

ALBERTO DUMAN

<http://www.albertoduman.me.uk/>

PROJECT SHEET:

THE BROOMS: A STREET PERFORMANCE

Thursday, October 3rd 2013, 2pm-5pm.

Crossroad between Morning Lane and Chatham Place.



THE BROOMS: A STREET PERFORMANCE

Bring your brooms, dusters, dustpan and brush and join in cleaning up the crossroads as the Hackney Mayor, the Fashion Hub developers, investors and PR are coming to visit '*the coolest borough*¹' to visit new architecture and developments of interest across the borough.

On Thursday 3rd October 2013, 'key decision makers, developers, architects, occupiers, and investors' will walk to the site of the future Fashion Hub in Hackney Central as the prime location of public and private investments into the area.

See the proposed Fashion Hub here: <http://hackneyfashionhub.co.uk/>

The press release of the NLA event reads:

'Hackney today is a haven of hip and trendy places to live, work and play.'

We think this proposition of post-riot regeneration is questionable and we wonder how a luxury brands shopping district might benefit the area, given that most shoppers are tourists shuttled by bus across the borough with scheduled stops outside Burberry outlet and then Westfield in Stratford, bypassing the rest of the area.

Most of all, we question Hackney Council use of public funds invested in this venture that come from the post-riot regeneration fund set up by the GLA in 2011. Read [here](#).

As part of this playfulness, we are proposing a street performance that takes the collective act of sweeping that emerged in those post-riot London days and turns it into a question: ***'Who are we cleaning up for?'***

The arrival of these visitors in Hackney Central on Thursday afternoon offers an unique opportunity to stage a creative response to this proposed relationship between creativity, context and capital in which retail and private speculative investments are stimulated through the use of public funds and offered as solutions to social issues.

On Thursday, we aim to show how the creative energies of Hackney are truly here, but not necessarily occupying the role assigned to them by the self-interested PR driven image of Hackney.

Cleaning up should not mean sweeping Hackney aside to make space for developers.

Alberto Duman

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¹ This is how the borough was defined in the event promoted by NLA to coincide with the planning decision by Hackney Council.