



WHERE IDEAS RUN WILD



@Salena.godden



ALSO HAS “WOVEN HUNDREDS OF IDEAS INTO THE FESTIVAL THAT PUT SPEAKERS CENTRE STAGE AND OFFERS A VARIED BILL OF MUSIC, COMEDY, WELLNESS, OUTDOOR PURSUITS AND WORKSHOPS”

Telegraph – Best Festivals



WHERE 180 acres of wild lakeside land set deep in rural Warwickshire.

IDEAS Form wild ideas of future you.

RUN 5,100 ideas, 200 events, 160 speakers, 14 stages.

WILD A place of awe and action.
A wild reclaiming of Capability Brown's heavenly ideal.





“A CARNIVAL FOR CURIOUS MINDS, WHERE YOU CAN INDULGE IN A CAPTIVATING ARRAY OF INTELLECTUAL DELIGHTS WHILE STEEPED IN NATURE. . .”

The Nudge - Best Festivals

ALSO 2023 LINE-UP. . .

- **Jeremy Deller** - the acclaimed artist on why art is magic
- **Viv Groskop** - writer, stand-up comedian and TV and radio presenter on Happy High Status
- **Jeffrey Boakye** - author, broadcaster, educator and journalist on masculinity
- **Professor Sir David Spiegelhalter** on the maths of manifestation
- **Professor Pragya Agarwal** – behavioural scientist, author and Transmission Prize winner
- **Professor David Tong** - UK Theoretical Physicist
- **Jess Phillips** - the Labour MP for Birmingham Yardley
- **Gurdeep Loyal** - award-winning food writer on his extraordinary cookbook: MOTHER TONGUE
- **Kimberley Wilson** - on how the food we eat is fuelling our mental health crisis
- **Sander Van Der Linden** - on why we fall for misinformation and how to build immunity



ALSO 2022 LINE-UP. . .

- **Professor Anil Seth** - neuroscientist on consciousness
- **Claudia Hammond** - award-winning psychologist and 'All in the Mind' broadcaster
- **Osman Yousefzada** - interdisciplinary designer and fashion designer
- **Cathy Rentzenbrink** - author and memoirist
- **Russell Foster** - neuroscientist on circadian rhythms
- **Alan Rusbridger** - Editor of Prospect on the future of the news
- **Dr Peter Lovatt** on The Dance Cure
- **Dr Julia Shaw** on Bi: The Hidden Culture, History and Science of Bisexuality
- **Dr Alex George** - on how we can live well every day
- **Mark Maslin** - Earth scientist and climate change advisor to David Attenborough
- **Belinda Kirk** on The Adventure Revolution



ALSO 2021 LINE-UP. . .

- **Prof David Nutt** - scientific powerhouse on our complex relationship with alcohol
- **Natalie Haynes** - Rock star classicist on the most loved and misunderstood mythological figures and creatures
- **Hallie Rubenhold** on THE FIVE
- **Melanie Challenger** - the environmental philosopher and history of humanity researcher
- **Jamie Bartlett** - award-winning author of The People Vs Tech, The Dark Net & Radicals
- **Carolyn Steel** - how food can save the world
- **Prof Catherine Loveday** - neuroscientist on memory
- **Roman Krznaric** - philosopher on how to think long-term
- **Emma Jane Unsworth** - award-winning author on creativity, motherhood and depression
- **Arik Kershenbaum** on the ways animals communicate





As our lives get ever more lived, online access to reliable information gets ever more crucial. Our USP has always been to deliver what we all need in a uniquely beautiful and untamed setting, the award-winning ALSO is truly the place where ideas run wild.

To achieve anything in life, from self-care to saving the planet, you need the best ideas. The speakers at ALSO are chosen to inspire awe and action in equal measures.



SPEAKER FEEDBACK

Ideas in Action





“I ABSOLUTELY LOVE ALSO - EVERY YEAR THERE IS SOMETHING NEW AND IMPORTANT TO INSPIRE BOTH MY WORK AND THE WAY I LIVE. BIG RESEARCH PROJECTS HAVE BEEN BORN IN THE MIDDLE OF A FIELD THERE, PLUS I ALWAYS COME AWAY WITH NEW FRIENDS!”

Professor Catherine Loveday

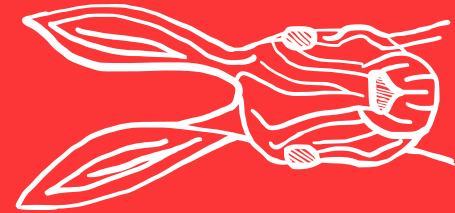
“CONGRATULATIONS ON AN EPIC ALSO23. THANK YOU FOR GETTING ME/CHERRY INVOLVED AGAIN THIS YEAR. ALL THREE EVENTS WENT BRILLIANTLY AND MY FAMILY HAD SUCH A SPECIAL TIME.”

Jane Parkinson, Cherry



AUDIENCE FEEDBACK

Ideas in Action





“ALSO IS THE FESTIVAL DREAMS ARE MADE OF, THERE'S A SPACE FOR EVERYONE - WITH A CLEVER TAKE ON ALL THE ENTERTAINMENT PROVIDED - AT EVERY CORNER THERE ARE SUMPTUOUS FEASTS FOR THE MIND, BODY AND SOUL! AT LAST A FESTIVAL WHERE IT'S POSSIBLE TO PARTY AND BE REJUVENATED ALL AT THE SAME TIME!”

Adam Masters, ALS023

“A LOVELY SETTING, GREAT TALKS, FAB FOOD, AND OBLIGATORY LAKE SWIMMING AND GENERAL EXCAPE. A GLORIOUS WEEKEND AND ONE FOR THE CALENDAR NEXT YEAR”

Camper Manning, ALS023



DO YOU WANT TO CREATE MAGIC AT ALSO24?
We very much hope so....



PAST PARTNERS

Ideas in Action





NATALIE HAYNES/PAN MACMILLAN

We collaborated with rock star classicist, Transmission Prize winner and Women's Prize-shortlisted author, Natalie Haynes to produce a spectacular show on Saturday Night at ALSO for her upcoming novel, *STONE BLIND* in which Medusa's story is retold.

There were many chances for ALSO guests to be part of the celebration from joining the in-festival choir with bespoke arrangements, participating in an especially choreographed dance with a professional dance trope, designing a Gorgon Shield to Head-Dress Making, and huge mythological lantern building.



THE DANCE CURE

"Humans are born to dance. And in today's sedentary world, we would all benefit from doing more of it." We worked with Dr Peter Lovatt, a former professional dancer turned dance psychologist, to create an extraordinary experiential event at ALSO.

Peter has spent the past two decades studying why we dance and what it does for us, and we brought his book, *The Dance Cure: The surprising secret to being smarter, stronger, happier* (published by Short Books) to life whilst getting hundreds of ALSO-goers dancing with Peter on the main stage.



PROSPECT MAGAZINE

Much of our programming at ALSO was around the subject of the 'Future of News'. This strand of programming was designed to help us all to take a closer look at the way we consume, respond to and allow news into our lives and so we were so pleased to partner with Prospect.

Prospect editor, Alan Rusbridger ran two sessions at the festival, alongside creating bespoke emails and socials posted before and during the festival. ALSO guests were offered the chance to sign up for a free copy of Prospect Magazine to take a closer look at the work that they do.



THE MUBI
SCREEN



LIMBO
DIR. BEN SHARROCK

AT ALSO
JULY 8-10

MUBI

As part of our nocturnal programming at ALSO, we worked with MUBI, the global streaming and distribution company on a mini-film festival.

The MUBI Screen took over the main stage late each night, with guests able to enjoy a hand-picked selection of films – including Céline Sciamma’s spellbinding *PETITE MAMAN* to Joachim Trier’s Oscar®-nominated coming-of-age *THE WORST PERSON IN THE WORLD* to Ben Sharrock’s *LIMBO* the offbeat Scottish comedy which depicts the refugee experience with huge heart and warmth.



ALSO BOOKSHOP

We're proud to be a Nielsen registered online independent bookshop year round.

Every ALSO our gorgeous boutique bookshop pops up selling a curated selection of title (with our speakers front and backlist), as well as hosting out double talk sessions - where a speaker can go that much deeper into their idea and book signing venue.



THE GREEN ROOM

We have the most magical green room in all of the festival land . . .

Yes, as part of your time with us, you'll get access to our green room before and after your talk only for our speakers and with the finest drinks and snacks



PRESS



Best festivals



"The festival to blow your mind"



Best festivals 2023



"A weekend of ideas, inspiration, music and delectable food"



Outdoor pursuits by day and all-out partying by night



"A place to revel in nature and discuss the big ideas"



"TED Talks in a field"



"You owe it to your brain to check it out"



"The festival for healthy hedonists"



"A festival with ideas in spades"



Best for cerebral pursuits



Best festivals in the world

THE CORE TEAM

It takes the hard work of hundreds to deliver ALSO but the management team working year round are:



For me ALSO is a temporary world where we can interact with hundreds of ideas in the wild, so we can connect with who we are and what we already know to create the best ideas for our future selves.

HELEN BAGNALL
Creative Director



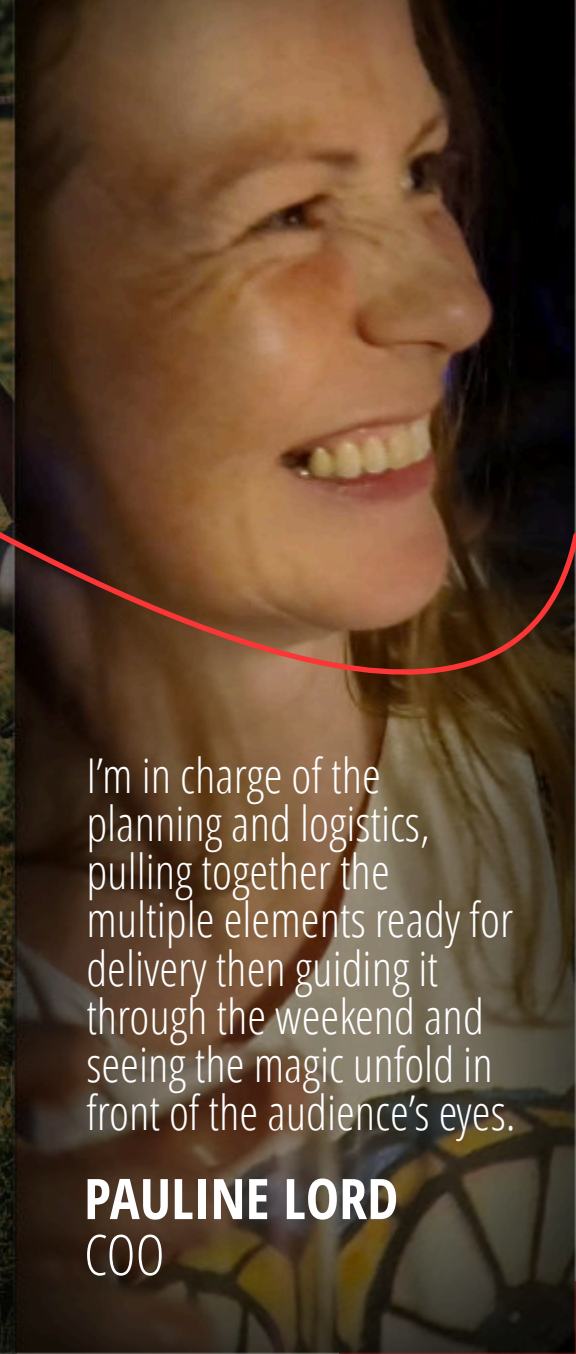
I love creating a weekend that brings people together and our ambition to create a physical place powered by big ideas and new experiences.

ELOISE WALES
CMO



The joy of ALSO is putting new ideas in front of an audience that is absolutely up for it in every way and watching them behold, absorb and engage.

DICCON TOWNS
CEO



I'm in charge of the planning and logistics, pulling together the multiple elements ready for delivery then guiding it through the weekend and seeing the magic unfold in front of the audience's eyes.

PAULINE LORD
COO



See **ALSO** in action. . .

