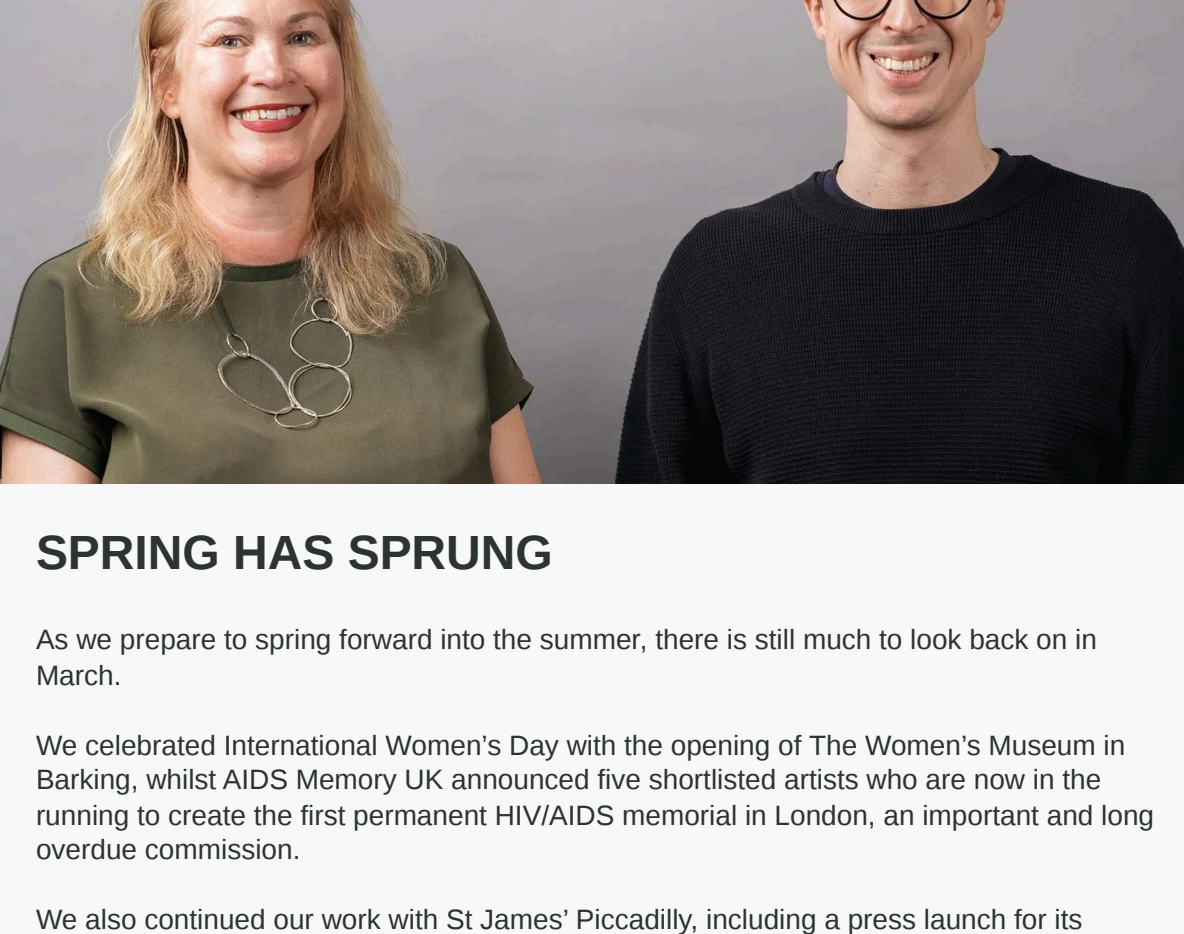


CULTURE NEWSLETTER

four



SPRING HAS SPRUNG

As we prepare to spring forward into the summer, there is still much to look back on in March.

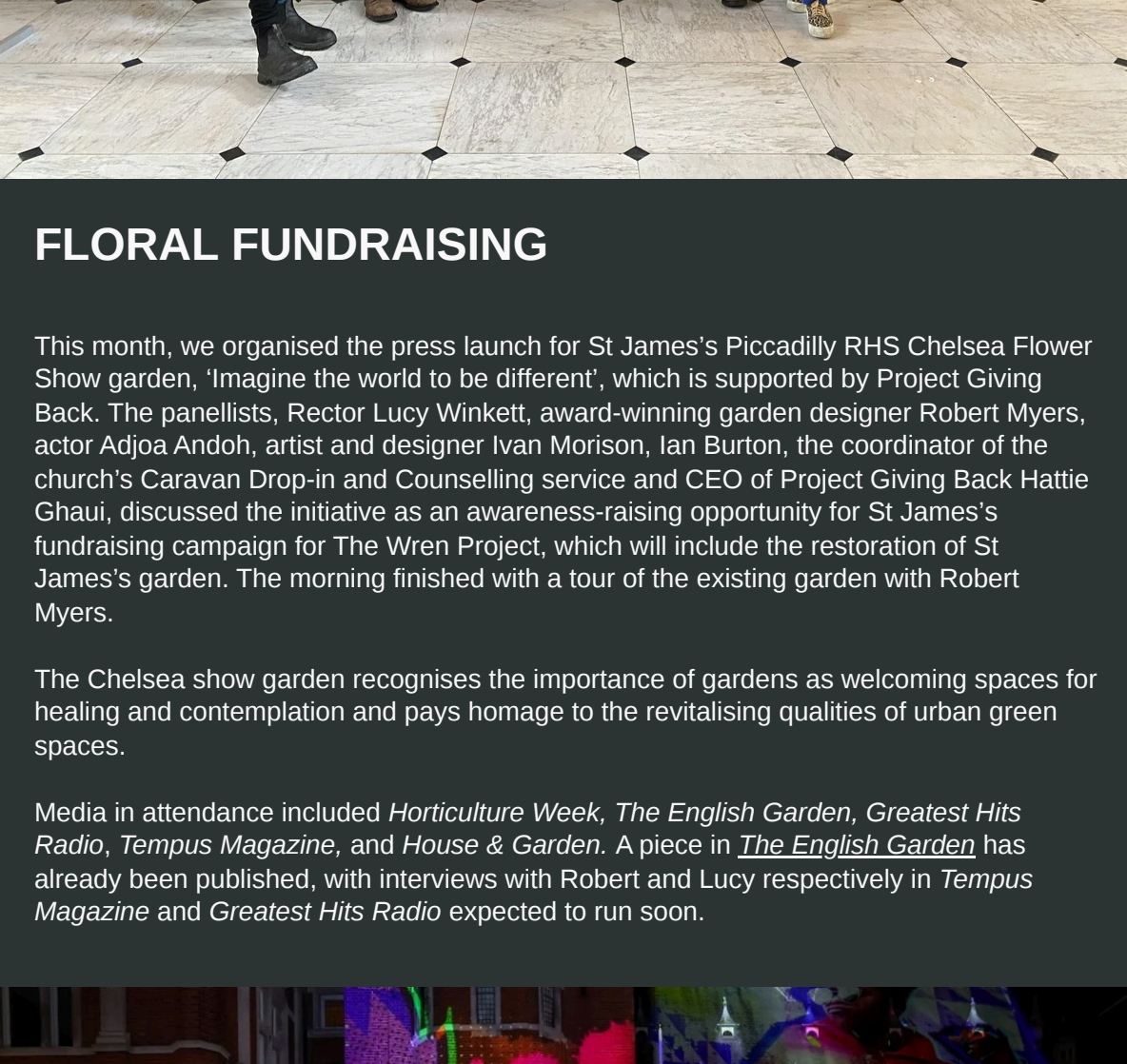
We celebrated International Women's Day with the opening of The Women's Museum in Barking, whilst AIDS Memory UK announced five shortlisted artists who are now in the running to create the first permanent HIV/AIDS memorial in London, an important and long overdue commission.

We also continued our work with St James' Piccadilly, including a press launch for its garden at the RHS Chelsea Flower Show, revolving around the restoration of urban green spaces.

Croydon's year as Borough of Culture came to a high-spirited end, whilst we encouraged hobbyists across the UK to share their cool and quirky creative passions with Artangel and get involved in Hetain Patel's *The Hobby Cave*.

We hear from our creative technology and travel experts on the launch of three key projects – and we also hear from Natalie Amos, who heads up the lifestyle team in the Middle East, sharing some of the projects she has been leading on.

Best wishes,
Truda and Matt

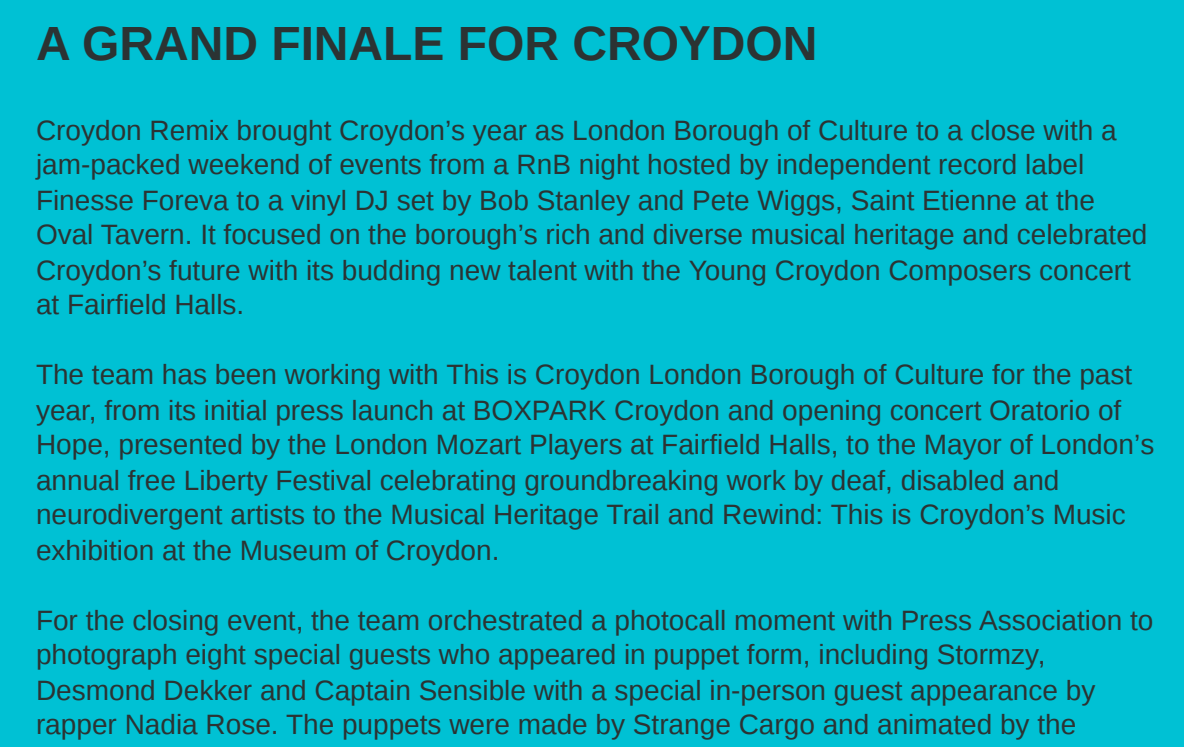


FLORAL FUNDRAISING

This month, we organised the press launch for St James's Piccadilly RHS Chelsea Flower Show garden, 'Imagine the world to be different', which is supported by Project Giving Back. The panelists, Rector Lucy Winkett, award-winning garden designer Robert Myers, actor Adjoa Andoh, artist and designer Ivan Morison, Ian Burton, the coordinator of the church's Caravan Drop-in and Counselling service and CEO of Project Giving Back Hattie Ghani, discussed the initiative as an awareness-raising opportunity for St James's fundraising campaign for The Wren Project, which will include the restoration of St James's garden. The morning finished with a tour of the existing garden with Robert Myers.

The Chelsea show garden recognises the importance of gardens as welcoming spaces for healing and contemplation and pays homage to the revitalising qualities of urban green spaces.

Media in attendance included *Horticulture Weekly*, *The English Garden*, *Greatest Hits Radio*, *Tempus Magazine*, and *House & Garden*. A piece in *The English Garden* has already been published, with interviews with Robert and Lucy respectively in *Tempus Magazine* and *Greatest Hits Radio* expected to run soon.



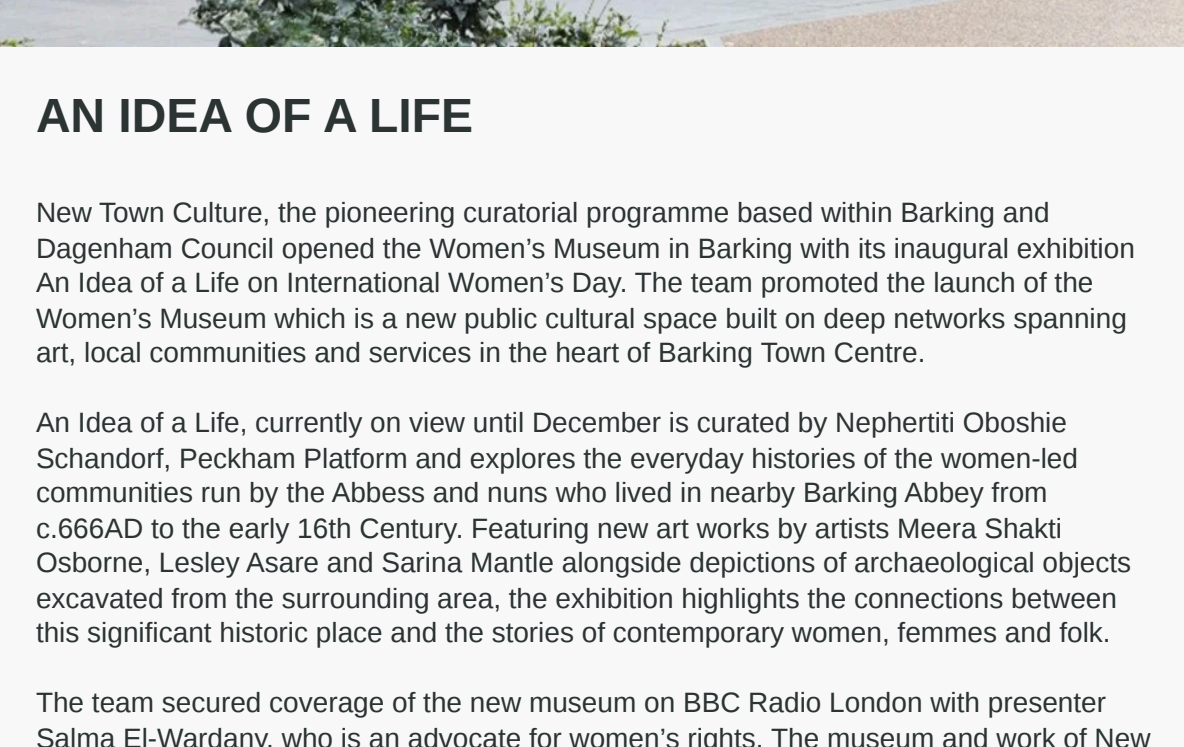
A GRAND FINALE FOR CROYDON

Croydon Remix brought Croydon's year as London Borough of Culture to a close with a jam-packed weekend of events from a RnB night hosted by independent record label Finesse Forever to a vinyl DJ set by Bob Stanley and Pete Wiggins, Saint Etienne at the Oval Tavern. It focused on the borough's rich and diverse musical heritage and celebrated Croydon's future with its budding new talent with the Young Croydon Composers concert at Fairfield Halls.

The team has been working with This is Croydon London Borough of Culture for the past year, from its initial press launch at BOXPARK Croydon and opening concert *Oratorio of Hope*, presented by the London Mozart Trail at Fairfield Halls, to the Mayor of London's annual free Liberty Festival celebrating groundbreaking work by deaf, disabled and neurodivergent artists to the Musical Heritage Trail and Rewind. This is Croydon's Music exhibition at the Museum of Croydon.

For the closing event, the team orchestrated a photocall moment with Press Association to photograph eight special guests who appeared in puppet form, including Stormzy, Desmond Dekker and Captain Sensible with a special in-person guest appearance by rapper Nadia Rose. The puppets were made by Strage Cargo and animated by the borough's leading dance companies Beeji, Jose Agudo Dance and Scanners Inc.

The next London Boroughs of Culture have been named as Wandsworth for 2025 and Haringey for 2027.



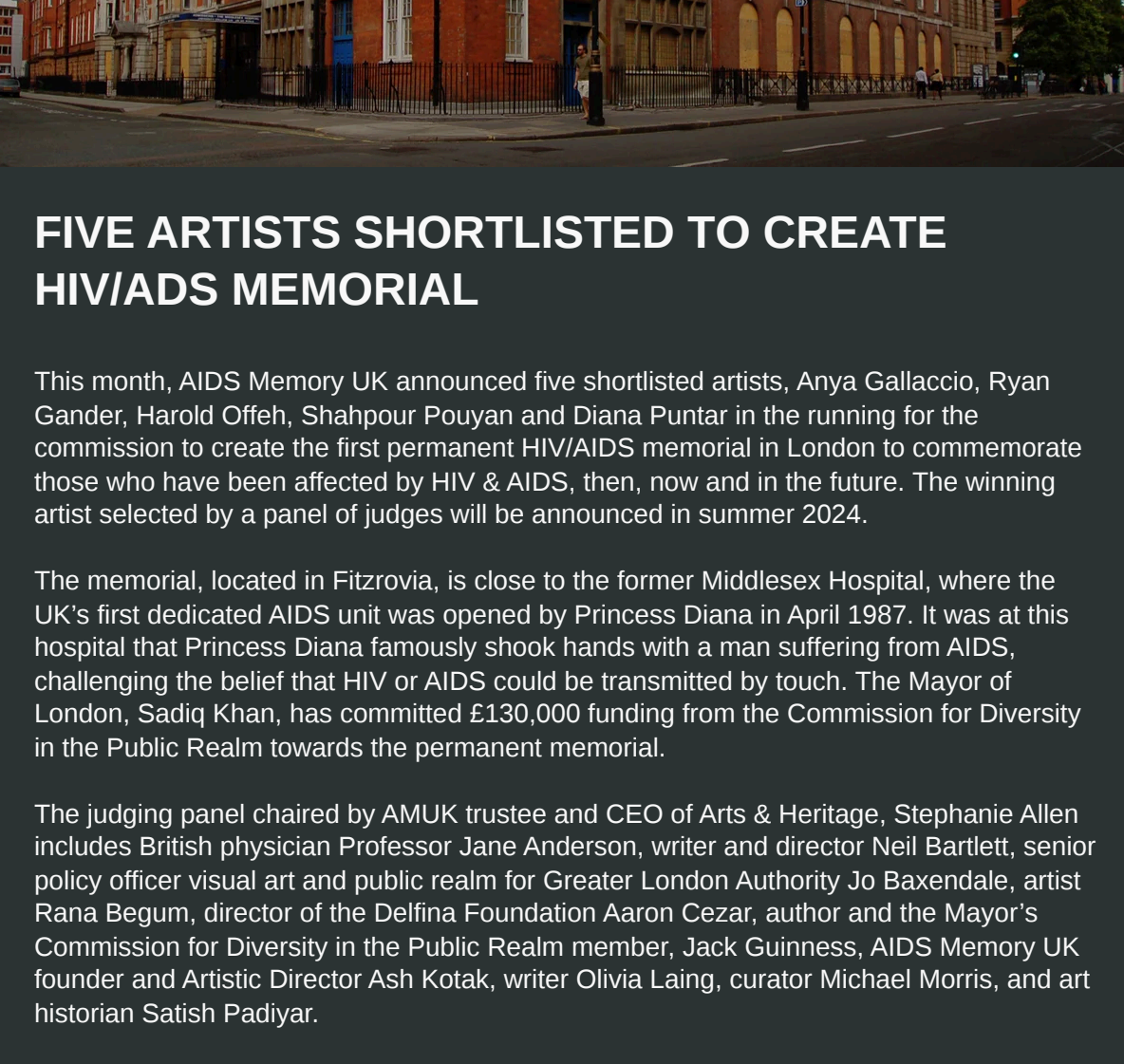
AN IDEA OF A LIFE

New Town Culture, the pioneering curatorial programme based within Barking and Dagenham Council opened the Women's Museum in Barking with its inaugural exhibition *An Idea of a Life* on International Women's Day. The team promoted the launch of the Women's Museum which is a new public cultural space built on deep networks spanning art, local communities and services in the heart of Barking Town Centre.

An Idea of a Life, currently on view until December is curated by Nephertiti Oboshie Schandorf, Peckham Platform and explores the everyday histories of the women-led communities run by the Abbess and nuns who lived in nearby Barking Abbey from c.666AD to the early 16th Century. Featuring new art works by artists Meera Shakti Osborne, Lesley Asare and Saima Mantle alongside depictions of archaeological objects excavated from the surrounding area, the exhibition highlights the connections between this significant historic place and the stories of contemporary women, femmes and folk.

The team secured coverage of the new museum on BBC Radio London with presenter Saima El-Wardany, who is an advocate for women's rights. The museum and work of New Town Culture was also featured on *BBC News Online*, *The Art Newspaper*, *Arts Industry*, *Museums Journal*, *Londonist* and *Secret London*.

Funding for the programme was made possible by the Mayor of London, National Heritage Lottery Fund, Arts Council England, the UK Shared Prosperity Fund and Community Infrastructure Levy funds.



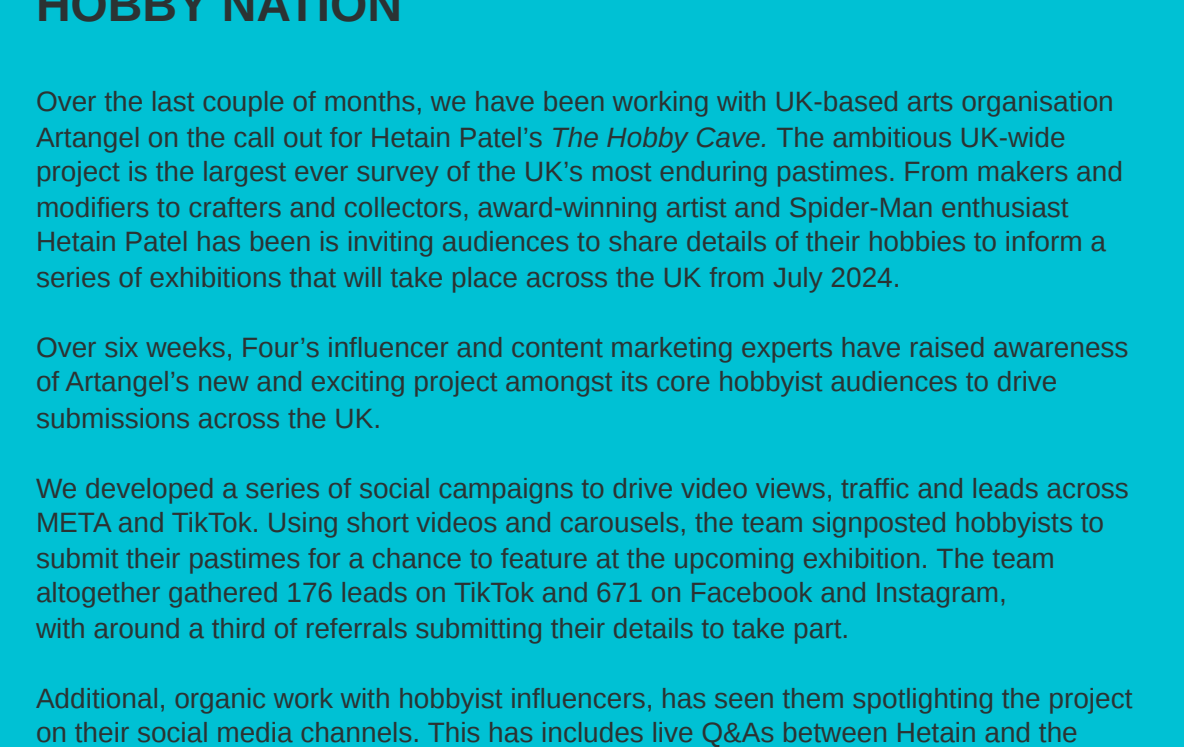
FIVE ARTISTS SHORTLISTED TO CREATE HIV/AIDS MEMORIAL

This month, AIDS Memory UK announced five shortlisted artists, Anya Gallaccio, Ryan Gander, Harold Offeh, Shahpour Pouyan and Diana Puntar in the running for the commission to create the first permanent HIV/AIDS memorial in London to commemorate those who have been affected by HIV & AIDS, then, now and in the future. The winning artist selected by a panel of judges will be announced in summer 2024.

The memorial, located in Fitzrovia, is close to the former Middlesex Hospital, where the UK's first dedicated AIDS unit was opened by Princess Diana in April 1987. It was at this hospital that Princess Diana famously shook hands with a man suffering from AIDS, challenging the belief that HIV or AIDS could be transmitted by touch. The Mayor of London, Sadiq Khan, has committed £130,000 funding from the Commission for Diversity in the Public Realm towards the memorial and CEO.

The judging panel chaired by AMUK trustee and CEO of Arts & Heritage, Stephanie Allen includes British physician Professor Jane Anderson, writer and director Neil Bartlett, senior policy officer visual art and public realm for Greater London Authority Jo Baxendale, artist Rana Begum, director of the Dellina Foundation Aaron Cezar, author and the Mayor's Commission for Diversity in the Public Realm member, Jack Guinness, AIDS Memory UK founder and Artistic Director Ash Kotak, writer Olivia Laing, curator Michael Morris, and art historian Satish Padhyar.

The team announced the shortlisted artists with news stories on BBC Radio 4 and 2, BBC News Online, *Evening Standard*, *ArtNet*, *Artforum*, *The Art Newspaper* and interviews with Artistic Director Ash Kotak on *BBC Radio London Breakfast* and *5 Live Drive Time*.



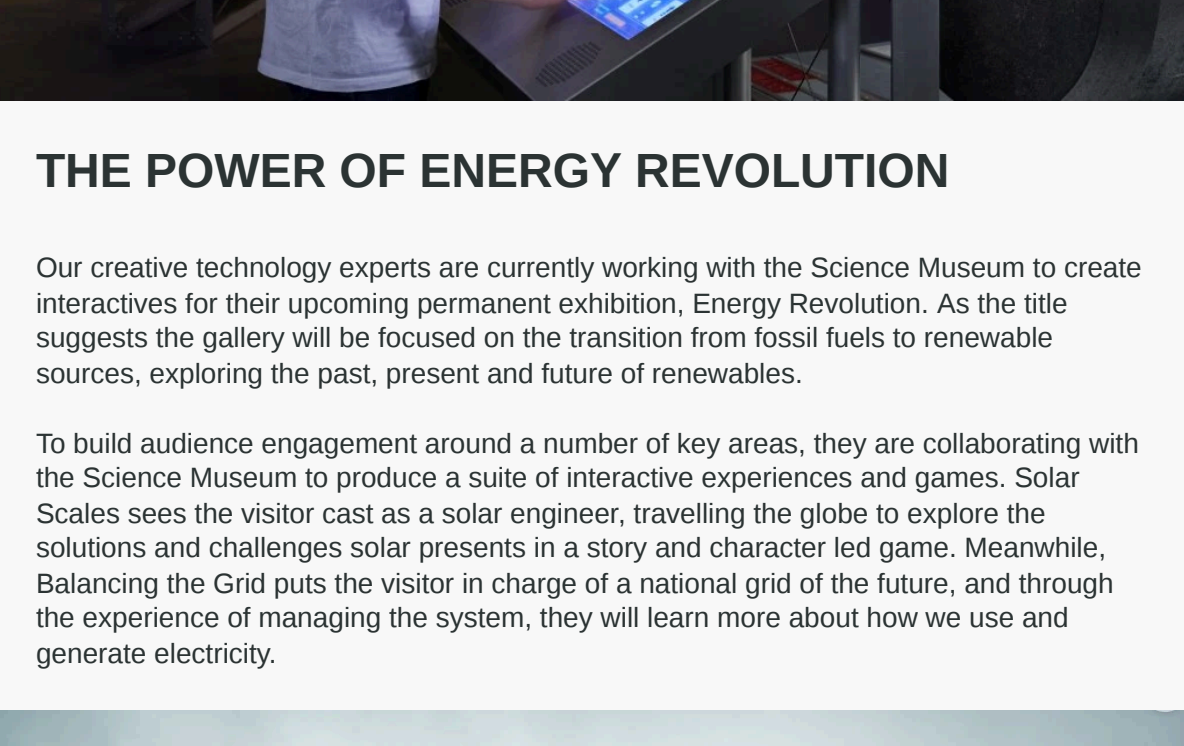
HOBBY NATION

Over the last couple of months, we have been working with UK-based arts organisation Artangel on the call out for Hetain Patel's *The Hobby Cave*. The ambitious UK-wide project is the largest ever survey of the UK's most enduring pastimes. From makers and modifiers to crafters and collectors, award-winning artist and Spider-Man enthusiast Hetain Patel has been inviting audiences to share details of their hobbies to inform a series of exhibitions that will take place across the UK from July 2024.

Over six weeks, Four's influencer and content marketing experts have raised awareness of the hobbyists' new and exciting project amongst its core hobbyist audiences to drive submissions across the UK.

We developed a series of social campaigns to drive video views, traffic and leads across META and TikTok. Using short videos and carousels, the team signposted hobbyists to submit their pastimes for a chance to feature at the upcoming exhibition. The team altogether gathered 176 leads on TikTok and 671 on Facebook and Instagram, with around a third of referrals submitting their details to take part.

Additional, work with hobbyist influencers, has seen them spotlighting the project on their social media channels. This has included live Q&As between Hetain and the hobbyists to talk about their own passions, from including with *Norriisa's* multifaceted crafts, to *Gary's* love of knitting, to *Zaynane's* inspirational insights on creativity. Together this reached 110, 200 followers across Instagram and TikTok and around 50,000 newsletter subscribers. Craft company Happy Thought's content, promoting *The Hobby Cave*, also directed over 500 users to the Artangel website.



THE POWER OF ENERGY REVOLUTION

Our creative technology experts are currently working with the Science Museum to create interactivities for their upcoming permanent exhibition, *Energy Revolution*. As the title suggests the gallery will be focussed on the transition from fossil fuels to renewable sources, exploring the past, present and future of renewables.

To build audience engagement around a number of key areas, they are collaborating with the science of reconstructing people from skulls and find out how the suffragettes nearly destroyed the stone of destiny. The team have also brought the meaning back to ancient stones, unveiling the significance and mystery surrounding them, whilst providing a tactile experience to show Perth's growth from the Middle Ages.

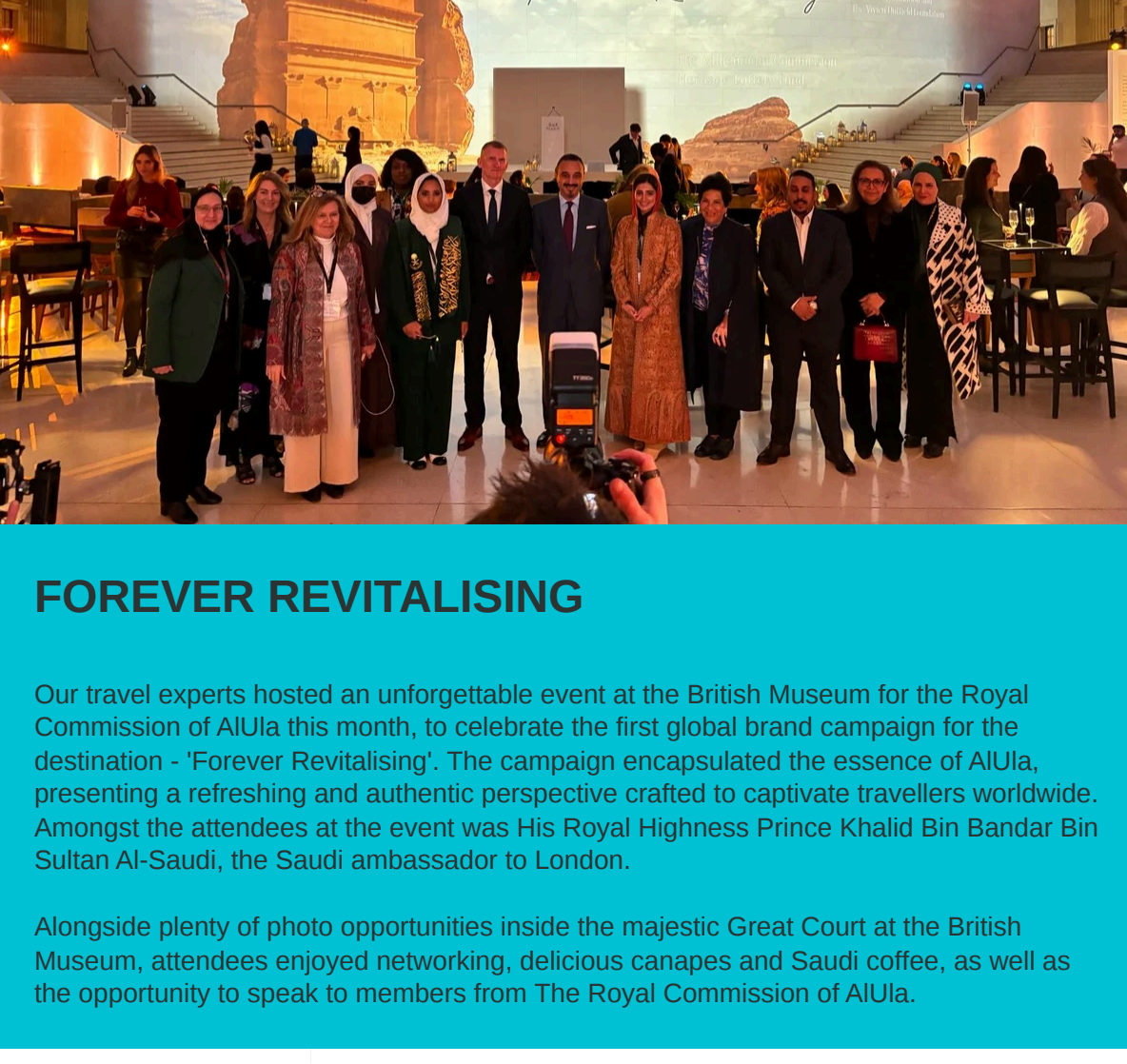


A MOMENTOUS CHANGE FOR THE CITY OF PERTH IN SCOTLAND

Hugely exciting changes have been underway in Perth, as the city has created a dedicated new museum to the history of Perth and Scotland. Formerly sharing a site with the city's gallery, the former City Hall has been completely renovated to create a multi-floor experience tracing the history of Scotland and Perth from earliest beginnings to the modern day. The centrepiece of the museum will be the Stone of Destiny – also known as the Stone of Scone – upon which Kings and Queens of Scotland and England are crowned.

This has been an exciting project, and one where working closely with museum planners and research teams has created a truly blended experience. To enhance and deepen understanding from visiting audiences, the team created a suite of digital interactivities, AV and projection mapping, which now features throughout the museum. Crafted to work with the overall aesthetic and learning outcomes, these each tease out and approach subjects in ways to engage all ages.

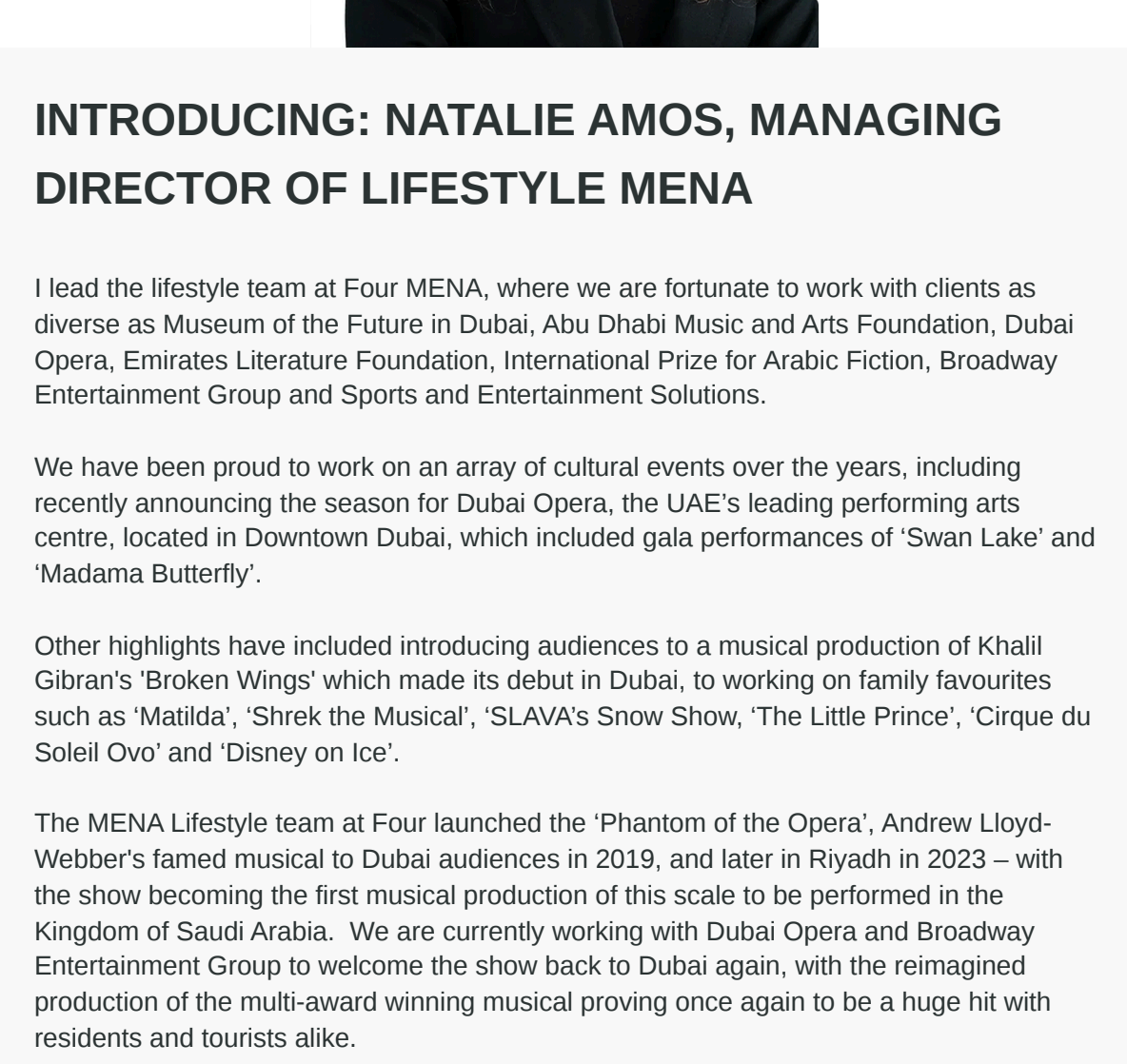
On the trip, visitors will be challenged to a Roman game of knuckle bones, experiment with the science of reconstructing people from skulls and find out how the suffragettes nearly destroyed the stone of destiny. The team have also brought the meaning back to ancient stones, unveiling the significance and mystery surrounding them, whilst providing a tactile experience to show Perth's growth from the Middle Ages.



FOREVER REVITALISING

Our travel experts hosted an unforgettable event at the British Museum for the Royal Commission of AlUla this month, to celebrate the first global brand campaign for the destination – 'Forever Revitalising'. The campaign encapsulated the essence of AlUla, presenting a refreshing and authentic perspective crafted to captivate travellers worldwide. Amongst the attendees at the event was His Royal Highness Prince Khalid Bin Bandar Bin Sultan Al-Saudi, the Saudi ambassador to London.

Alongside plenty of photo opportunities inside the majestic Great Court at the British Museum, attendees enjoyed networking, delicious canapés and Saudi coffee, as well as the opportunity to speak to members from The Royal Commission of AlUla.



INTRODUCING: NATALIE AMOS, MANAGING DIRECTOR OF LIFESTYLE MENA

I lead the lifestyle team at Four MENA, where we are fortunate to work with clients as diverse as Museum of the Future in Dubai, Abu Dhabi Music and Arts Foundation, Dubai Opera, Emirates Literature Foundation, International Prize for Arabic Fiction, Broadway Entertainment Group and Sports and Entertainment Solutions.

We have been proud to work on an array of cultural events over the years, including recently announcing the season for Dubai Opera, the UAE's leading performing arts centre, located in Downtown Dubai, which included gala performances of 'Swan Lake' and 'Madama Butterfly'.

Other highlights have included introducing audiences to a musical production of Khalil Gibran's 'Broken Wings' which made its debut in Dubai, to working on family favourites such as 'OlaDola', 'Shrek the Musical', 'SLAVA'S Show Show', 'The Little Prince', 'Cirque du Soleil OVO' and 'Disney on Ice'.

The MENA Lifestyle team at Four launched the 'Phantom of the Opera', Andrew Lloyd-Webber's famed musical to Dubai audiences in 2019, and later in Riyadh in 2023 – with the show becoming the first musical production of this scale to be performed in the Kingdom of Saudi Arabia. We are currently working with Dubai Opera and Broadway Entertainment Group to welcome the show back to Dubai again, with the reimagined production of the multi-award winning musical proving once again to be a huge hit with residents and tourists alike.

I have lived in the UAE for more than a decade and the arts and culture scene is incredibly vibrant – with plenty of literary, artistic and cultural events taking place. What makes the city particularly dynamic is the 200+ nationalities who feed into the cultural fabric of the city, meaning that there is always a new cultural event, collaboration or artist to discover.

The UK and MENA teams are proud to collaborate closely on a number of events such as The International Prize for Arabic Fiction, a client we have worked with for more than a decade, as well as on a host of other cultural and arts projects.

TOGETHER WE MAKE A DIFFERENCE

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