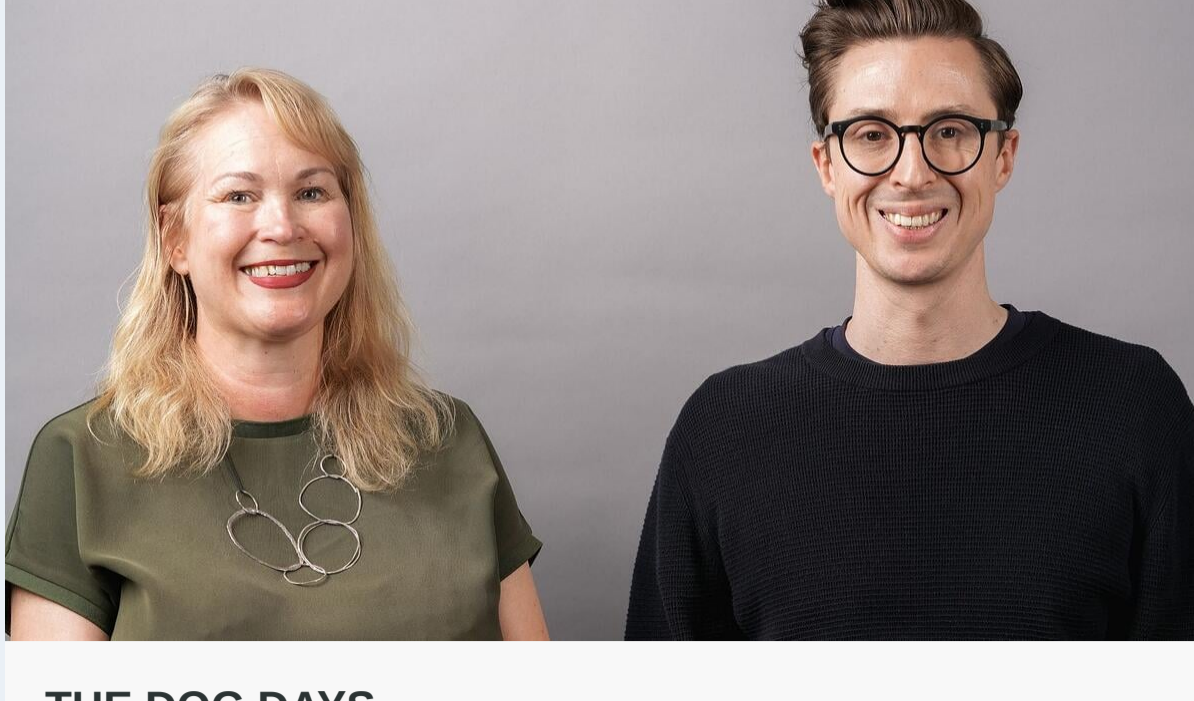


# CULTURE NEWSLETTER

four



## THE DOG DAYS

As the summer draws to a close, as ever a flurry of announcements and invitations mark the start of the autumn season.

We've been busy across the UK and internationally in August, with the team helping to bring a leading Middle Eastern comedian to prominence at the Edinburgh Fringe. Whilst a major player back home, it was back to basics for Ibrahim Al Hajaj to promote his show and so it's a major achievement to sell out so many shows.

Meanwhile, curator and art historian Alma Zevi continued the international tour for her magnificent monograph of the pioneering, itinerant and multifaceted artist Not Vital, with a spectacular event at Not's castle in Engadin, Switzerland – also the home of his Foundation and sculpture park.

Autumn's literary events are out of the traps as we announced blockbuster line-ups for Cheltenham Literature Festival and Cambridge Literary Festival.

Meanwhile, at Coal Drop's Yard, the shopping and dining hotspot at the heart of King's Cross, Four has continued its award-winning approach to destination campaigns, securing a wide range of footfall driving coverage in support of the King's Cross Riviera, and our MENA team continues its forward-facing work with the Museum of the Future.

All the best,  
Truda and Matt



## FROM RIYADH TO EDINBURGH HITS THE FRINGE

With the curtains coming down on another busy Edinburgh Fringe, one debut star has finished his run with a smash hit to tell his fans back home about. Ibrahim Al Hajaj is a comedian and star of one of Saudi's highest grossing films, *SATTAR*, which was released in the UK earlier this year. But despite his huge fame in his home country (he also co-founded Saudi's first comedy club), gaining traction with the Fringe's notoriously selective audiences was by no means a given.

Ibrahim's show, *'From Riyadh to Edinburgh'*, which pointed out the hilarious differences and similarities between people in the UK and KSA, caught the eye of a few major theatre and comedy publications, with Q&As in *ThreeWeeks Edinburgh* and *Broadway Baby*, and listings across the *WhatsOnStage* and *British Comedy Guide*. *The National* also picked up on Ibrahim's success and recorded a video interview, published on their channel to 531K subscribers.

With sold out performances and laughs abound, his debut was a smash hit. Let's hope Ibrahim brings his comedy back to the UK soon!



## A SCENIC BOOK LAUNCH IN THE SWISS MOUNTAINS

This July saw the international launch of *Not Vital: Sculpture*, a visually led monograph by art historian and curator Alma Zevi. The book follows the life and career of Swiss sculptor, painter, draughtsman and architect Not Vital.

The launch took place at Schloss Tarasp, Not Vital's spectacular 14<sup>th</sup> century castle in the Engadin region of Switzerland involving a Q&A with the Director at Yorkshire Sculpture Park, Clare Lilley. Alongside the book celebrations, Not Vital revealed his newest architectural project – a unique Dance Pavilion, designed for traditional Engadin folkloric dance.

We secured attendance from the *Financial Times*, and the event was also well attended by local and national press. Outlets that have covered the book include *The Art Newspaper* and *Monocle* with more pieces still to come.

Following packed a packed event at the Beyeler Foundation during Art Basel earlier in the year, the next stops on the international book launch tour include events at the Serpentine, London and Palazzo Grassi, Venice.

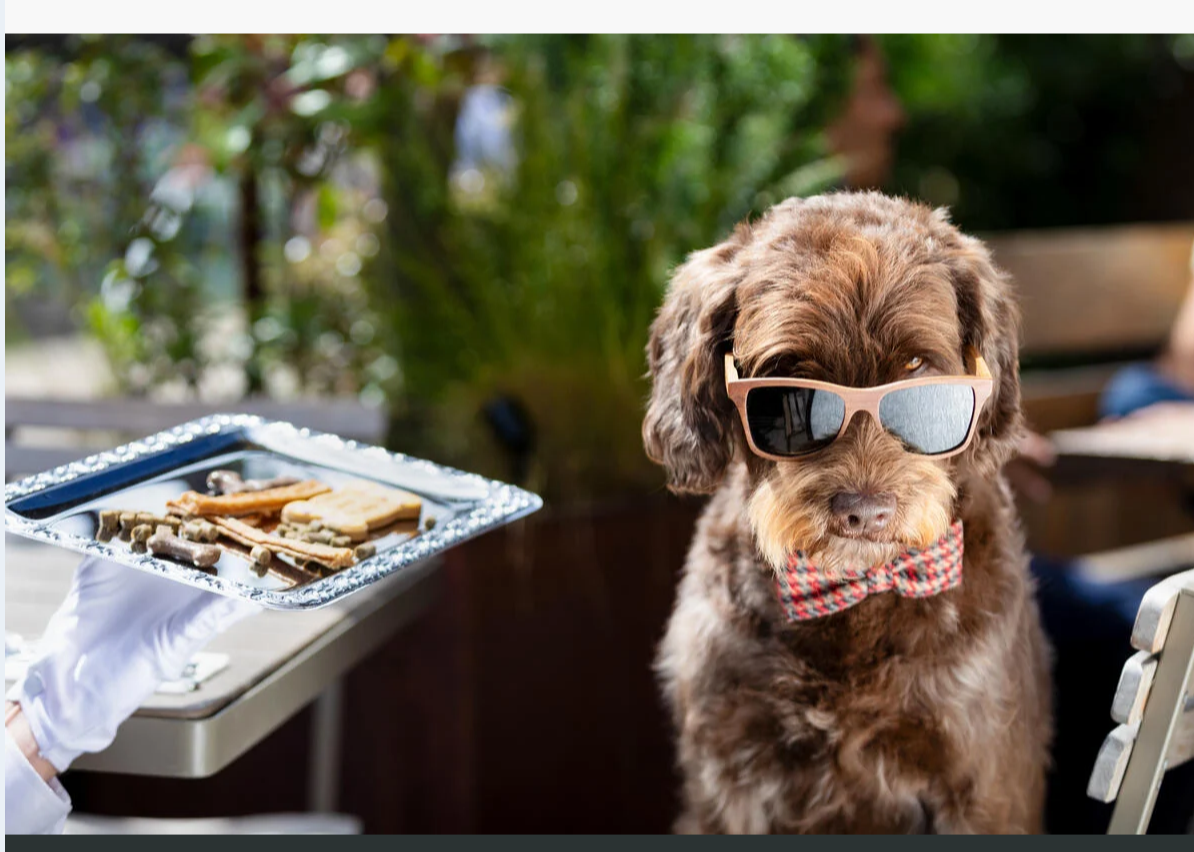


## CAMBRIDGE LITERARY FESTIVAL'S WINTER WEEKEND RETURNS WITH STELLAR LINE-UP TO CLOSE ITS 20TH ANNIVERSARY YEAR

This month, we announced the annual return of Cambridge Literary Festival's winter weekend. To round off their 20th anniversary year, the festival will host the best writers, thinkers, and speakers in beautiful historic venues across the city of Cambridge. Alongside established and emerging writers of fiction and poetry, there are household names from the world of politics, food, television, sport, art, environment, and wellbeing including: Theresa May, Andrew Marr, Lemn Sissay, Timothy West, Rick Stein, Bee Wilson and Dr Roma Agrawal.

Running from Thursday 16th to Sunday 19th November, with a range of talks to entertain, inspire, and shine a light on pressing current issues, Cambridge Literary Festival continues to lead the cultural conversation with over 44 speakers due to appear across the weekend.

To buy tickets from Tuesday 5 September, or for more information visit The Cambridge Literary Festival [website](#).



## SUMMER SOUNDS AND CANINE COMPANIONS

This summer, Four's brand team have worked with the King's Cross team to amplify its destination marketing campaign *'King's Cross Riviera'*. The three-month programme incorporated culture, community, wellness, and family into a series of PR-led events to ensure consistent consumer media coverage that would drive consumer footfall and vibrancy to the area throughout June, July and August.

Coming up with three core PR-driven moments that launched at intervals in order to maximise media interest. These included - Club Pétanque, which gave visitors to the area an opportunity to enjoy a free game of the famous French game; breathing workshops to encourage visitors to stop, listen, and breathe; and the return of the ever-famous 99p Flake just in time for the beginning of the school holidays. Coverage including broadcast media such as BBC London and BBC Radio London, and further features in the *Evening Standard*, *Londonist*, and *SheerLuxe*.

We also helped deliver a wide range of coverage results once again in support of the King's Cross annual *'Summer Sounds'* event – a jam-packed programme which brought together an array of sensational musical and artistic talent. Broadcast opportunities with BBC London and BBC Radio London included a live-stream broadcast in its first-week, and an extensive range of coverage across the media including the likes of *The Telegraph*.

To finish the summer, King's Cross hosted their first ever dog festival aptly named 'The Big Woof' around International Dog Day on 25 August. To promote the event, and the area as an accessible all-year-round dog-friendly location, Four coordinated dog-friendly media-moments securing coverage in London Live, *Evening Standard*, *Secret London*, and *Camden New Journal* to name a few.

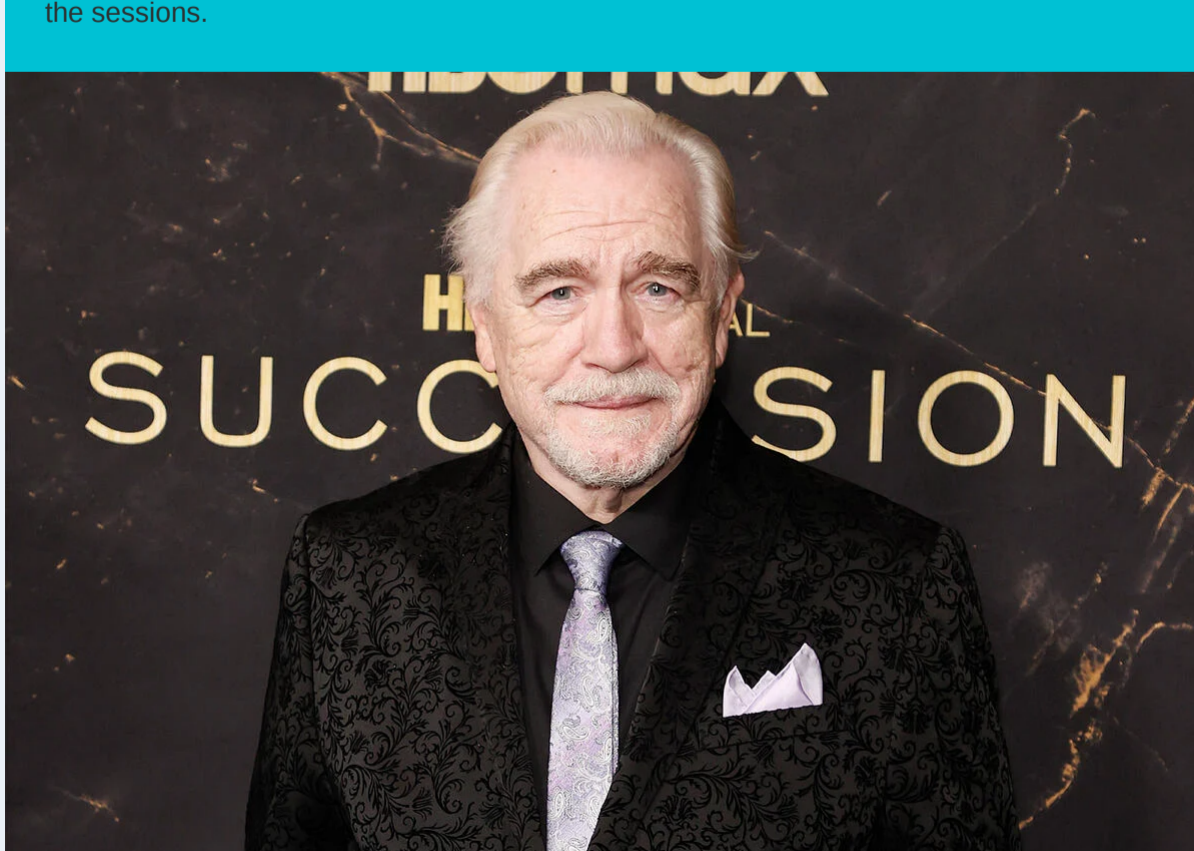


## MUSEUM OF THE FUTURE HOSTS IMMERSIVE FUTURE TALKS

Museum of the Future, Dubai, the global platform dedicated to creating a more positive tomorrow, hosted a series of 'Future Experts' talks during July and August 2023.

The line-up included a session with artist and researcher Sougwen Chung who delved into topics within the fields of artificial intelligence, technology, robotics, virtual reality and biofeedback. Sougwen Chung is a Chinese Canadian artist and researcher whose work is based on performance, drawing, still images, sculptures, and installations, in addition to the technological progression of the human hand. Known as a pioneer in the field of art and technology, Chung explores how "embracing contradictions in art and research can pave the way to a third path, inspired by tradition and the development of new hybridities".

In addition, Museum of the Future also hosted a thought-provoking session focused on AI, medicine discovery and development which provided guests with valuable insights into the evolving landscape of health technology, and the transformative potential of artificial intelligence and the future of wellness. The discussions by industry experts sparked inspiration among the attendees. The Future Talks events were widely reported upon by multiple Arabic and English-language outlets, including *Arab News*, *Gulf News*, *WAM*, *Zawya* and *Al Wadha* amongst others, with a broadcast crew from Abu Dhabi TV filming the sessions.



## CHELTENHAM LITERATURE FESTIVAL 2023 ANNOUNCES FULL PROGRAMME WITH 500+ EVENTS

Earlier in the month, the team announced the line-up for the world's longest-running literature festival, Cheltenham Literature Festival 2023. From Friday 6 to Sunday 15 October, the Festival will offer visitors the opportunity to explore the heart of contemporary culture through 500+ events, featuring world-class novelists, incisive global thinkers, bright new voices and bold explorers. Returning for 2023 is the Festival's Read the World theme, which has been spotlighting international literature at Cheltenham since 2021, offering visitors a passport to global voices and ideas.

Succession actor Brian Cox, former Prime minister Theresa May, award-winning chef Michel Roux, screenwriter and director Richard Curtis and author Zadie Smith are included in this year's line-up, offering their unique perspectives and a glimpse into their literary works. Cheltenham's VOICEBOX programme also is back for its third year, bringing youth voices and ideas to the forefront through a free programme of talks, workshops, panels, music, comedy and more.

So far, the team have secured coverage in publications including *The Independent*, *Herald Scotland*, *ITV News*, *BBC News* (Gloucestershire), *Economic Times*, and *AOL*, alongside *BookBrunch* and *The Bookseller*.

Booking for the Literature Festival opens to Cheltenham Festivals Members on Wednesday 30 August and general booking opens on Wednesday 6 September 2023. Do be sure to check out their [website](#) which includes the jam-packed programme, to see what this October has in store.



# TOGETHER WE MAKE A DIFFERENCE

