Sonic Scope: New Approaches to Audiovisual Culture •

You're a Priority - Galina Juritz

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You're a Priority

Galina Juritz, Goldsmiths, University of London

After 15 years of Coronavirus, the catastrophic “self-care epidemic” which followed, saw the upper-middle classes abandon all that didn’t “serve them.” Unprecedented funding cuts to humanitarian and environmental sectors paved the way for high-security Mega Retreats, where the wealthy feasted on organic cuisine and hot yoga, while the world around them went up in flames. Within the emerging culture outside, “wellness” “self-love” and “mindfulness” became dirty words, only glibly repurposed in songs to conjure the sinister beginnings of what had become of society.

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