

# CULTURE NEWSLETTER

four



## START AS YOU MEAN TO GO ON...

January may have its detractors, but there is always something invigorating about a New Year. Many clients have been using the start of 2024 to get their communications strategies honed, putting them on the best possible footing for the coming months.

Meanwhile, we've been helping clients get positive stories into the world, such as The National Lottery Heritage Fund, with an outdoors and walking-themed announcement of its quarterly UK-wide Committee announcements. This comes as we enter the Heritage Fund's 30th year of supporting the nation's incredible heritage assets - so look out for many more fascinating stories exploring the huge impact it has had across the decades later in the year.

At King's Cross, we have also celebrated well-being of a different kind as DJ, Bestival founder and now, along with his wife - sauna entrepreneur Rob-da-Bank has created a steamy haven in a bid to help improve mental health. In Plymouth, we help mark the centenary of Gershwin's Rhapsody in Blue at Levinsky Hall.

And finally, with many making resolutions to begin - or resume - their crafty hobbies, we were delighted to help launch Hetain Patel's Artangel commission, *The Hobby Cave*. This nation-wide quest to discover and celebrate the diversity of the UK's creative pastimes will culminate in a major exhibition and UK-wide tour. See below for details of how to get involved.

All the best,  
Truda and Matt



## GETTING OUT IN NATURE MADE EASIER WITH £15.6M FUNDING FROM THE HERITAGE FUND

January is the perfect time to get outdoors, blow the Christmas cobwebs away and embrace the natural world around you. Thanks to the latest round of funding from The National Lottery Heritage Fund, more people will be able to access and experience the benefits of natural heritage sites across the UK. Revealed as part of its quarterly committee announcements, these newly funded projects will revive landscapes, support nature recovery, and enhance connectivity for people and wildlife across rural, suburban, and urban areas.

Our campaign focussed on a few key projects, demonstrating the range and spread of the Heritage Fund's work. The London Blue Chain project in Southeast London aims to connect a chain of 100 ponds with an aim to support the growth of freshwater amphibians and reptiles. Championing National Parks aims to raise awareness and accessibility to the Peak District, Yorkshire Dales, and North York Moors, encouraging ethnically diverse communities to embrace their local environment and visit these National Parks. Meanwhile, A Garden Fit for a King is a project set to restore and reconnect the historic Royal Pavilion Estate in Brighton, focusing on preserving its unique Regency period gardens.

The hugely successful announcement generated over 75 pieces of coverage including national outlets such as the *Daily Telegraph* and the *Daily Star*. 50 regional pieces were secured in outlets such as *The Argus*, *The Yorkshire Post* and *Irish News*, and broadcast pieces on ITVX London, ITV Meridian and BBC South East.



## ALL THAT JAZZ

2024 marks the centenary of the composition of *Rhapsody in Blue* from 1924, George Gershwin's most recognisable creation that defined the 1920s Jazz Age.

The 24-member London Gershwin Players performed an upbeat All-Gershwin Evening on 27 January at Levinsky Hall in Plymouth, as part of its Musica Viva season, featuring an Overture to the Musical *Girl Crazy*, *Porgy and Bess*, *Fantasy*, *American in Paris*, and a performance of *Rhapsody in Blue* with Robert Taub on piano in an original rarely-heard Paul Whiteman Band version of the song.

We placed interviews on Ed Vaizey's Culture Show on Times Radio, Jack Pepper's Culture Bunker on Scala Radio and the Breakfast Show on BBC Radio Devon. Robert talked about the significance of the song's anniversary and its enduring appeal.

There was also a concert listing on Gershwin.com which lists all the major Gershwin concerts worldwide, and an article on Jewish Renaissance about Gershwin's life and music.

The next concert at Levinsky Hall is the Kleio Quartet on 2 March featuring a group of musicians who will perform Mozart's String Quartet in G major, K.378, Bartok's String Quartet no.4 and Brahms' Piano Quintet Op.34 with Robert Taub on piano.



## WILD SPA

As the mercury dropped this month, Four launched King's Cross' first-ever wellbeing campaign Mind Your Brain designed to help people improve their brain and mental health. It's a pioneering, three-month campaign running from January to March 2024 and offers an inspiring programme of wellbeing events across the neighbourhood from the Sensory Space launching in February to the Zen Den in March.

This also includes the Slow Motion Sauna, in collaboration with DJ and wellness guru, Rob da Bank and his wife, Josie da Bank, a pop-up in Lewis Cubitt Square running until 11 February. It promises a soothing retreat from bustling city life in the pursuit of cleansing and relaxing the body and mind for a very affordable hourly session of £6 per person.

The team held a press and influencer preview day in which nine press and twelve gifted influencers experienced this ancient Scandinavian practice. Rob da Bank was interviewed on Shay Grewal's Afternoon Show on BBC Radio London and Ed Vaizey's Culture Show on Times Radio as well as for The Independent online. Previews ran on Londonist, Secret London, and a news item was syndicated widely across local London Newsshopper titles. There was a first person account by influencer Carol Maxwell on the sauna experience on The Sun.

Our campaign led to the first run of sessions quickly selling out, but King's Cross is looking to create more availability over the next two weeks for those who haven't managed to book in yet so do check the website.



## A CELEBRATION OF THE NATION'S HOBBIES

On Wednesday 24 January, cultural producer Artangel launched a new project which awards-winning artist Hetain Patel - a year-long exhibition called *The Hobby Cave* which promises to present an inspiring panorama of the nation's eccentric and unique pastimes. The Hobby Cave will bring together a network of leading cultural organisations, presented in 13 locations across the UK, which will showcase the outstanding creativity and passion that people commit to their favourite hobbies. The nationwide project will launch in summer 2024.

In support of the PR campaign and to drive sign ups, we are leading a paid social campaign, complemented by engagement with some passionate and influential hobbyist creators.

As part of the project, thousands of craft objects will be selected for display in the UK, combining the talents of origami artists, cosplayers, wood carvers, augmented car enthusiasts and more. At the heart of the project will be a film, created by Patel, which will adopt the artist's trademark cinematic production with scenes from the everyday to illuminate the private passions of the UK population.

You can find out more about the project and submit your own favourite pastimes on the [Artangel website](#).



## CULTURE ACROSS FOUR: CAROLINE LILLEY

Hi, my name's Caroline Lilley and I head up the content marketing team at Four. I specialise in creating social content strategies for brands and taking them through into organic and paid social delivery. My day-day work involves getting to know client briefs, defining audiences and working with creatives to deliver content that connects with the target groups to drive the relevant objective - whether that's watching a video, making a comment or submitting a form.

My clients span across all sectors, but I work closely with Four's culture clients to support their PR campaigns with social activations. We've worked together to deliver gallery tours of the UK, launch books to international markets and most recently we've built the paid social campaign for Artangel to seek out and celebrate the nation's hobbies. I love working on culture-based accounts as everyone is so passionate about their pastime - and that makes a real difference.

# TOGETHER WE MAKE A DIFFERENCE

