

CULTURE OR COMMERCE?

EXPLORING THE CHARM OF DRURY STREET

The charm of Drury Street lies in its tensions. It is equally cultural and commercial, authentic and performative, historic and hyperreal. Through the lenses of Baudrillard, Debord, and Habermas, and the aid of grounding local voices, it becomes clear that its allure is neither entirely organic nor entirely manufactured – but found in the intersection between culture and commerce.

RESEARCH QUESTION



Do the cultural and commercial elements of Drury street shape overall attachment to the space?

DEBORD

‘Everything that was directly lived has receded into a representation’

WHAT IS IT?



This video edit features real voices from local workers and is grounded in the ideas of Baudrillard, Debord, and Habermas. The project critically examines how social media, aesthetics, gentrification and a crave for community shape our experience of the space.

BAUDRILLARD

‘Simulation is no longer that of a territory, a referential being, or a substance. It is the generation by models of a real without origin or reality: a hyperreal.’