

CULTURE NEWSLETTER

four



A MONTH OF MAKING A DIFFERENCE

It's been a bumper month for culture at Four, so our newsletter is even fuller of delights than usual. Our mantra is "Together we make a difference" and November provides ample evidence of us living the brand – from impactful book prizes that change writers' careers, to increasing footfall at museums, festivals and destinations, our campaigns have been bearing fruit this month.

We're also passionate about purposeful campaigns, so we're delighted to be working with the changemakers at St James's Piccadilly on their show garden at RHS Chelsea Flower Show, which will help raise awareness and funds for their ongoing work and for The Wren Project which will open up the church and its grounds even further. We've always worked across the UK with our cultural clients and seen the impact that local and regional institutions have on their audiences. In a sector that has been dominated by the debate around the cuts to English National Opera, we were pleased to amplify Norwich Theatre's report on the demand for opera in the regions in the light of the disproportionate cuts to touring opera. And on the theme of accessibility, the new UK-wide scheme for access to creativity and culture, All In, will be opening up the arts to a range of people with different needs.

All the best,

Truda and Matt



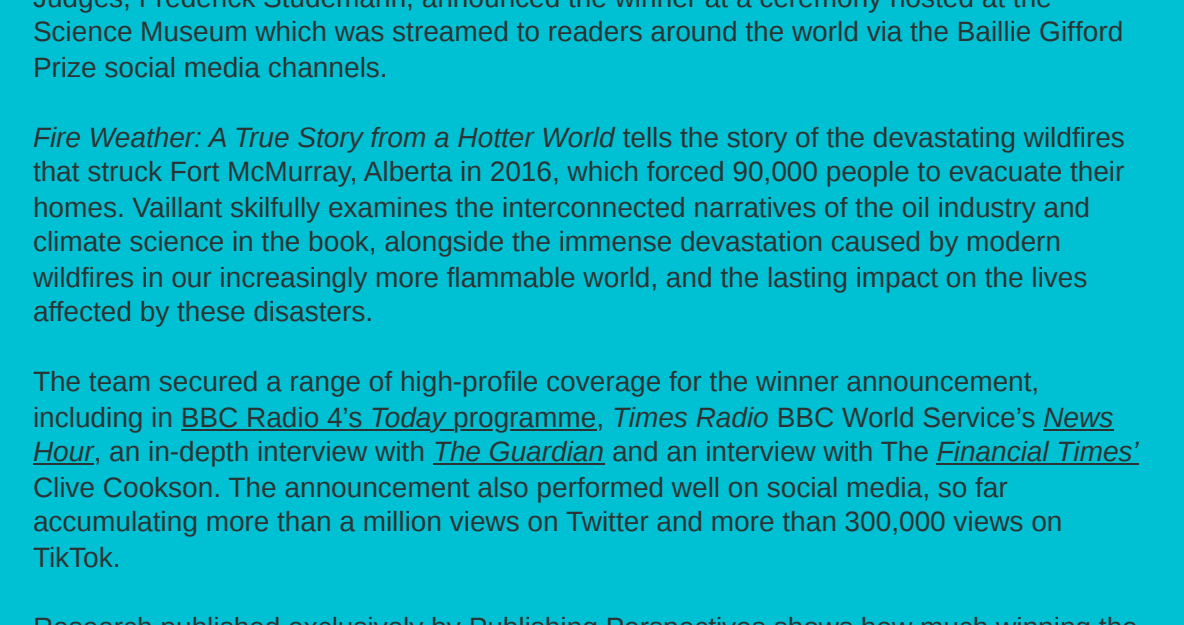
IMAGINE THE WORLD TO BE DIFFERENT

At the end of October, the team announced that St James's Piccadilly are set to have a show garden at RHS Chelsea Flower Show in 2024, the first church to have one in recent years.

Under the theme 'Imagine the World to be Different', this unique garden, sponsored by Project Giving Back and designed by award-winning landscape architect Robert Myers, seeks to inspire visitors to cherish the Earth and embrace transformative change.

The show garden's design will be the basis of a restored, accessible garden that will eventually return to St James's in Piccadilly. Around 400,000 people currently seek tranquillity and inspiration in the church, courtyard, and garden each year. As well as welcoming people in, however, St James's reaches out to people going through homelessness, to refugees and asylum-seekers, to those persecuted because of their sexuality or gender identity. The Chelsea garden will support efforts to raise £20m for The Wren Project, a scheme to restore and rejuvenate the historic, Wren-designed church and grounds, to amplify and increase St James's extensive social outreach and environmental work.

So far, the announcement has been covered in various gardening outlets including pieces in *Horticulture Week* and *Pro Landscaper*, and in *Gardens Illustrated*. Much more coverage is expected to come as the campaign gets fully underway in the coming months.



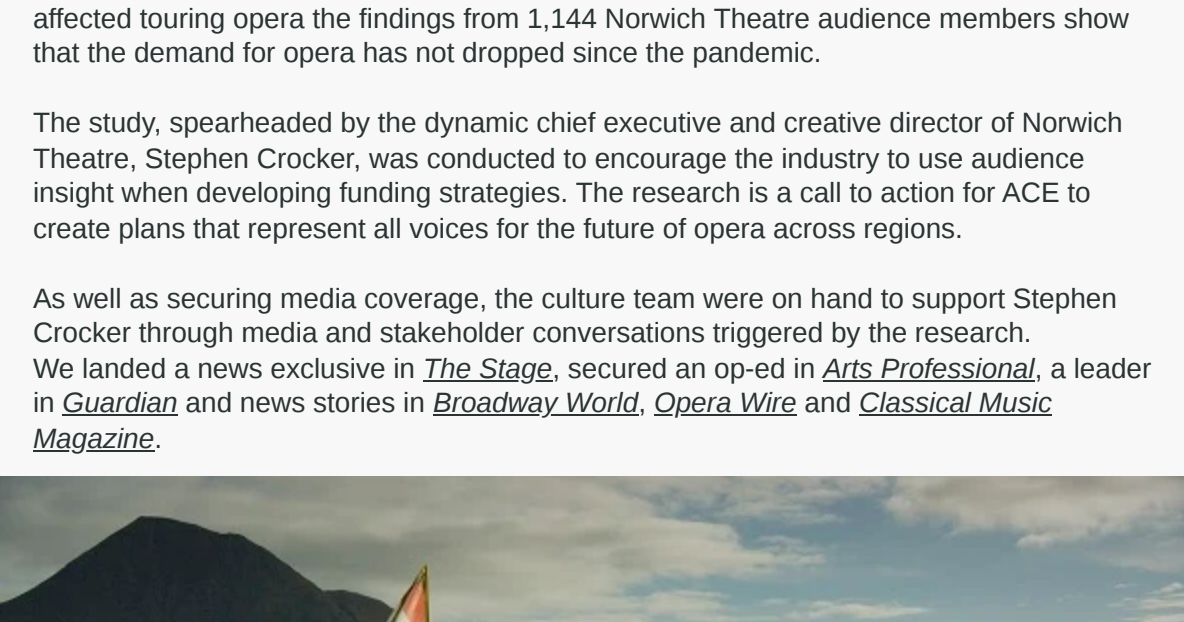
VAILLANT'S VICTORY AT THE BAILLIE GIFFORD PRIZE

On 16 November, we announced that John Vaillant, author of *Fire Weather: A Story From A Hotter World*, was the winner of the 2023 Baillie Gifford Prize for Non-Fiction. Chair of Judges, Frederick Studemann, announced the winner at a ceremony hosted at the Science Museum which was streamed to readers around the world via the Baillie Gifford Prize social media channels.

Fire Weather: A True Story from a Hotter World tells the story of the devastating wildfires that struck Fort McMurray, Alberta in 2016, which forced 90,000 people to evacuate their homes. Vaillant skillfully examines the interconnected narratives of the oil industry and climate science in the book, alongside the immense devastation caused by modern wildfires in our increasingly more flammable world, and the lasting impact on the lives affected by these disasters.

The team secured a range of high-profile coverage for the winner announcement, including in BBC Radio 4's *Todday programme*, *Times Radio* BBC World Service's *News Hour*, an in-depth interview with *The Guardian* and an interview with *The Financial Times*; Clive Cookson. The announcement also performed well on social media, so far accumulating more than a million views on Twitter and more than 300,000 views on TikTok.

Research published exclusively by *Publishing Perspectives* shows how much winning the prize makes a difference – with an increase of over 85% on average in TCM sales alone.

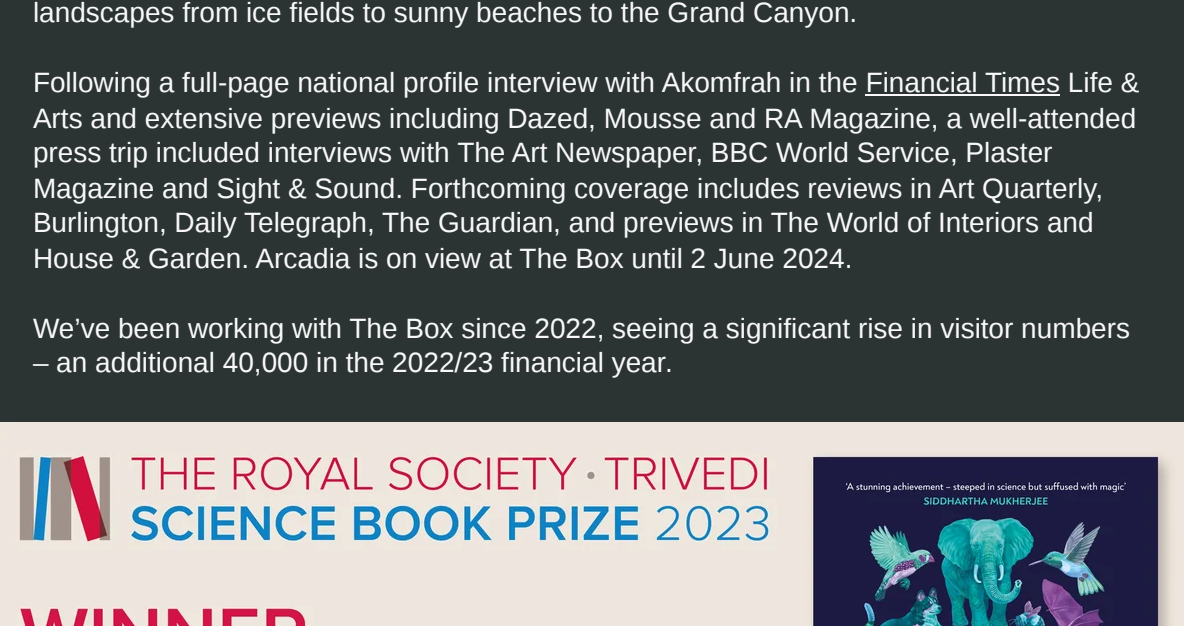


CAMPAGNING FOR THE FUTURE OF TOURING OPERA

At the beginning of the month, the culture team announced the new research initiative from Norwich Theatre. At a time when Arts Council England cuts have disproportionately affected touring opera the findings from 1,144 Norwich Theatre audience members show that the demand for opera has not dropped since the pandemic.

The study, spearheaded by the dynamic chief executive and creative director of Norwich Theatre, Stephen Crocker, was conducted to encourage the industry to use audience insight when developing funding strategies. The research is a call to action for ACE to create plans that represent all voices for the future of opera across regions.

As well as securing media coverage, the culture team were on hand to support Stephen Crocker through media and stakeholder conversations triggered by the research. We landed a news exclusive in *The Stage*, secured an op-ed in *Arts Professional*, a leader in *Guardian* and news stories in *Broadway World*, *Opera Wire* and *Classical Music Magazine*.



ARCADIA IN PLYMOUTH

The Box in Plymouth, the South West's major new museum, art gallery and archive, screened the UK premiere of *Arcadia* by the acclaimed artist and filmmaker John Akomfrah this month. Akomfrah will be representing the UK for the British Council at the Venice Biennale next year, and this is his only major UK exhibition ahead of Venice.

The exhibition in Plymouth features a new iteration of *Arcadia*, which premiered at Sarajevo Biennial 15 and was commissioned by The Box. *Arcadia* is a multi-screen installation exploring themes of post-colonialism and climate change featuring epic scenery and landscapes from ice fields to sunny beaches to the Grand Canyon.

Following a full-page national profile interview with Akomfrah in the *Financial Times* Life & Arts and extensive previews including *Dazed*, *Mouse* and *RA Magazine*, a well-attended press trip included interviews with *The Art Newspaper*, *BBC World Service*, *Plaster Magazine* and *Sight & Sound*. Forthcoming coverage includes reviews in *Art Quarterly*, *Burlington Daily Telegraph*, *The Guardian*, and previews in *The World of Interiors* and *House & Garden*. *Arcadia* is on view at The Box until 2 June 2024.

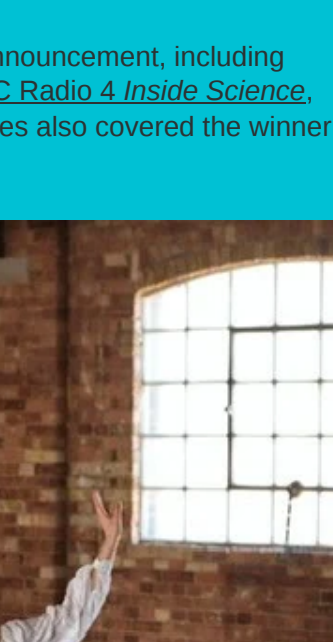
We've been working with The Box since 2022, seeing a significant rise in visitor numbers – an additional 40,000 in the 2022/23 financial year.

THE ROYAL SOCIETY TRIVEDI SCIENCE BOOK PRIZE 2023

WINNER

Ed Yong

An Immense World: How animal senses reveal the hidden realms around us



AN IMMENSE WORLD WINS 2023 ROYAL SOCIETY TRIVEDI SCIENCE BOOK PRIZE

Earlier in the month, The Royal Society Trivedi Science Book Prize announced the 2023 winner – Pulitzer Prize-winning science journalist Ed Yong, with his book *An Immense World: How Animal Senses Reveal the Hidden Realms Around Us*. Published by The Bodley Head, an imprint of Vintage, the book takes readers through the fascinating and complex dimensions of the animal kingdom and "majesty of nature", revealing the multisensory ways in which animals experience the world around them. Yong's vivid storytelling shows us the humbling limitations of human perception, yet highlights that our ability to understand the senses of other species – to "step into their worlds" – is in itself our "greatest sensory skill".

The five-strong panel of judges found it a fascinating journey of discovery, illustrating the senses and appealing to the imagination through an exploration of evolution, behavioural science, physics and neuroscience.

The team secured a broad range of coverage for the winner announcement, including interviews with Yong and news coverage in *The Guardian*, *BBC Radio 4* *Inside Science*, *BBC World Service*, *NewsHour* and *The Bookseller*. *Waterstones* also covered the winner announcement on their various social media platforms.

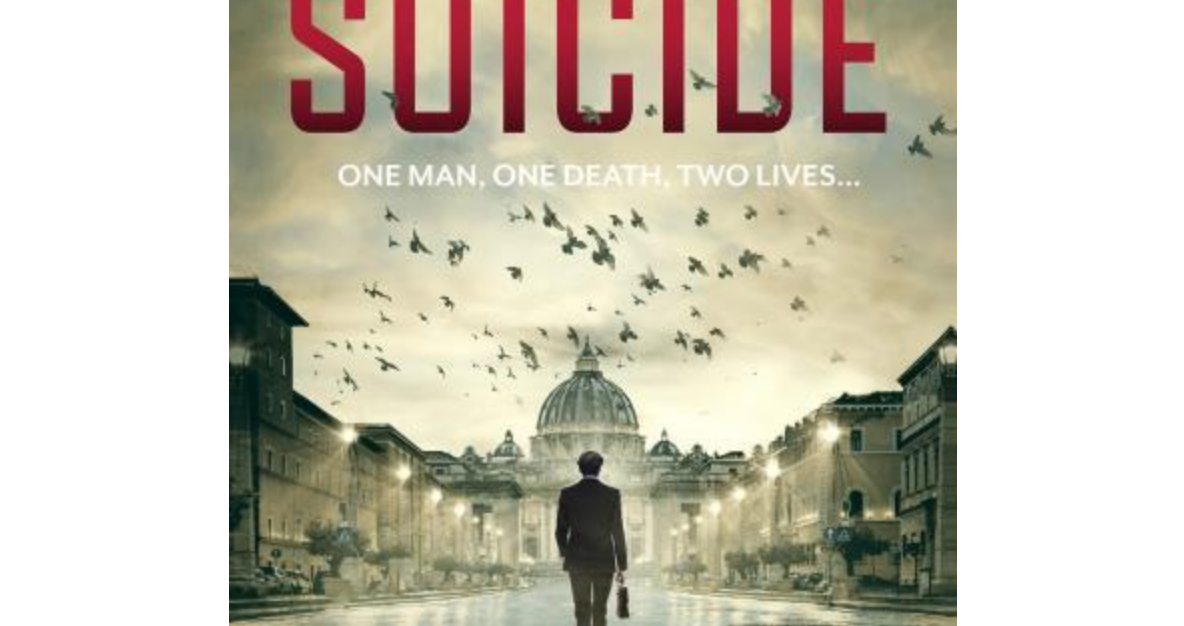


JERWOOD JOINS FORCES

Two of our longstanding clients, Jerwood Foundation and Jerwood Arts, whose impact on the arts has been immense over the past few decades, confirmed their merger this month, announcing it will take effect from January 1 2024.

Along with the merger, the Foundation announced their new funding strategy, which pledges up to £2 million in grants each year. Arts organisations of all kinds will be able to apply for funding, with the first round of grants being awarded in April 2024, using their new streamlined [application process](#).

The news was covered in trade titles across the arts and charity sectors, including *FAD Magazine*, *Arts Professional*, *Arts Industry*, *Fundraising UK* and *Charity Times*.



ALL IN FOR CULTURE

This month a collaboration of all UK Arts Councils announced a new UK-wide creativity and culture access scheme - All In - named, designed and developed by Four's strategy and creative teams alongside disabled-led Furner Communications.

This scheme, launched with Arts Council England, Arts Council of Northern Ireland, Arts Council of Wales and Creative Scotland, is designed to champion and create accessibility to arts and culture for d/Deaf, disabled and neurodivergent people. They will work with venues in the creative and cultural sector to create increased access for people with different needs.

Four has been working closely with Arts Council, key specialists and stakeholders over the past 6 months.

Within the first week more than a thousand businesses signed up to be a part of the scheme.



ONE MAN, ONE DEATH, TWO LIVES...

This month saw the launch of *White Suicide*, the new novel from Simon Gaul, which stokes suspicion about who was really behind the abduction and assassination of Italian ex-prime minister, Aldo Moro, in the 1970s.

The novel sets out to shed some light on a neglected piece of Italian history by boldly claiming the involvement of the CIA. With the themes of crime, thriller, conspiracy, history and politics, Four approached targeted press, tailoring suggested angles to follow these thematic routes. Securing a guest appearance with Simon on *Talk Radio Europe* podcast and a 4-page spread in *The New European* focussing on the facts and analysing the event.

Simon Gaul is not only an author but a businessman with a rich history of his own, once the owner of the world renowned Notting Hill Travel Bookshops, as featured in the classic film *Notting Hill*. This angle worked well with regional media outlets such as *The Guide to Notting Hill* and *Readers Digest* (due to be published in December).

To celebrate the launch of this exciting new book and working closely with Simon and the team at whitefox, we held a launch party at the Groucho club. Filled with friends, family and colleagues of Simon with the Culture team getting a shout out in his thank you speech!

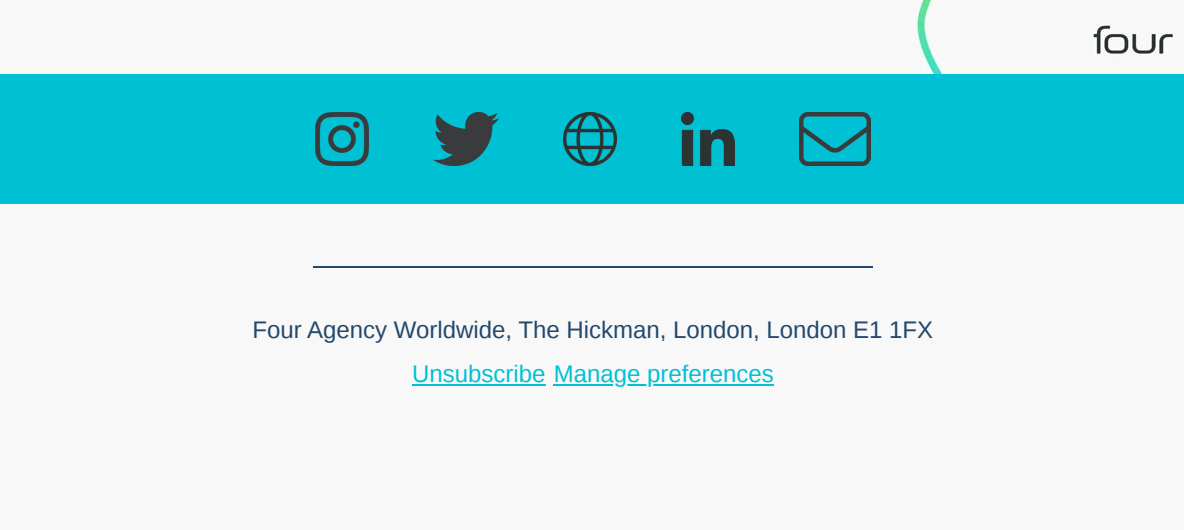


CROWDS FLOCK TO CAMBRIDGE WINTER FESTIVAL

This month saw the return of the Cambridge Literary Festival Winter Weekend, tying in with the 20th Anniversary of the festival, notable names and authors appeared for a weekend of literary fun!

From the political realms of Theresa May and Robert Peston to the world of culinary genius with Rick Stein and Bee Wilson, Cambridge Literary Festival saw the majority of their events at full capacity.

The team at Four secured high profile interviews with Rick Stein for *The Week*, Mike Braatley for *The New Statesman* and Alan Hirsch for *News At Nine*. Alongside securing multiple previews in outlets such as *Hello!*, *Prima*, *The Week* and *Country & Town House*. All in all a brilliant weekend for everyone!



XMAS AT KX

Working with our retail specialist colleagues, we celebrated the return of *Club Curling* and Thursday Lates to King's Cross for Christmas with their client Argent this month. 90s and early 00s music legend DJ Fat Tony was the star attraction doing a surprise set for press, talent, influencers and retailers in Coal Drops Yard. There were special guest appearances from pop singer Becky Hill, singer-songwriter and producer MNEK, model Daisy Lowe, and model and fashion icon-turned-mixologist Porcia Freeman.

Editors from *Harper's Bazaar*, *Grazia*, *Marie Claire* and *Daily Telegraph* attended along with fifteen influencers with a combined following of 2.7M who shared a range of exciting content from the night. DJ Fat Tony was interviewed on BBC Radio London about his association with King's Cross and its transformation into a leading retail and leisure destination within the capital. After the interview there was a surge in ticket sales with 4,000 punters rushing to book up.

TOGETHER WE MAKE A DIFFERENCE

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