

ICA journeys through London's subculture



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New exhibition in partnership with Selfridge's explore London creativity from post-punk to today.

July 09, 2013, 2:53 pm -- [/EPR NETWORK/](#) -- The ICA has programmed a major new project at the Old Selfridges Hotel in London as part of a series of off-site events this summer. A Journey Through London's Subculture: 1980s to Now illustrates a perceived thread of creativity between the post-punk era and the present day - a legacy that underpins London's incredible creative potential in the present. The project occupies the vast first floor of the Old Selfridges Hotel, a cavernous industrial space, situated on Orchard Street directly above the department store and entered near the Selfridges Food Hall. Just off Oxford Street, the exhibition is within close proximity to numerous London destinations and hotels. Visitors to London looking for cheap [London hotels](#) should visit LondonTown.com, where you will find the best deals available in the city.

This exhibition brings together 60 influential artists and art movements from London past and present to take a closer look at the link between artistic and creative endeavour in London from the early 1980s through to the emerging talent of 2013, proposing a single thread of creativity that can be traced back over the past twenty years. The ICA holds an integral place in this history, playing a unique role in the presentation of radical work by both established and emerging talent, many of whom are included in this project, to a wider audience at critical points in their careers.

The project is formed around 50 custom-made cabinets, each curated by artists or proponents of a particular creative scene, showcasing

material ranging from flyers, books, photographs, drawings and other paraphernalia that capture a specific moment in time. This eclectic and personal approach takes visitors on a journey through creative culture in London, from post-punk to the present-day. It also fittingly ties in with Selfridges' own 'Bright Young Things' project, which champions carefully shortlisted new talent and offers them the unique opportunity to become one of the store's star brands for one season. For more on this and other events taking place at the ICA, see LondonTown.com, London's best website for tourist information.

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