

CULTURE & COMMERCE: THE ROYAL ACADEMY & MAYFAIR

BY CHARLES LANDRY

- A concise book on the culture and commerce dilemma
- 40 full-colour photographs

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.

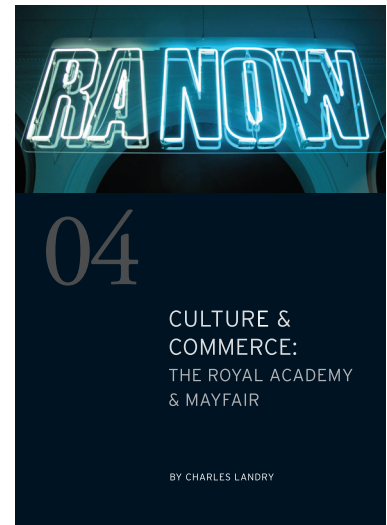
Charles Landry is an international authority on city futures and the imaginative use of urban resources. This is the fourth title in a new series. For further information: www.charleslandry.com

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



Buy now at:
The Book Depository

TABLE OF CONTENTS

Preface

Précis

London in its global setting

Mayfair: Inside out

Setting the scene
Mayfair & its urbanity

Mayfair: Past & future

Hedge fund world
Globalized brands
Restaurants & bars

London & the superrich

Tacky Mayfair

The British & Mayfair

Mayfair & the global art market

A shifting dynamics of art

The art-fashion-luxury triangle
Connecting Mayfair & the Royal Academy

The Royal Academy: Its promise & prospects

A unique opportunity
A challenging purpose
An embodiment of the artistic imagination
A making milieu
An advocate for the artistic view
A gathering place

Spilling into Mayfair

Related titles in the ComediaShorts series:

ComediaShorts 1: The Origins & Futures of the Creative City

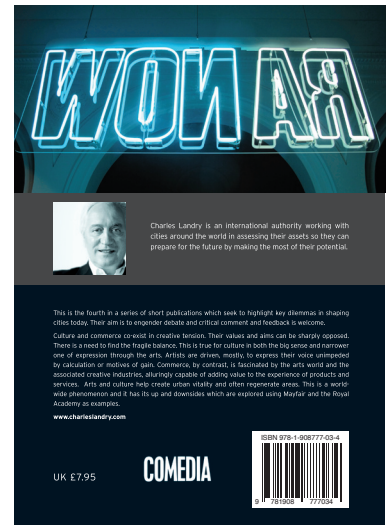
By Charles Landry, ISBN: 978-1-908777-00-3, 2012, GB Pounds: £7.95

ComediaShorts 2: The Sensory Landscape of Cities

By Charles Landry, ISBN: 978-1-908777-01-0, 2012, GB Pounds: £7.95

ComediaShorts 3: The Creative City Index: Measuring the Pulse of the City

By Charles Landry & Jonathan Hyams, ISBN: 978-1-908777-02-7, 2013, GB Pounds: £7.95



Comedia

The Round, Bournes Green
Nr. Stroud
Gloucestershire
GL6 7NL, UK
Tel: +44-(0)1242-248-131
enquiry@comedia.org.uk
www.charleslandry.com