London cannot rest on its laurels. Its magnetism relies on its powerful culture. London's engine room is the West End and Mayfair. ‘Culture & Commerce’ has relevance to cities world-wide but explores these dynamics in Mayfair, and examines its relationship to a key cultural institution, the Royal Academy. Culture and commerce co-exist in creative tension. Their values and aims can be sharply opposed. There is a need to find a fragile balance. This is true for culture in the big sense and narrower sense of artistic expression. The desire for artistic integrity can conflict with market exigencies.

The arts also help create urban buzz and vitality. They give distinctiveness and identity to place. They help make areas more interesting and desirable. But as areas gentrify they often push out those creative forces that gave the place its resonance. This is visible in urban hotspots the world over and perhaps the key paradox of urban development.

Mayfair is in transformation. Much is positive, but threats lurk. Its subtle artistic ecology is endangered by luxury fashion brands and high-end apartments. It mirrors tricky issues globalization poses to desirable urban quarters and what happens when big money moves in.

Charles Landry is an international authority on city futures and the imaginative use of urban resources. This is the fourth title in a new series. For further information: www.charleslandry.com

Publisher: Comedia
ISBN: 978-1-908777-03-4
Paperback
GB Pounds: 7.95
147mm x 210mm
72pp
Bibliography
Readership: Academic/Specialist
Subject areas: General; Arts, Geography; Planning; Globalisation.
BIC: AB/AMVD/JFCA/JFCK/RPC
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