

SHAKESPEARE LIVES IN 2016

MIDWAY ACTIVITY REPORT

A snapshot of activity
between January and July
from the Shakespeare Lives
global celebration in 2016.

© Imateen Lindsay



ABOUT SHAKESPEARE LIVES IN 2016

Shakespeare Lives is a global celebration in 2016 of the influence of William Shakespeare on culture, language, education and society.

The British Council, the GREAT Britain campaign and an unprecedented number of partners are commemorating the 400th anniversary of Shakespeare's death with a series of initiatives including a unique online collaboration, performances on stage and film, exhibitions, public readings, conversations, debates and educational resources that people around the world and of all ages can actively join in with from January to December 2016.

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**WILLIAM
SHAKESPEARE
HAS TO BE THE
UK'S MOST
ENDURING
AMBASSADOR**



**JOHN KERRY,
SECRETARY OF STATE FOR
THE UNITED STATES, 2016**

INTRODUCTION

We are eight months into Shakespeare's 400th anniversary year and we are using this moment to take a snapshot of how Shakespeare Lives is progressing – the highlights and the challenges, both planned and unexpected.

Research with young people from several countries in 2014 showed that Shakespeare was the UK's number one cultural icon, more recognised as such than even the Queen, David Beckham and JK Rowling.

Our aim with Shakespeare Lives is to engage in fresh and informal conversations around the works of William Shakespeare, sharing the wisdom, inspiration and relevance of his words, themes and stories to our present-day human encounters and to the global challenges of our time.

This report is a snapshot of our progress to date, working in different languages and communities around the world with Shakespeare's histories,

comedies, tragedies, romances and sonnets. Through a collection of stories, statistics, images, anecdotes and social media posts, it shows how Shakespeare Lives is connecting audiences around the world.

This is a hugely ambitious and far-reaching programme, which is only made possible through the strong partnerships with, and hard work of, our colleagues and our partners across the world.

**ROSEMARY
HILHORST**
DIRECTOR OF
SHAKESPEARE LIVES



HEADLINES

WWW.SHAKESPEARELIVES.ORG
HAS HAD 1.4 MILLION UNIQUE
USERS FROM 200 COUNTRIES,
ON AVERAGE STAYING FOR MORE
THAN FIVE MINUTES

THE SOCIAL MEDIA REACH OF S

2.3

BI

532 BOOKINGS
IN 70 COUNTRIES

VIEWED 2.5 MILLION
TIMES GLOBALLY

The largest ever global touring film package organised by the British Council in partnership with the British Film Institute and other partners has had **532 bookings in over 70 countries.**

The first seven commissioned short films, inspired by Shakespeare's plays, have been **viewed online nearly 2.5 million times globally** on YouTube and the *Guardian*, and a number of the films have been accepted to international film festivals.

**THE INTERNATIONAL
MEDIA REACH VIA
CENTRAL PRESS AND
PR IS 2,272,000,000**

SHAKESPEARE LIVES TO DATE:

LLION

**£2.15 MILLION
RETURN ON
INVESTMENT**

A Shakespeare Lives in Britain campaign led by VisitBritain, giving a competition winner the opportunity to visit the UK, and UK Trade and Investment activity at London Book Fair has so far resulted in a **£2.15 million return on investment**.

**2.2 MILLION
UNIQUE USERS**

www.bbc.co.uk/shakespearelives – an online platform with key UK cultural partners – has had **2.2 million unique users** to date with BBC iPlayer sharing third-party content for the first time ever and achieving **250,000 global views** in the first 30 days.



GLOBAL HIGHLIGHTS

Shakespeare Lives events throughout the year have included performances, film screenings, exhibitions and poetry readings – as well as flashmobs, schools events, and a series of exciting and innovative uses of Shakespeare’s works: from ‘The Whisperers’ in Mexico City and the Rose Garden in Seoul to Shakespeare-branded metro services in Moscow and Paris.



© Dmitry Smirnov

PARIS AND MOSCOW: METRO BRANDING

Teams in Russia and France developed partnerships with local metros in Moscow and Paris to have Shakespeare Lives branding on the metro systems. In Paris, colourful Shakespeare Lives quotes brightened the walls and interiors of trains, while in Moscow an entire metro train was branded with Shakespeare imagery.



© Tanvir Murad Topu

BANGLADESH: A DIFFERENT ROMEO AND JULIET

Graeae Theatre Company and Dhaka Theatre, Bangladesh collaborated on a new *Romeo and Juliet* production – commissioned by the British Council in Bangladesh – to create a long-term training programme with young disabled adults in Bangladesh. *A Different Romeo and Juliet* premiered in Dhaka on 26 March. A documentary about the making of the production is available to view online.



© British Council

ONLINE: ANIMATED INTRODUCTION

A short animated film was produced to explain the purpose of the programme and celebrate the global reach of Shakespeare. The tone of the film is light-hearted and focuses on creating an engaging picture of Shakespeare in the 21st century. It has been widely shared by our teams across the world, on social media, on websites and at live events.



© Monirul Bhuiyan

BOTSWANA: STUDENT PERFORMANCE SHOWCASE

UK-based theatre directors Gregory Thompson, Natalie Ibu and Ben Spiller collaborated with practitioners from South Africa to deliver a week-long series of workshops for 150 actors, students and teachers in Botswana. These students then showcased their new performance skills at the 'Shakespeare Lives in Botswana (Shakespeare o a Tshela) Showcase' in Maitisong, Gaborone on 13 April.



© Film still, WYRDOES

UK: SHAKESPEARE'S SISTER

Shakespeare's Sister is a short film initiative led by Film London with the British Council Film team to address gender imbalance in film. The winning films are *Marina* and *Adrienne*, written/directed by Lucy Campbell and produced by Loran Dunn, and *WYRDOES*, written and directed by Nat Luurtsema and produced by Jennifer Eriksson and Iona Westlake.



© British Council

MEXICO: THE WHISPERERS

To celebrate Shakespeare Day in Mexico, 'The Whisperers' enchanted audiences at the Fiesta del Libro y la Rosa, reading Shakespeare to young children and festival authors alike. The performance continued across Mexico City, visiting three different metro stations to perform a musical production about Shakespeare's work and life.

GLOBAL HIGHLIGHTS



© Wasserman

UK: LAUNCH ON TWELFTH NIGHT

The Shakespeare Lives programme launched on Twelfth Night in January 2016 with an op-ed article by the Prime Minister, David Cameron. Over 75 countries have seen this published in major newspapers with a total estimated circulation of 14.9 million. Several countries shared coverage on social media, which extended its reach further. Over 200 people attended the Twelfth Night launch event, jointly hosted with the Shakespeare400 consortium at King's College London.



© Tom Evans

UK: SHAKESPEARE LIVES IN NUMBER 10 DOWNING STREET

In July, Prime Minister David Cameron hosted an event at Number 10 Downing Street for a group of key stakeholders. Held in the garden of Number 10, the event showcased performances by the Shakespeare Schools Festival and the Royal Shakespeare Company. These performances demonstrated the power of storytelling and strong characters within Shakespeare's writing to inspire the imagination of young people in the UK.



© The London Book Fair

UK: UKTI AT THE LONDON BOOK FAIR

UKTI supported a Shakespeare product showcase and a mini-Globe performance arena at the London Book Fair, which included an interactive Shakespeare avatar. This attracted participation from over 450 UK and international publishers, with an estimated commercial value of £2 million through book sales, licensing and merchandising.



© British Council

UK: SHAKESPEARE LIVES EXHIBITION

A Shakespeare Lives exhibition was held at the British Council headquarters in London from April to June. The exhibition provided an opportunity to delve into the programme, and included a global map of activity, audiovisual content from different projects and a historical timeline tracking the relationship between the British Council and Shakespeare since the 1940s. The exhibition was launched with a reception that included a reading by Algerian writer Ahlem Mosteghanemi.



© Chelsea Bryan

USA: DAME HELEN MIRREN AT THE NEW YORK PUBLIC LIBRARY (NYPL)

Dame Helen Mirren was interviewed by host Paul Holdengräber for 'LIVE from the NYPL' on 10 May. The interview reflected on her distinguished professional career and her experience playing numerous Shakespearean roles. The event was sold out and has been made available online as a podcast.



© Everland

KOREA: SHAKESPEARE ROSE GARDEN

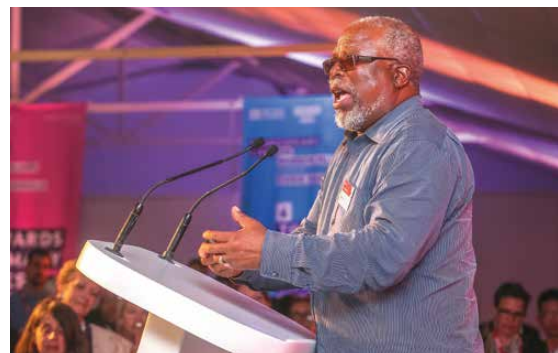
The British Council in Korea partnered with Everland, the biggest theme park in Korea, to create a specially designed Shakespeare Rose Garden displaying Shakespeare-inspired flowers and literature. This was accompanied by a programme of cultural events from 5 May to 12 June.



© Alaa Khair

OMAN: VISUAL ARTS WORKSHOPS

In March, UK visual artist Tom de Freston led a three-day workshop with Omani artists to develop creative skills and explore new creative methods through Shakespeare. The artists continued with an extensive cultural programme around Shakespeare including debates and lectures while also developing their own work, which was displayed in the exhibition 'Shakespeare in Omani Eyes' at The Omani Society for Fine Arts in June.



© Tom Evans

SOUTH AFRICA: GOING GLOBAL 2016

One of the highlights of the British Council's annual international education conference was the world premiere of Dr John Kani's *Living Shakespeare* essay, featuring a unique Q&A session with Dr Kani about his experience of apartheid and the power of Shakespeare in South Africa today. The session is available as a podcast.

GLOBAL HIGHLIGHTS

SHAKESPEARE LIVES ON FILM TOUR WITH SIR IAN MCKELLEN



The British Council Film team and the British Film Institute (BFI) are presenting Shakespeare Lives on Film, a touring collection of outstanding British film adaptations of Shakespeare's work, in association with Film London, Park Circus, NT Live and other partners.

The programme demonstrates how film has transformed and re-imagined Shakespeare's work in many genres with Britain's leading actors – from Sir Laurence Olivier to Maxine Peake.

Shakespeare Lives on Film is the British Council's largest-ever touring film programme, with screenings and events in over 70 countries.

of anecdotes, monologues and film clips exploring interpretations of Shakespeare in theatre, television, radio and cinema.

A total of more than 1,000 print, online and broadcast media covered Sir Ian McKellen's visit to China and Shakespeare on Film. Estimated cumulative reach of media reports is two billion.



© British Council

Sir Ian McKellen is the Shakespeare Lives on Film global ambassador, for which he visited India, China and Russia. His journey began with a visit to **Mumbai, India** for an 'in conversation' with celebrated Indian actor and director Aamir Khan to a live audience at the National Centre for the Performing Arts. He also attended Her Majesty The Queen's Birthday Party at the British High Commission, after giving an inspiring speech to students at the BD Somani International School.

A total of more than 13,610,000 print, online and broadcast media covered Sir Ian McKellen's visit to India and Shakespeare on Film. Estimated cumulative reach of media reports is 19 million.

In **Shanghai, China**, Sir Ian attended the opening night of the Shanghai International Film Festival, introducing *Richard III* and performing Shakespeare's famous 'seven ages of man' soliloquy. He also delivered a Smart Talk (a flagship of the British Council's programme in China) at the Shanghai Theatre Academy to over 950 students and fans, bringing Shakespeare to life with a series



© British Council

To launch the six-day Midsummer Nights Festival – a retrospective of British screen adaptations of Shakespeare's plays and related events – Sir Ian travelled to **Moscow, Russia** to present *Richard III* at the Gogol Centre Theatre along with his solo show *Shakespeare on Stage, Screen and Elsewhere* at Pashkov House. The festival also saw a screening of Franco Zeffirelli's digitally restored 1968 *Romeo and Juliet*. Leonard Whiting, who played Romeo, was also in Moscow to present the film. In partnership with CoolConnections, the British Council brought the Midsummer Nights Festival and *Richard III* to **Yekaterinburg** and **St Petersburg**.

A total of more than 300 print, online and broadcast media covered Sir Ian McKellen's visit to Russia and the Shakespeare on Film tour. Estimated cumulative reach of media coverage is ten million.

GLOBAL HIGHLIGHTS

SHAKESPEARE DAY AND THE ANNIVERSARY WEEKEND 22–24 APRIL 2016

Shakespeare Day on 23 April was the focal point of the programme, with the online conversation reaching 750 million people over 48 hours, and a series of events taking place all around the world. Other focal points planned include the first ever live stream performance from Shakespeare's Globe.

LAUNCH OF BBC SHAKESPEARE DAY LIVE AND THE SHAKESPEARE LIVES 2016 FESTIVAL SITE

BBC Shakespeare Day Live launched on www.bbc.co.uk/shakespearelives on 22 April with 36 hours of events and performances. This live stream showcased the best of the UK cultural and creative sector, working with partners including the Royal Opera House, Shakespeare's Globe, the Royal Shakespeare Company, the British Film Institute and Hay Festival.

This is one of the most innovative partner initiatives that the BBC has undertaken in the digital space, with the British Council acting as the co-curating partner. The online content will be available worldwide for six months on the Shakespeare Lives Festival site, hosted on www.bbc.co.uk and promoted by www.bbc.com.

SHAKESPEARE'S GLOBE – THE COMPLETE WALK

Shakespeare's Globe opened The Complete Walk, a 2.5 mile walk along the South Bank of the Thames from the Royal Festival Hall to Shakespeare's Globe with display screens showing short films of all 37 Shakespeare plays for free. This installation was open to the public and later moved to Liverpool, before being installed in cities overseas including Barcelona and Madrid in Spain, and Sibiu in Romania.



© BBC



© Shakespeare's Globe, The Complete Walk



© Shakespeare's Globe, The Complete Walk



INTERNATIONAL HIGHLIGHTS FROM THE ANNIVERSARY WEEKEND

GLOBAL

Film events and screenings took place around the world as part of the Shakespeare Lives on Film touring collection, including *Hamlet* starring Maxine Peake, which screened in all nine British Council centres in India on 23 April.

CHINA

Shakespeare Lives was promoted on public buses in five cities, on digital media sites, at universities and in Beijing airport with the 'Shake For Shakespeare' app.

WASHINGTON DC, USA

The Folger Shakespeare Library hosted 'The Wonder of Will' – a unique live-streamed event with eminent speakers.

TEHRAN, IRAN

Tamashagan Institute of Performing Arts held '400 years of William Shakespeare' – an event commemorating Iranian artists and academics who have worked on Shakespeare's masterpieces and influenced Iranian literature and dramatic art.

BELFAST, NORTHERN IRELAND

Belfast Docks hosted a cross-community performance of *The Tempest* with 230 international actors from Asia, Africa and the Caribbean.

NETHERLANDS

Judge Meron (Former President of the International Criminal Tribunal for the Former Yugoslavia) was invited as keynote speaker on the subject 'Shakespeare and the Just War Theory' at the Shakespeare Festival in The Hague. This event included performances of scenes from *Henry V* and *Troilus and Cressida*.

GLOBAL HIGHLIGHTS

THE ANNIVERSARY WEEKEND

22–24 APRIL 2016

SOCIAL MEDIA

To make Shakespeare Day truly global, the British Council Shakespeare Lives team worked with UK and international partners on a social media campaign using #ShakespeareLives, inviting the world to join the celebrations.

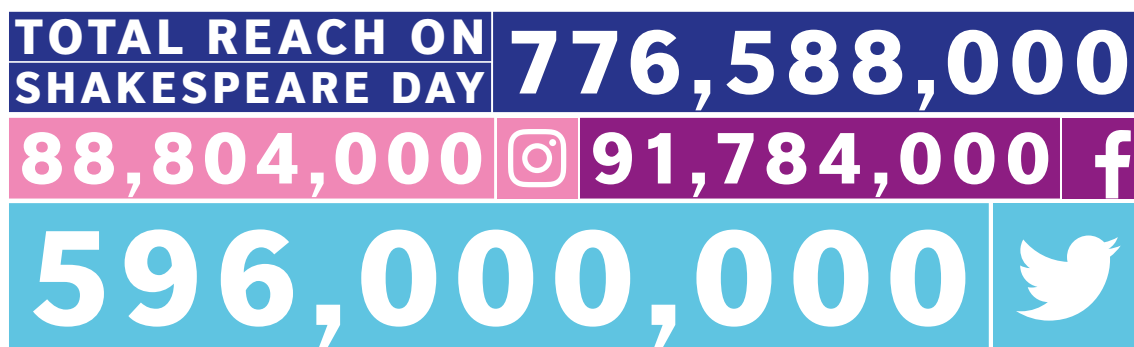


© Twitter Inc.

This campaign involved the Shakespeare Lives team being active on social media across a 52-hour period. The team also worked with Twitter to design a bespoke Shakespeare emoji that users around the world could use when tweeting using #ShakespeareLives and #Shakespeare400, and Google marked the occasion with a bespoke Shakespeare 'Google Doodle'.

Sir Patrick Stewart launched the Shakespeare emoji on 22 April. His tweet was retweeted over 1,200 times and received more than 3,000 likes. A later tweet, wishing William Shakespeare 'feliz cumpleaños', received more than 700 retweets and more than 3,500 likes.

Hashtag reach



Geographical reach of accounts reached by #ShakespeareLives over anniversary weekend 22–24 April



PATRICK STEWART

@SirPatStew

ENHANCE YOUR TWEETS
WITH THIS EMOJI OF THE WORLD'S
GREATEST DRAMATIST 🎭
#shakespearelives

WILLIAM SHAKESPEARE

@Wwm_Shakespeare

WORDS, WORDS, WORDS.
#shakespeare400 #shakespearelives

DAVID TENNANT

@David_Tennant

[RT] VIDEO OF #DAVIDTENNANT
ABOUT DID SHAKESPEARE
REALLY WROTE THE PLAYS
#shakespearelives

GORDON RAMSAY

@GordonRamsay

@UNIONSTREETCAFE
ARE RAISING A TOAST FOR
#SHAKESPEARE400 !
#PLAYYOURPART &
SUPPORT @VSO_INTL !
GX
#shakespearelives

THE OPEN UNIVERSITY

@OpenUniversity

HE DIED 400 YEARS AGO,
BUT HIS WORKS STILL
PLAY ON. EXPLORE HIS
LIFE NOW.
#shakespearelives

THE BRITISH LIBRARY

@britishlibrary

THRILLED TO BE PART OF
#SHAKESPEARELIVES
TODAY! LOOK OUT
FOR #SHAKESPEARE
CURATOR ZOË WILCOX
#shakespearelives

AWESU OLANIYI

@awesuolaniyi

@BRITISHCOUNCIL SOMEDAY
I WILL SHARE THE STORY OF
TONIGHT ON THE ANNIVERSARY
OF #SHAKESPEARE
WITH MY CHILDREN HOW
BRITISH COUNCIL INSPIRED
#shakespearelives

PATRICK STEWART

@SirPatStew

FELIZ CUPLEAÑOS
TO GUILLERMO SHAKESPEARE.
A TOAST CON UN MARGARITA 🍷
#shakespearelives

BBC WORLD SERVICE

@bbcworldservice

SINGER @RUFUSWAINWRIGHT
ON WRITING MUSIC FOR
#SHAKESPEARE SONNETS
#shakespearelives

NATIONAL GEOGRAPHIC

@RevistaNatGeo

CON LA AYUNDA DE
EXPERTOS DESMENTIMOS
4 RUMORES SOBRE
WILLIAM SHAKESPEARE
#shakespearelives

CONTEMPORARY CONVERSATIONS

#SHAKESPEARENOFILTER

#ShakespeareNoFilter is the first Instagram-led digital campaign for the British Council led by the EU Digital team. It retells *A Midsummer Night's Dream*, using the story to create connections between numerous European cities and using the themes to explore issues facing young people, such as peer pressure and young romance. The campaign continues in September with a retelling of *Hamlet*, and in October with *Romeo and Juliet*.



© British Council

LIVING SHAKESPEARE ESSAY COLLECTION

The British Council invited eminent thinkers from around the world, from politicians to Nobel Prize-winning writers, to write an essay interpreting themes in Shakespeare's work of relevance today. The collection demonstrates Shakespeare's relevance, from the stage, to our homes, to the staterooms of power. The issues raised include optimism in diplomacy, female empowerment, listening, racial integration and a response to extremism.

The essayists include: Alissar Caracalla, Evelyn Glennie, John Kani, John Kerry, Kalki Koechlin, Ahlem Mosteghanemi, Wole Soyinka and Hong Ying.



© British Council

ALL THE WORLD'S REPORT

In April the British Council launched *All The World's* – a report into global interest in Shakespeare and how Shakespeare impacts international perceptions of the UK. The report resulted from YouGov research of 18,000 people in 15 countries.

The key question focused on: *How is Shakespeare viewed around the globe and what role can his work play in support of the UK's soft power?*

Shakespeare Lives is exploring how Shakespeare's writing remains invaluable as a tool for making sense of the modern world.

Throughout the programme, the themes that Shakespeare writes about are seen to connect again and again with prevalent issues today. Shakespeare Lives follows how some of today's greatest thinkers have been profoundly impacted through encounters with Shakespeare, with essayists, politicians, musicians and poets all taking part in this global conversation.



© Kamila Shamsie



© 3D

LUNATICS, LOVERS AND POETS: TWELVE STORIES AFTER CERVANTES AND SHAKESPEARE

Hay Festival, supported by the British Council and Acción Cultural Española (AC/E) selected 12 contemporary international writers to write an original story as tribute to both Shakespeare and Cervantes, who both celebrate a centenary in 2016.

The result is a new anthology *Lunatics, Lovers and Poets: Twelve Stories after Shakespeare and Cervantes* published in an English version by And Other Stories and in Spanish by Galaxia Gutenberg.

Six English-speaking writers offer a take on Cervantes and his work, while six contemporary Spanish-language writers have written stories inspired by Shakespeare. The anthology includes an introduction by Salman Rushdie.

Throughout 2016 a series of talks, readings and panel discussions are taking place at literary events around the world that will consider the cultural significance of these two major European writers.

SHAKESPEARE LIVES IN THE HORN OF AFRICA

The British Council developed a programme of workshops and events across 2016 in different art forms to develop artistic skills, engage participants in dialogue about issues facing young people in the Horn of Africa, and encourage community cohesion in the region. Working with the same group of young artists from Sudan, South Sudan and Ethiopia, Shakespeare has been used as a platform to address socioeconomic and youth-related concerns and develop new artistic skills.

Highlights include:

- Akala and The Hip-hop Shakespeare Company workshops using Shakespeare to explore modern music forms including hip-hop and jazz.
- UK performance poet Deanna Rodger leading a five-day Sonnet Exchange.
- Showcase about the project at the European Development Days (EDD) in Brussels.

RE-IMAGINE

© Andrew Lamb

Shakespeare Lives includes a number of projects creating opportunities for the arts sector in the UK, to develop new work inspired by Shakespeare and reach new audiences throughout the anniversary year and beyond.

SHORT COMMISSIONED FILMS

The British Council Shakespeare Lives team commissioned a series of short films showcasing the best of the UK's creative sector. Released monthly and featuring top UK talent, each film is a modern reinterpretation of Shakespeare's work.

Our media partnership with the *Guardian* has seen each film premiere online at www.theguardian.com/stage. To date the film series has reached over **62 million** globally.

A number of the films have been selected for international film festivals. More films will be commissioned throughout 2016.

THE FIRST SEVEN FILMS ARE:

Twelfth Night: a musical interpretation produced by SB.TV.

Star Cross'd: a contemporary take on *Romeo and Juliet* written by Laura Dockrill.

Julius Caesar: Mark Stanley (*Game of Thrones*) stars as Brutus plotting the downfall of Caesar (Tony Osoba) in a dystopian future.

Macbeth Act I Scene V: Vicky McClure (*This Is England*) stars as Lady Macbeth in this supernatural scene which combines performance with manga animation.

Miranda's Letter: Inspired by *The Tempest*, *Miranda's Letter* stars Raffey Cassidy (*Snow White and the Huntsman*) and explores mother-daughter relationships.

Come To Me: blues for As You Like It: Musician Anjana Vasan performs her original piece, *Come To Me*, which takes inspiration from the songs found in *As You Like It*.

The Prince of Denmark: a comically dark take on *Hamlet* set in a family pub, starring Sam Coleman (*Game of Thrones*) as Hamlet and Ronni Ancona (*The Big Impression*) as Gertrude.

Still to come are creative reimaginings of *A Midsummer Night's Dream* and *Othello*.



© Nuhash Humayun

ON SHAKESPEARE'S SONNETS – A POETS' CELEBRATION

Shakespeare Lives supported publication of an anthology of responses to Shakespeare's sonnets by 30 eminent British poets published by Bloomsbury Arden in partnership with the Royal Society of Literature and King's College London. All poems can be found in the anthology *On Shakespeare's Sonnets: A Poet's Celebration* and the recording of ten of those poets on the Poetry Archive Website.

A follow-up to the publication is the Sonnet Exchange programme, which brings together poets in the UK with their counterparts overseas for workshops and panel discussions developed to inspire and enrich new writing.



© British Council Germany

A GREAT FEAST OF LANGUAGES

This year-long international project, led by the British Council Literature team, facilitates translations of Shakespeare for performance involving translation workshops and public panel discussions. It was developed in partnership with Shakespeare's Globe, the British Centre for Literary Translation and Writers' Centre Norwich.

Following events in Germany for German, Romanian and Polish translators, the project will move on to Singapore and Mexico City.

RE-IMAGINE

SHAKESPEARE REWORKED

© Camilla Greenwell

In 2015, the British Council's Theatre and Dance team asked a range of creative producing organisations in the UK to nominate outstanding UK-based artists and companies.

Artists and companies were invited to develop innovative projects which responded to, reinterpreted or were inspired by the works of Shakespeare in a global context. Nine project proposals from artists and companies were selected, including projects in theatre, dance, live art and music. Each project was then awarded funding for a research and development period collaborating with local artists in their chosen country. Countries across the world were involved, from Nigeria to China, from South Korea to India.

Artists documented their progress across the research and development period from April to November 2015 through blogs, video and audio content as they explored how to develop their projects in an international context.

In November 2015 all projects were reviewed and four of the nine were selected to receive further support to bring their projects to full production in 2016 overseas, and potentially in the UK.

THE SUCCESSFUL ARTISTS AND COMPANIES ARE:



© Gecko

GECKO AND SHANGHAI DRAMATIC ARTS CENTRE CO-PRODUCTION – THE DREAMER

Gecko is working with the Shanghai Dramatic Arts Centre on a co-production inspired by Shakespeare's *A Midsummer's Night Dream* and his Chinese contemporary Tang Xianzu's *The Four Dreams of Linchuan*. Following a development residency in July, the show will premiere in Shanghai in October.



© British Council Korea

JAMES COUSINS COMPANY – ROSALIND

James Cousins Company is collaborating with costume designer Insook Choi, dramaturg Hejin Jang and world-class dancers in Korea to interpret the timeless relationship of Rosalind and Orlando from *As You Like It* in the modern-day metropolis of Seoul. They aim to tour the full production in East Asia, Europe and the UK following the premiere in Seoul in October.



© Amanda Coogan

AMANDA COOGAN AND BELFAST INTERNATIONAL ARTS FESTIVAL – RUN TO THE ROCK

Run to the Rock is a new, multi-faceted live art work directed and designed by critically acclaimed artist Amanda Coogan and involving Deaf performers from Northern Ireland and South Africa. The production is a meditation on Shakespeare's text inspired by Sonny Venkatrathnam's 'Robben Island Bible'. Coogan and her collaborators have explored the choreographic potential of sign language as a core part of their creative process. The production will premiere in Ireland in October.



© Birds of Paradise Theatre Company

BIRDS OF PARADISE THEATRE COMPANY – MIRANDA AND CALIBAN: JUDGEMENT DAY

Robert Gale and Garry Robson of Birds of Paradise Theatre Company are devising a new production with disabled artists in Hong Kong and the UK inspired by *The Tempest*. *Miranda and Caliban: The Making of a Monster* will be an immersive theatrical experience for both a live and digital audience performed simultaneously in English, Cantonese, British Sign Language and Hong Kong Sign Language. It will be a joint presentation by the Leisure and Cultural Services Department and the British Council in Hong Kong, supported by Glasgow Life, Creative Scotland and Arts with the Disabled Association Hong Kong, and will be performed in Hong Kong and Glasgow in November.

GET CREATIVE

Shakespeare Lives creates opportunities for everyone to get involved with Shakespeare's work, reaching far beyond the theatre walls. From animations and films to online games and apps, competitions, educational resources, massive open online courses and more, the Shakespeare Lives programme inspires creativity in all corners of the modern world.



© British Council

The app was created by Arzamas Academy, the Moscow-based educational website, with the British Council in Russia, and is free to download for both iPhone and Android in English, Russian and Ukrainian.

MIX THE PLAY

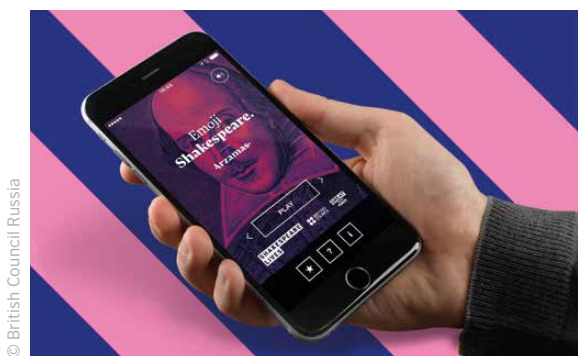
In partnership with the Old Vic theatre, the British Council launched a new digital platform, Mix the Play, which allows users to direct their own versions of Act 3 Scene 2 from *A Midsummer Night's Dream*. The platform has received over 100,000 visits since launch, with more than half of users aged between 18 and 24.



© Kate Isherwood

SHAKESPEARE SHORTS

Shakespeare Shorts is an online short film competition and digital platform launched in June. The competition is open for films under five minutes long that are inspired by Shakespeare, whether a theme or motif or a reimagining of a play. The submissions are judged by a panel of experts from across the industry as well as the public, and the prize offers equipment and training opportunities. The competition is open to all and entry-level and amateur filmmakers are encouraged to submit films. The aim is to reach new and young audiences through creativity.



© British Council Russia

SHAKESPEARE EMOJI APP

The Shakespeare Emoji app challenges users to fill in the blanks of famous Shakespearean quotations using emoji.

LEARNING THROUGH SHAKESPEARE



© Rob Freeman

SHAKESPEARE LIVES SCHOOLS' PACK

The Shakespeare Lives schools' pack, created in partnership with the Royal Shakespeare Company, is designed to encourage learning across the curriculum and encourages teachers and pupils to engage with some of the key issues, themes and ideas in Shakespeare's plays. The pack is being used all over the world.



© British Council Bulgaria

SHAKESPEARE LIVES IN SCIENCE

The British Council Science team devised a series of live, interactive shows hosted by science presenter and comedian Helen Arney, based around Shakespeare's writing to bring scientists and scientific ideas to new audiences. The first show, *Does Shakespeare make you a better liar?*, took place at Sofia Science Festival in Bulgaria in May. More shows are planned throughout 2016.



© British Council

MOOC: EXPLORING ENGLISH THROUGH SHAKESPEARE

A massive open online course (MOOC) was developed in partnership with Future Learn and Shakespeare's Birthplace Trust to help English language students learn through Shakespeare's life and works. With over 135,000 sign ups, learners came from as far afield as Papua New Guinea and Greenland.

Participants encouraged each other, coined their own Shakespeare words, and translated Shakespeare lines into their own language.



© Shirley Wan

CREATIVE EDUCATION WORKSHOPS IN HONG KONG

UK educational charity Shakespeare Schools Festival led a series of workshops for 80 primary and secondary school teachers in Hong Kong.

The training workshops explored how to make teaching Shakespeare as participative and creative as possible. Participating teachers have been given a year-long access to Shakespeare Schools Festival's online resources for schools.

BUSINESS AND TOURISM



Shakespeare Lives showcases a joined-up approach across government departments, working together to boost the UK's international standing.

By working closely with the GREAT Britain campaign partners – UKTI, VisitBritain, the Department for Culture, Media and Sport, Education UK and the Foreign and Commonwealth Office – the Shakespeare Lives programme is using Shakespeare as a cultural hook to provide opportunities to promote the UK as a welcoming country for tourism, trade, education and business.

TOURISM HIGHLIGHTS – VISITBRITAIN

Highlights so far:

- Shakespeare features on VisitBritain websites, encouraging consumers to explore experiences throughout the UK.
- Tweets across the anniversary weekend from the VisitBritain account reached over 420,000 people.
- The VisitBritain public relations team have hosted 72 media visits from 18 countries since April 2015.
- The Shakespeare Lives competition in January 2016 received 20,911 entries from over 140 countries. The winners visited Stratford-upon-Avon in the UK for the anniversary weekend.

- A Russian language interactive literature map reached over 120,000 users.
- A WeChat campaign in March included an interactive touch media video storyboard with British-themed gifts as prizes. The GREAT Britain campaign countries achieved over 22 million campaign impressions.

Forthcoming highlights include a documentary on Shakespeare featuring interviews with Stephen Fry and Cate Blanchett airing in Russia.

TRADE AND BUSINESS HIGHLIGHTS – UKTI

Highlights of the programme so far:

- **Rio Content Market, March:** a digitally produced showcase of Shakespeare-themed broadcast material was used to help sell audiovisual content to Brazilian media outlets and foster co-production partnerships.
- **London Book Fair, April:** UKTI-supported activity attracted participation from over 450 UK and international publishers, with an estimated commercial value of £2 million through book sales, licensing and merchandising.
- **Networking at Tretyakov Gallery, Moscow, May:** a Shakespeare-themed networking event was organised by UKTI at Tretyakov Gallery in Moscow to promote Shakespeare and the UK–Russia Year of Language and Literature.
- **International Festival of Business (IFB), June:** held in Liverpool, IFB 2016 featured a Shakespeare Lives element to the showcase exhibition at the Creative Week.



Upcoming highlights include **British House at Rio, Brazil, in August; Study World UK in London, September; and the Publishers Association (PA) International Conference, London, in December.**

UK INTERESTS OVERSEAS HIGHLIGHTS, LED BY THE FOREIGN AND COMMONWEALTH OFFICE (FCO)

Prime Minister's op-ed

An op-ed article by Prime Minister David Cameron on Shakespeare's enduring legacy, with an image of a Shakespeare Lives branded City Hall in London, was syndicated to international press by the FCO. This was published in over 75 countries in major newspapers, with an estimated circulation total of 14.9 million.

Her Majesty The Queen's 90th Birthday

In 2016, Her Majesty The Queen celebrated her 90th birthday. British Embassies and British High Commissions around the world held Shakespeare Lives-themed Queen's Birthday Parties in April and June. The event in Shanghai was its largest ever Queen's Birthday Party, with over 1,200 people in attendance, and broke the Guinness World Record for the largest cream tea party.

In Russia, the FCO delivered LGBT-focused supporting events as part of Sir Ian McKellen's Shakespeare on Film tour. Sir Ian had lunch with core activists representing LGBT groups and initiatives, and visited the offices of Coming Out, LGBT Network and Side by Side. He also attended

a Side by Side film screening and participated in a Q&A. @UKinRussia tweets achieved over 500,000 impressions.

In the **Holy See**, the FCO supported the first ever performance of Shakespeare on Vatican territory as part of the Globe's unprecedented world *Hamlet* tour

In **Zimbabwe**, the British Embassy in Harare set itself the ambitious challenge of staging a full production of *Much Ado About Nothing* in the garden of the Ambassador's residence.

EDUCATION: STUDY IN THE UK

The British Council has used Shakespeare to continue its work promoting UK education to international students overseas through a programme of talks, articles and films.

The British Council partnered with universities to make nine films featuring UK academics and students discussing different themes around Shakespeare. Each film also promotes the UK education institution where they study or teach.

The films have gathered **329,000** views across the whole series, with an average of **35,948 views** per film. The principal age range for viewers across the series was **25–34**.

Highlights in the programme have included talks at La Sorbonne in Paris with Professor Michael Dobson (University of Birmingham) and in Korea with Professor Paul Heritage (Queen Mary University of London).

FUNDRAISING

As charity partner to the Shakespeare Lives programme, VSO uses the partnership to generate funds for its education programmes.

Their proposition – every child deserves an education – is being promoted through a participatory digital campaign called #PlayYourPart, schools packs, private sector partnerships and gala fundraising events. Their objectives are additionally to reach new audiences through VSO brand awareness and build new supporting partnerships for the future.

SHAKESPEARE PENS

VSO has partnered with British Bespoke to support the Shakespeare Lives campaign by giving 15 per cent of the retail price every time they sell one of their Shakespeare Pens. British Bespoke Pens are a British company that source and produce all their pens in Britain using traditional techniques, combining timeless designs with British craftsmanship and only the highest-quality materials.

EVENTS

- Queen's Birthday Parties, April–June: VSO were present at many Queen's Birthday Parties around the world to raise the profile of VSO.
- Lancaster House, May 2016: through the generous support of the GREAT campaign and FCO, VSO secured Lancaster House for an afternoon reception in the presence of Her Royal Highness The Princess Royal. It was attended by 300 people and raised £30,000 for VSO.
- Study World, September 2016: through an introduction by UKTI, VSO is the official charity partner for the Study World conference. This is for fundraising and awareness-raising.
- Mansion House, November 2016: VSO will be holding a fundraising gala dinner at Mansion House, for 220 guests drawn from current and potential major donors and corporate partners.
- VSO Christmas Carols Concert, December 2016: the proceeds of VSO's annual concert will be associated with Shakespeare Lives.

APPEALS

- Throughout the year VSO has delivered a number of digital fundraising campaigns aimed at raising money through campaigns over and above #PlayYourPart. This has included joining in on the Shakespeare Day and Midsummer global moments and Valentine's Day activity. The dedicated website <http://shakespeare.vsointernational.org> highlights stories and case studies of recipients of VSO education programmes.
- In July VSO issued their twice-yearly supporter magazine *Lifechanges*, which highlights the Shakespeare Lives partnerships with a request for support. It has raised £42,000 so far.
- In September VSO will launch a dedicated fundraising appeal highlighting those who do not have access to education because of their gender or disability, linking into the most common month for when children go back to schools.

FUNDRAISING CHALLENGES

- In January, a VSO challenge for schools was included in the British Council Shakespeare Lives teacher resource pack sent to every primary and secondary school in the UK.
- GREAT Campaign Director Conrad Bird ran the Virgin London Marathon in April on behalf of Shakespeare Lives, raising money for VSO.

CELEBRITY ENGAGEMENT

- Simon Callow was recruited to narrate the VSO trailer for Shakespeare Lives and was the celebrity ambassador for the *Twelfth Night* launch event in January.

MEASURING OUR IMPACT

OBJECTIVES

1. Reach **half a billion people** globally and actively **engage 100 million**, to increase awareness and improve perception of the UK as creative, diverse, innovative and welcoming.
2. Generate **return on investment of £60 million** to the UK economy, through working with the GREAT Britain campaign partners (Visit Britain, UKTI, Education UK, FCO) to convert Shakespeare Lives audiences into tourism, education and investment leads.
3. **Strengthen international relationships** through shared ownership of Shakespeare and initiatives in the arts, education, society and English language teaching.
5. **Return on influence/soft power:**
 - Open University assessing the impact of Shakespeare Lives using the Cultural Value Framework, which combines a set of indicators from funders, partners, users/ audiences and delivery teams.
 - FCO Heads of Mission Survey – annual feedback from the government on British Council programmes and collaborations.

EMBEDDING BEST PRACTICE

- **Working with the government:** greater shared understanding of objectives and working practices of British Council and government departments and agencies gained through working collaboratively over a sustained period.
- **Digital partnerships:** greater experience of delivering successful digital partnerships to engage young audiences internationally by new content creation, using new digital services, and engaging through social media campaigns.
- **Benefits of working at scale:** producing a programme with a strong visual identity with key products and audience offers creates economies of scale; building a high-profile international programme creates opportunities for local sponsors and in-kind support.
- **Leveraging a global network:** using a wide range of channels for international communication and engagement, including building a festival site, preparing collateral for the global content store, using the heads of digital networks, creating newsletters for country leads, sharing communications for FCO diplomatic telegrams, using an international PR agency, and marketing on social media platforms.

EVALUATION WORK STREAMS

1. **Reach:** including unique users online, social media impressions and media reach.
2. **Engagement:** targets for each of the eight British Council regions, measured through Scorecard, using five audience categories: (i) face-to-face, (ii) social media and learning, (iii) exhibitions festivals and fairs, (iv) online, and (v) publication and broadcast.
3. **Key performance indicators:** reach, collaborations, profile, skills, innovation, enterprise, leverage.
4. **Perception of the UK:**
 - Open University analysis of audience sentiment on social media platforms in five languages (English, Spanish, Mandarin, Russian and Arabic) to assess the impact of the campaign on perceptions of the UK.
 - British Council Annual Impact Survey – standardised annual measurement tool to collect data on 'favourability and familiarity' towards the UK.

COMING UP

SEPTEMBER

UK – Launch of the full *Living Shakespeare* essay collection, along with the launch of the *Living Shakespeare* films produced by BBC World Service, starting with John Kani.

UK – StudyWorld 2016 conference in London; VSO is official charity partner.

UK – Shakespeare's Globe's *A Midsummer Night's Dream*: A live stream of the play will be made available on demand until end of 2016.

OCTOBER

UK – screening of Talawa Theatre's *King Lear* and panel discussion on racial diversity in Shakespeare.

NOVEMBER

Mexico and India – A Great Feast of Languages translation workshops.

UK – VSO fundraising gala evening at Mansion House.

DECEMBER

UK – VSO Christmas Carol Concert.

India and UK – *The Hunger* Indian/UK feature film release

South Africa – leadership workshops in schools with Shakespeare Schools Festival South Africa.

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