

Culture Pop

Look who's back...

What does the surge in anniversary tours and reboots say about our current cultural appetite?



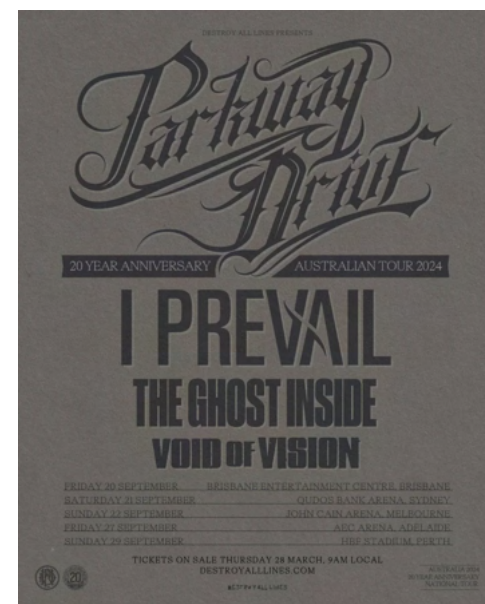
The Aussie music scene has been struggling over the last couple of years



Australian live music venues closing as cost of living hits businesses and patrons

ABC NEWS

But anniversary tours are beginning to flood the live music calendar



Taking vital market share from an already stretched audience

We'll be the first ones to support the continued success of the likes of Missy Higgins and Kylie Minogue.

But when artists and albums from 20+ years ago are getting more attention and can comfortably command greater tickets sales than emerging acts of the day, it does make us wonder...

When does our desire for the
comfort of nostalgia shift to
become a cultural crutch?

**And can an over-reliance on
nostalgia fuel cultural
stagnation...**

'Eight out of the highest-grossing films in 2023 either remakes, reboots, sequels, or based on an existing market and brand name'.

- ABC News, 2024.



Hollywood has a stack of remakes and reboots slated for 2024. This is why it's Groundhog Day in Hollywood



A preference for content from the past outweighing the present, can make creating and supporting original content feel comparatively risky.

And in a cost of living crisis, people are more concerned than ever about making sure what they spend is worth it.

This can create a challenging environment for fresh thinking, creativity and original content to thrive.

**And this probably helps explain why
Australia's version of Dunder Mifflin
is coming down under this year..**



Cultural artefacts and icons passing down through generations is an important ritual, and essential in evolving culture and inspiration for the future.

But when does indulging in our nostalgic desires move from a comfort to a constraint?

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