

## **Ideology for Mass Consumption: Nostalgia and Revitalization of the Objects of Everyday Life from the Recent Past**

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(Summary)

The focus of the article is on the recent past – the era of socialism, and especially on the goods for mass consumption. In spite of the fact that the objects are not ideologically burdened, their nowadays' fate is very interesting – they are one of the main transmitters of the feeling of nostalgia about a simpler and better life in the past. No more part of people's style of living, they are nevertheless rich in personal memories. Such presence provokes a lot of reminiscences and imaginations about slow and safe but already irrevocably lost life. Exploiting nostalgic feelings among big groups in Bulgarian society, nowadays market actors create special places full of objects of the recent past. Two of them – Raketa restaurant and Com.bar in the centre of the city of Sofia are very representative places for entertainment. This is the reason they to be on the focus of the anthropological fieldwork.

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