



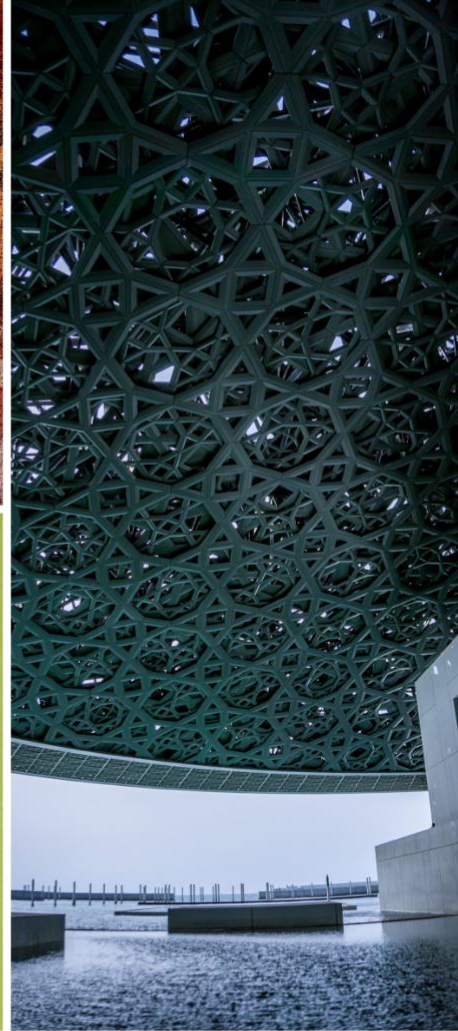
artscapes

ABOUT ROSE BALSTON

Rose Balston is a London and Dubai-based art historian, lecturer, guide and TV presenter. She is the Founding Director of ArtscapesUK (www.artscapesuk.com), a London-based cultural experiences company.

Rose's natural communication skills are key to her educational technique. Breaking down boundaries between art and audiences, and stripping away stuffy academic language and pretentious 'art-speak', Rose aims to demystify art for people of all ages. She inspires with her passionate delivery, her richly descriptive stories of the past and present and her boundless admiration for the men and women who have made our planet a more extraordinary place.



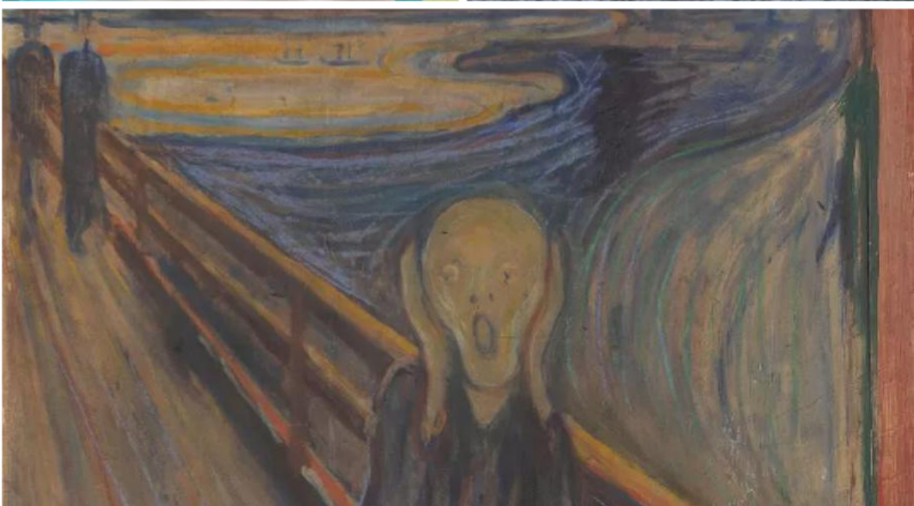


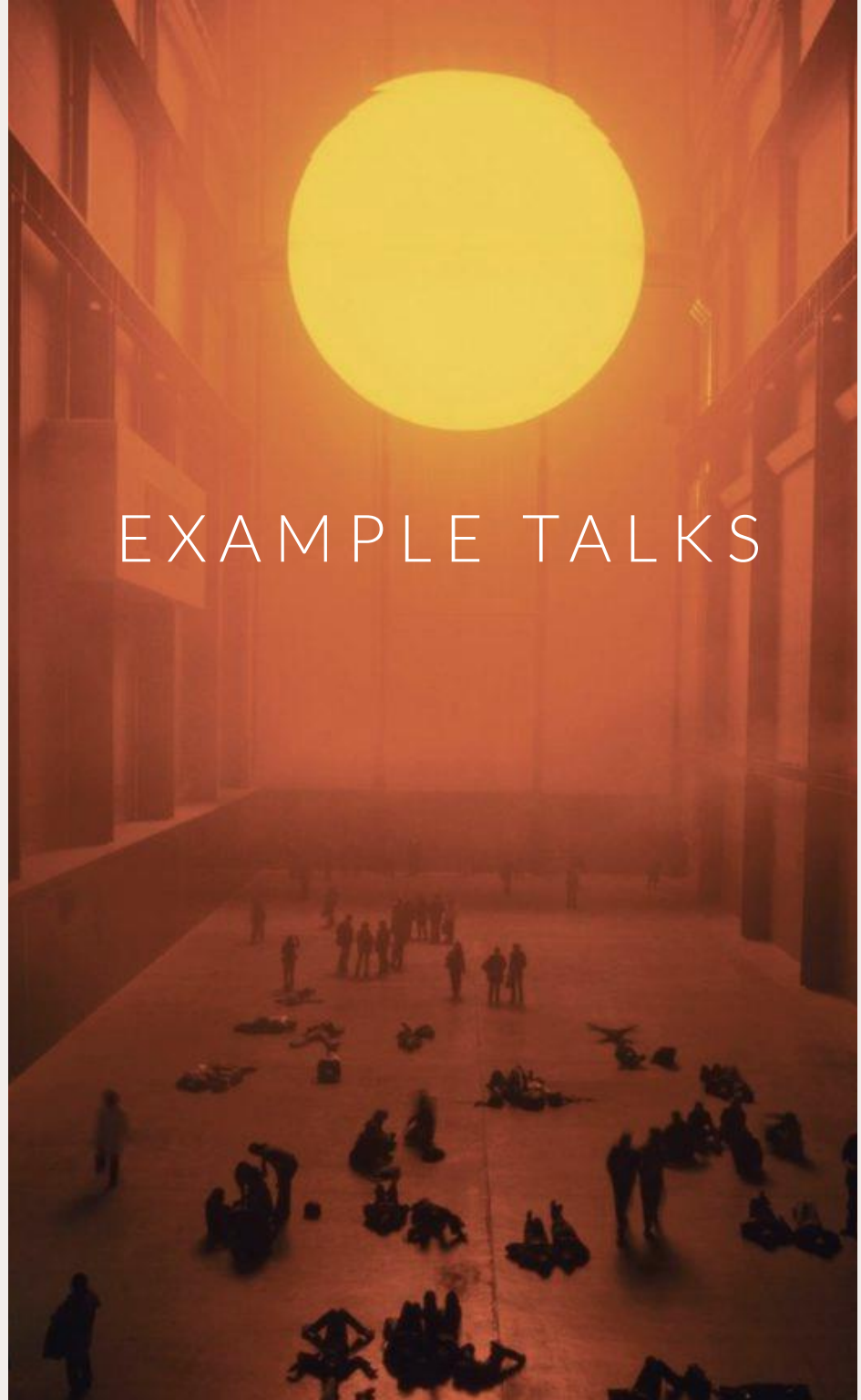
KEYNOTE SPEECHES

Art is one of the most powerful tools for stimulating meaningful and unexpected conversations. Through art we tap into concepts that have preoccupied humanity for millennia. No matter how far back in time we reach, we find an encyclopaedia of astonishing stories that provide a lens to explore issues that preoccupy business and communities today.

With charismatic storytelling at the heart of all that she does, Rose Balston uses the epic story of art history to carefully tailor narratives to business and brand goals. These talks are a far cry from conventional business events, and provide a fresh and exciting platform to learn, entertain and inspire. Topics include:

- Collaboration
- Leadership
- Diversity & Inclusivity
- Creativity & Innovation
- Connectivity
- Brand building
- Philanthropy
- Climate & Environment
- Well-being
- Diplomacy





EXAMPLE TALKS



1. Promoting our Common Humanity

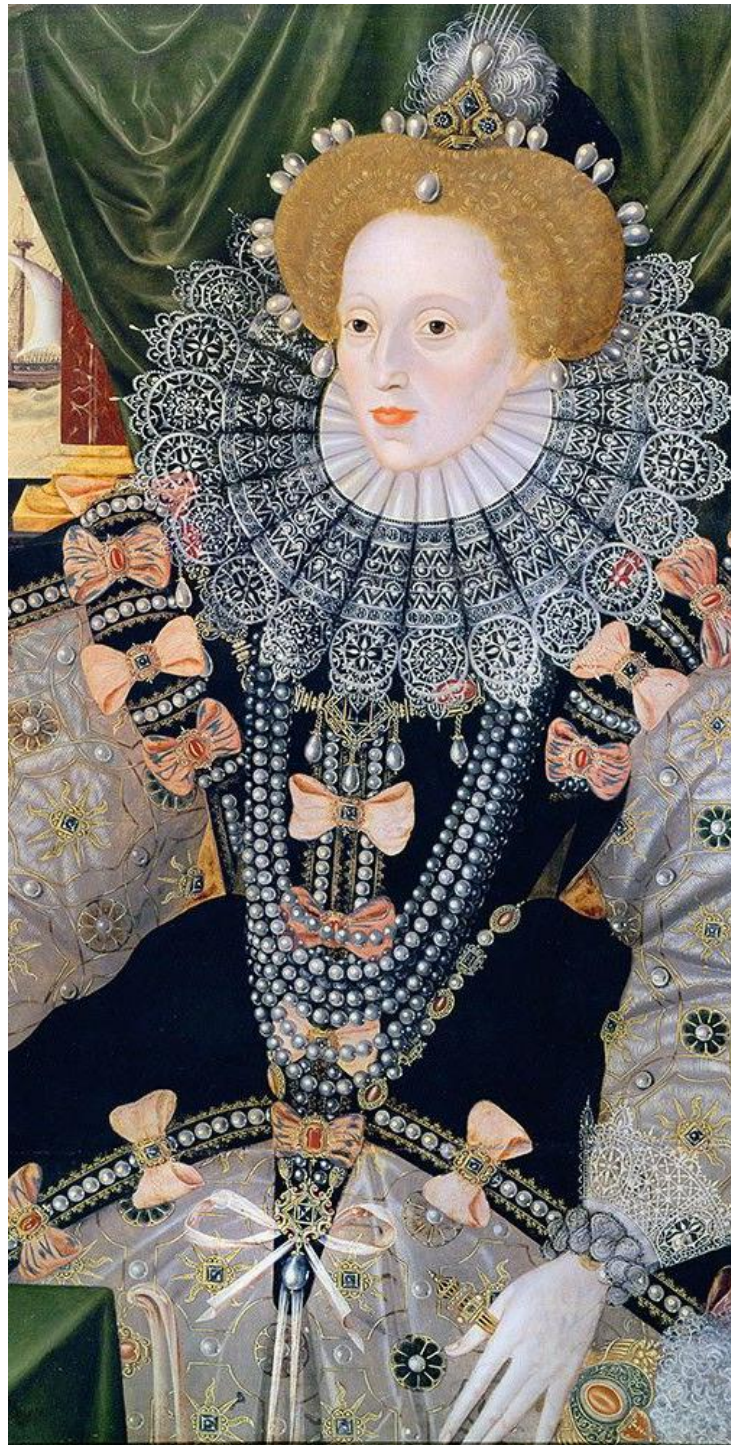
Example talk:

Perhaps more than any other medium, art can celebrate our common heritage and connect all cultures and communities.

Look to the ancient hand art of the pre-historic world and see similar messages being transmitted across unconnected cultures. Rose will pinpoint a number of examples from the ancient world which show art's power in transcending borders, cultures and religions and bring the world together.

She will go onto discuss some 20th century examples from Japan to America to see how these themes are just as vibrant and important in today's world.





2. Art, Brand & Leadership

Example talk:

Throughout her fascinating reign, Elizabeth I used portraiture as a tool of government. Just like we would use social media or reputational management today, she used the arts to gain ultimate control over how her subjects viewed her.

She presented an image to the world that was bursting at the seams with not just human power - but also divine power. All the more extraordinary that she was a woman.

For the first time in English history, this monarch had to rule by the power of personal charisma alone, and with determination, dedication and the use of art, she set about doing this with exceptional skill and success.

3. Innovation and Creativity

Example talk:

The Florentine Renaissance was one of the most extraordinary cultural booms the world has ever seen. And for Rose, the greatest innovator of this period was the sculptor Donatello.

At every step of the way Donatello broke boundaries - even those set by himself. His career reveals a mass of unprecedented creativity that set the tone for all western sculpture to come. Without Donatello, Michelangelo, Bernini and Rodin would not exist.

600 years later, his work continues to inspire, captivate and empower visitors from across the world who flood into Florence to pay homage to this most extraordinary of sculptors. .





4. Art and The Environment

Example talk:

Our precious planet has been a source of artistic inspiration for thousands of years. If we travel back in time to view the rock art of our earliest ancestors, we learn of the deep spiritual reverence they had for the world they lived in. This legacy has been passed down through the ages, to us today.

However, a new kind of environmental art started to take hold in the nineteenth century. As the Industrial Revolution sent shock-waves through households across the world, artists reacted against the changing fabric of the places they loved, and desperately sought this ancient spirit of reverence within their art. Artists became activists. And today, their successors continue to create shocking, moving, disturbing art to force awareness and insist on action.

In this fascinating talk, Rose will discuss the ways in which our artists can help promote these urgent global needs.



5. Art and Mental Health

Example talk:

Creative collaboration between patron and artist often results in unforgettable art. At the end of the 18th century we see an abundance of such creations. And for Rose, this period is particularly fascinating because at the heart of this creative drive are women.

At the end of the eighteenth century, Europe was filled with Queens and women in power. They fully understood the plight female artists had been through over the centuries and sought a solution through patronage. With a common understanding of being a woman leader in a man's world, these women collaborated to help each other.

This talk will look at the relationship between Queen Marie Antoinette of France and Elisabetta Vigée-Lebrun, one of the most successful female artists to come out of the eighteenth century.

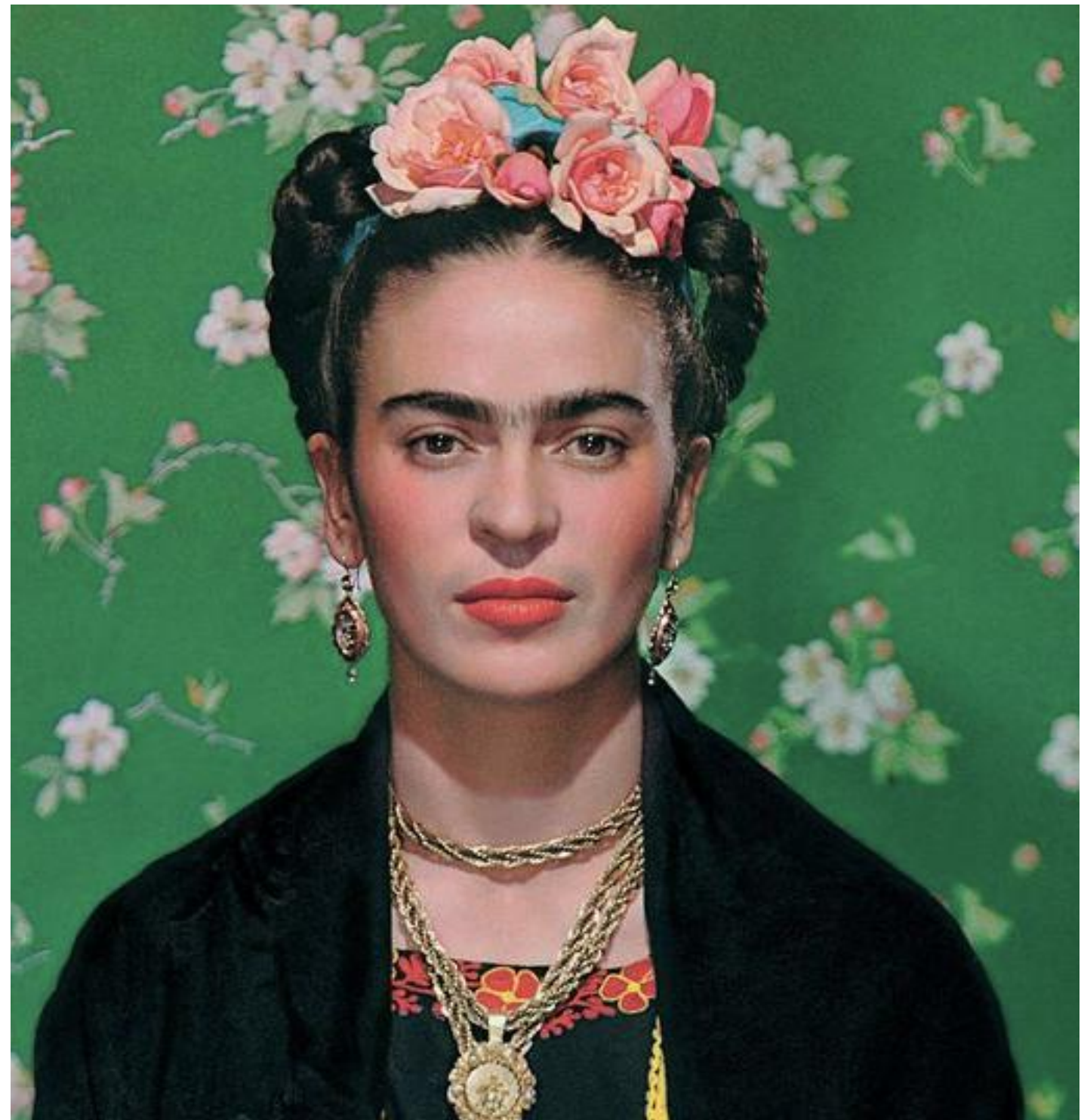
6. Diversity and Inclusion

Example talk:

Frida Kahlo is perhaps the most visually recognized artist of all time. She is so recognisable that we sometimes forget to look into her story, to find out who she was and why she was one of the most remarkable female artists of all art history.

Living her life in constant, agonising pain, this firecracker of a woman not only had power, determination and astonishing resilience, but also made an enormous splash as a disruptor.

A gay icon, a feminist icon, an campaigner for indigenous rights, Frida's powers spills out into her radical paintings and with them, she changes the cannon of art history.





7. The Art of Collaboration

Example talk:

Franz Messerschmidt is one of the most overlooked European sculptors. This needs to change: he was extraordinarily creative and his "Character Heads" are a century ahead of their time. Indeed it is sometimes hard to believe that they weren't created in the 21st century. As such, it is no surprise contemporary artists such as Marc Quinn take endless inspiration from them.

Messerschmidt struggled with poor mental health, and it was art that helped him through. He created the "Character Heads" to not only heal himself, but to help others.

Though sometimes shocking to look at, they are full of love and poignancy and once understood, his messages of hope resound clearly through to today.

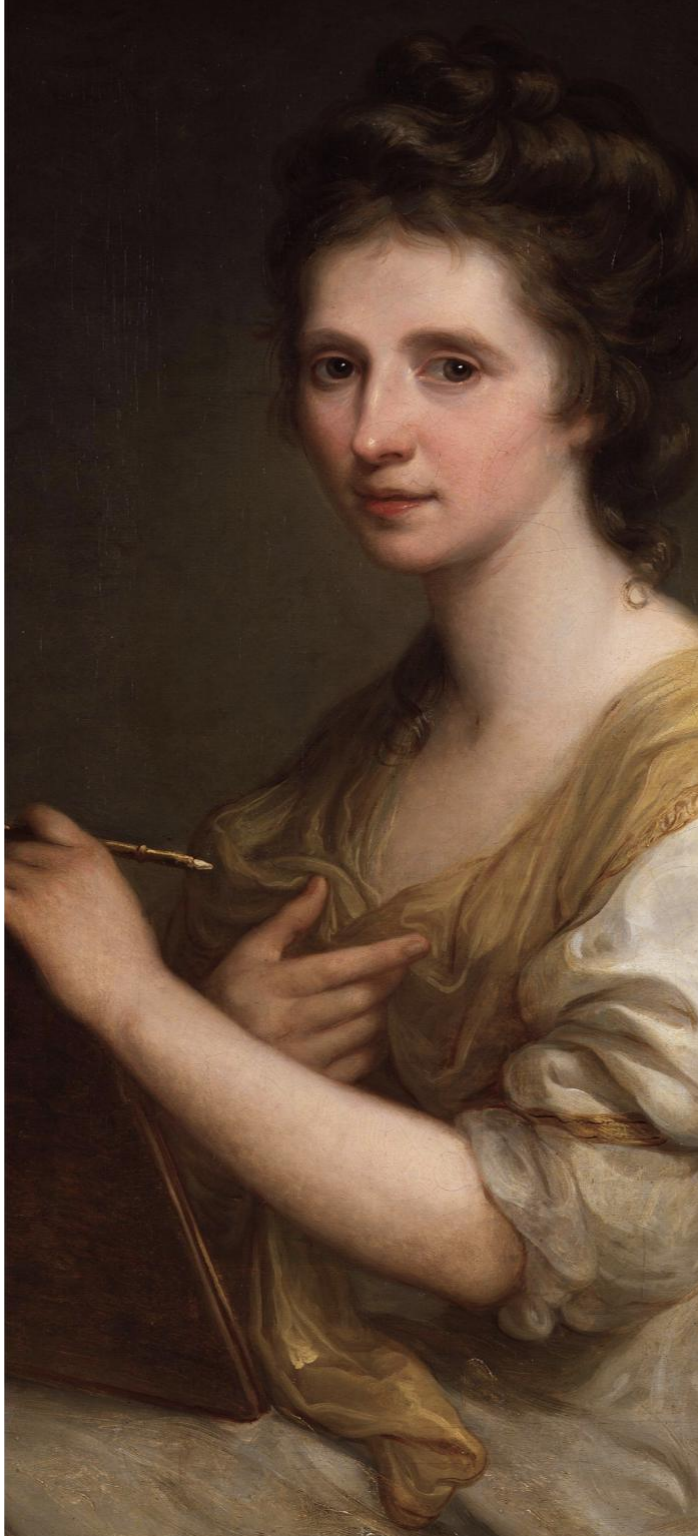
8. The Art of Philanthropy

Example talk:

If we time-travel back to eighteenth century London, and look towards Russell Square, we will find one of the most exciting cultural and philanthropic collaborations England has ever seen. At the centre of this story are the resilient and determined Thomas Coram, William Hogarth and George Frederic Handel. Together they set about changing the status quo of Britain's social welfare system, and in the meantime, created some of Britain's most exciting and stirring art.

It was Thomas Corman who led the way in opening Britain's first Foundling Hospital for abandoned and orphaned children. It was Hogarth and Handel who raised the necessary funds in a novel way. In this talk, Rose will open your eyes to how these men used the arts to change the face of philanthropy in Britain.





9. Women, Resilience & Innovation

Example talk:

Throughout the centuries women artists have had to fight to be seen and heard. Succeeding in a man's world, these women were pioneers, persevering against the odds and remaining beacons of inspiration today.

In this talk Rose will reveal some shocking examples of how women were not only side-lined, but blocked out of the story altogether. But now we must correct these mistakes. With passionate conviction and extensive academic research, Rose's talk will allow us to better understand some of the great forgotten artists of European history - including Sofonisba Anguissola, Judith Lester and Angelica Kauffman.

She will bring them back into the canon of art history to illustrate their remarkable achievements, relentless determination, powerful biographies, and above all their innovative and groundbreaking art.



Other Artscaresuk Experts

Rose Balston is the Founding Director of Artscaresuk. Over the past 15 years she has carefully formed an exceptional pool of charismatic specialists, who together cover an enormous breadth of content.

As with Rose's talks, powerful and inspiring storytelling is at the heart of all her team do. And with an unparalleled network of contacts, doors are unlocked across the capital to provide Artscaresuk's business clients with original, motivational and empowering programmes..

2023 TESTIMONIALS

I am very much inspired and encouraged by you, as an artist, as a storyteller, as a feminist, as a professional woman, and as a very kind mom. I can just go on and on. I got back to China with great memories and inspiration. Keep in touch.

- CEO (Off-site Global Leadership Forum, Florence)

Rose Balston is a gift to the cultural Philistine. She is the best speaker I have ever encountered-interesting, inspiring, passionate about her subject, and extremely well-versed in the history of art and architecture of London; the perfect Cicerone.

- Senior Headhunter (Leighton House client event, London)

Thank you for an incredibly enlightening and entertaining evening. I am not surprised the response has been overwhelming – Rose, your passion and command of your subject was something to behold. I feel altogether more enriched for the experience. Thank you thank you.

- Managing Director (Online Webinar)

I want to thank you for reminding me how art can give us the kind of relief we need....hearing your words and how you described the art and the context the art developed in, deeply touched me....

- CEO (Off-site Global Leadership Forum, Florence)

Thank you very much for organising the talk yesterday evening. Alice and I were discussing the issues raised by Rose long into the evening - she really is a fantastically engaging speaker.

- Partner (Women of History Month talk, Dubai)



CLIENTS INCLUDE:

WINSTON
& STRAWN
LLP



AON



Wallbrook.



LATHAM & WATKINS

// howden

Rathbones

MONTBLANC

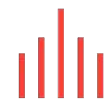




GET IN TOUCH

If you are interested in any of our experiences, please Rose for more details and pricing.
We will always try to accommodate your requests and tailor our events to your requirements pending availability and venue limitations.

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