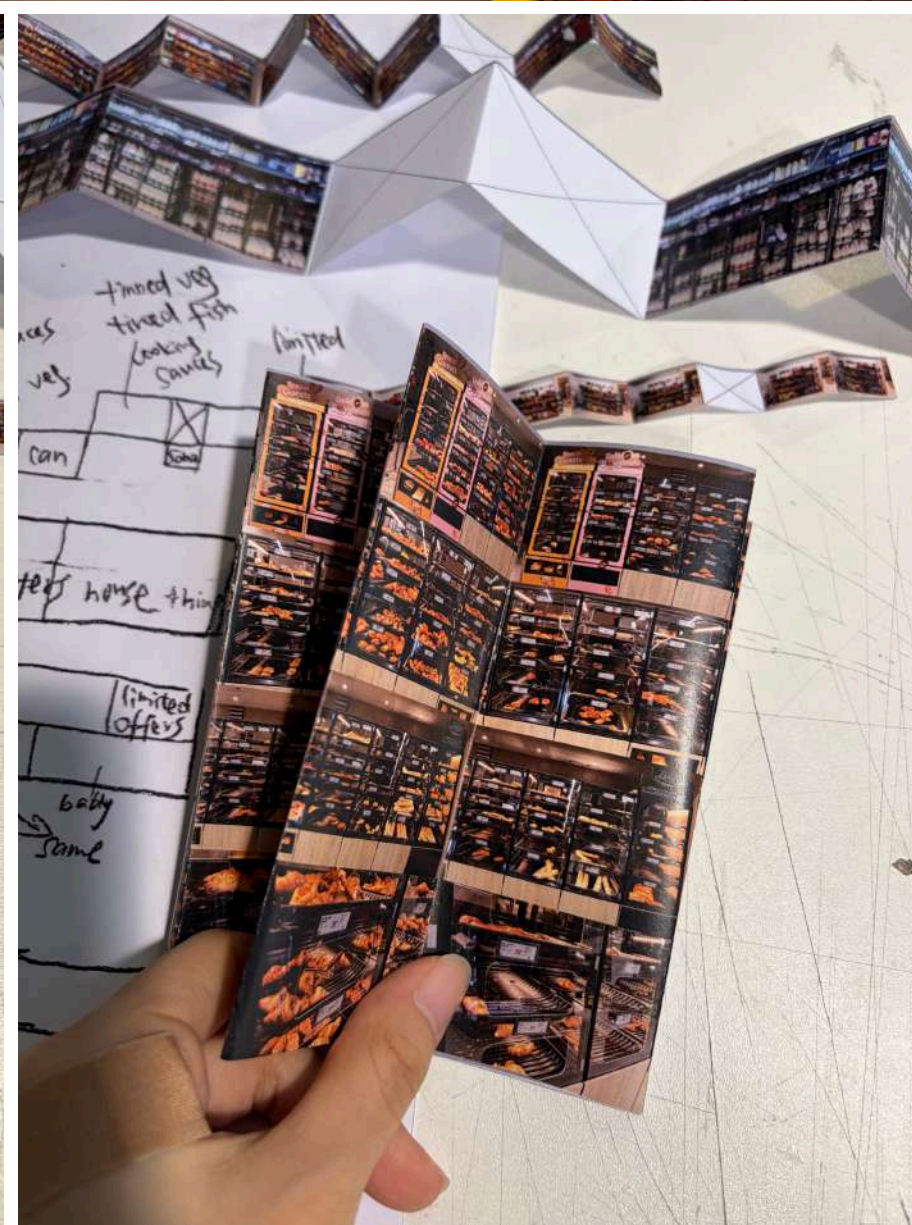
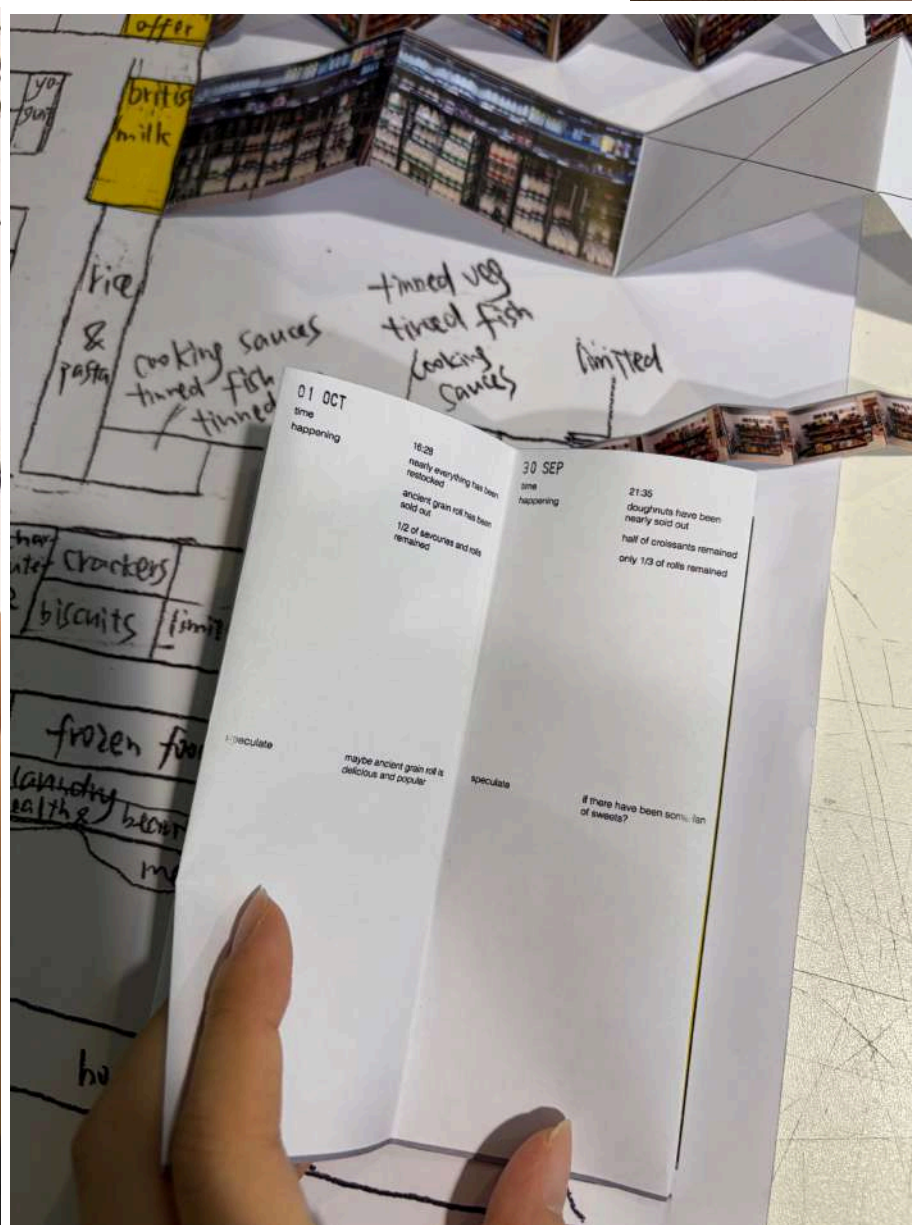
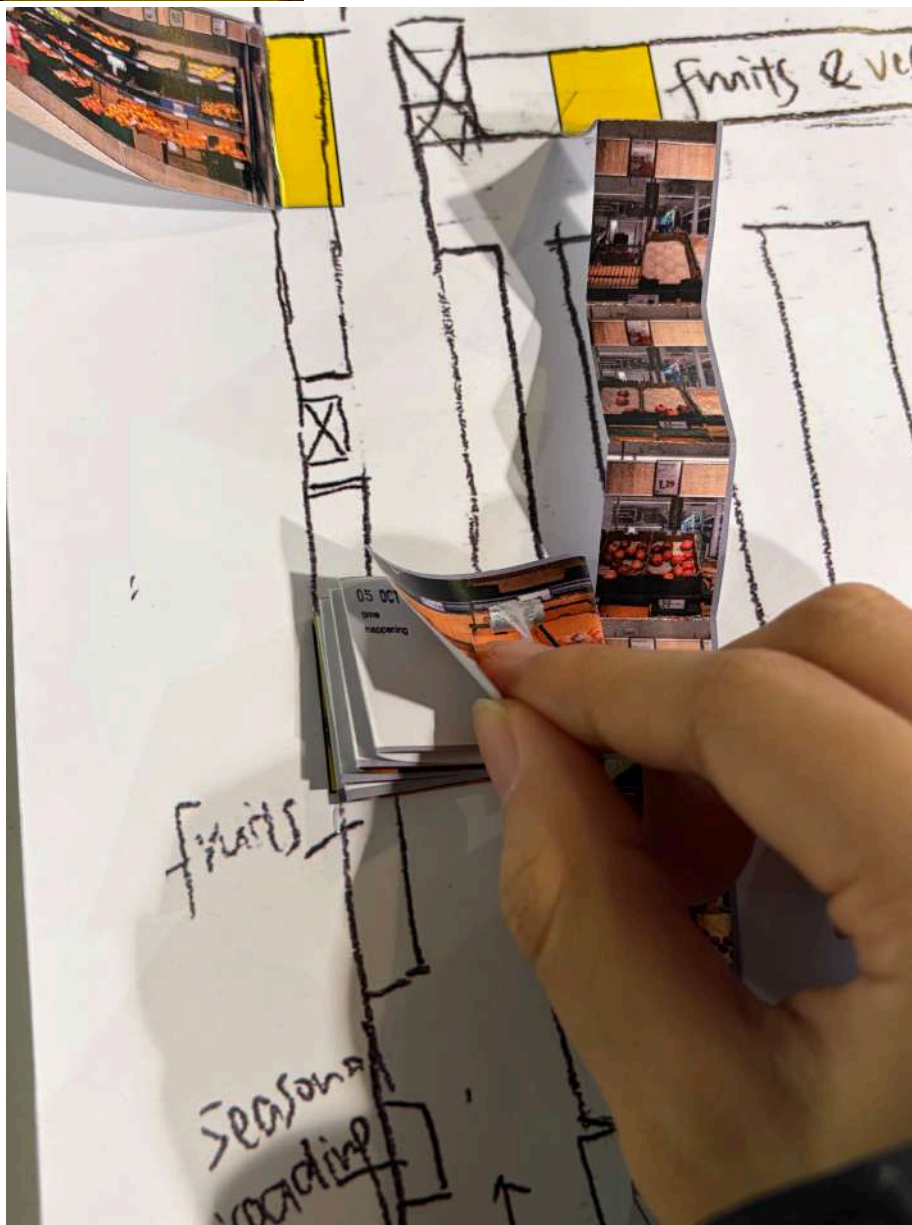
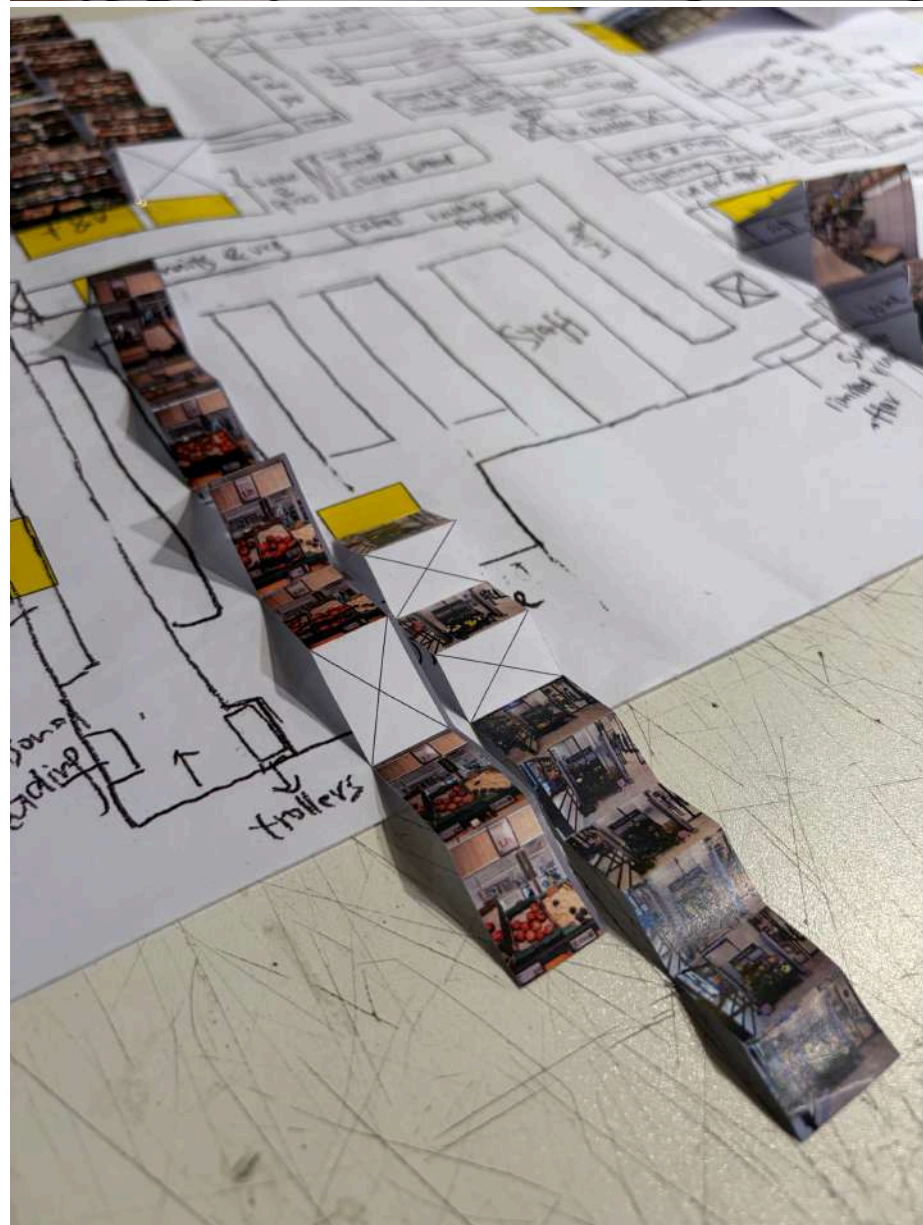
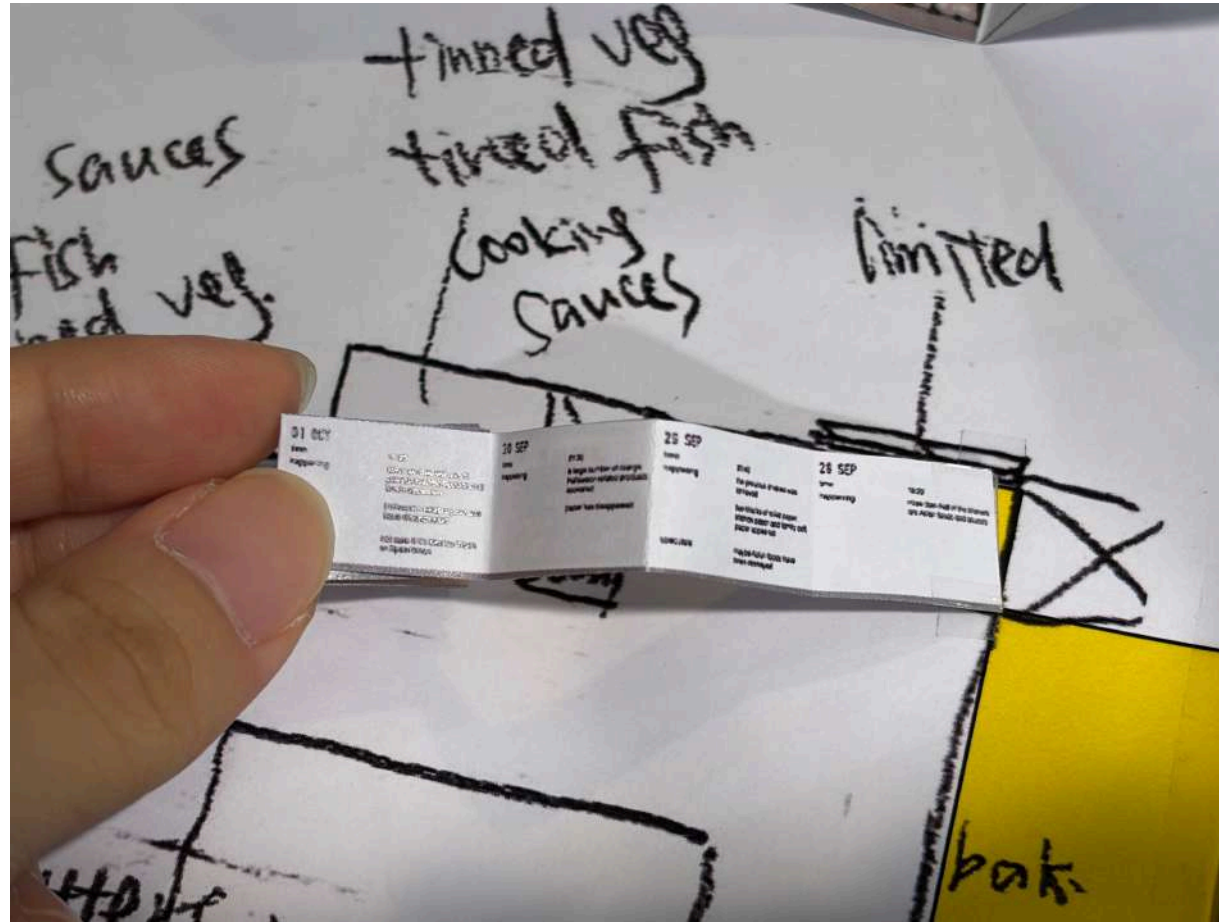


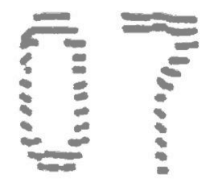
organization:



06

organization:





reflection:

time+space