



OUR *PORTFOLIO*

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Above: A Tile from our 2023 White Paper, The Divided Kingdom.

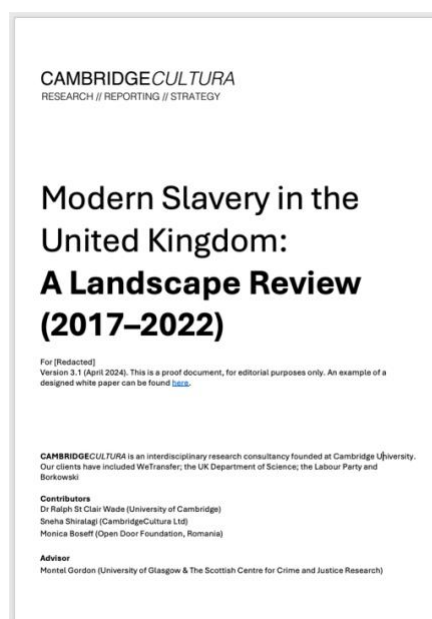
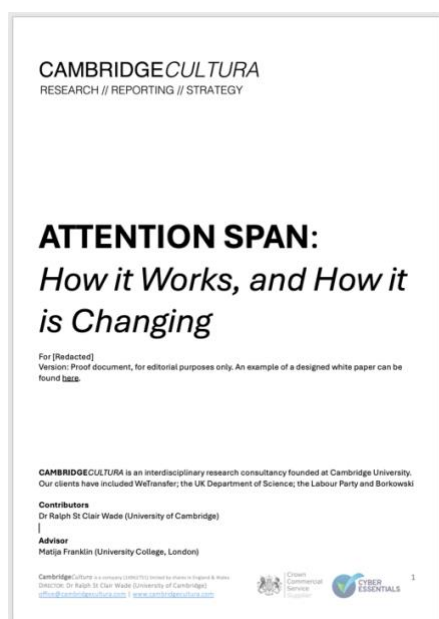


OurWork

We are a research and insights business. We provide services to the global communications industry, as well as relevant departments within the UK public sector.

We provide data (including polling), analysis and reporting. Our practice centres on culture, media and sport. We have advanced specialisms in the generative technologies that are changing this sector.

Our unique strength is our research adjacency. A university spin-out, you will be forming a partnership with research-active individuals at the University of Cambridge, and at other leading universities.



Recent projects range from tackling audio deepfakes for Keir Starmer (November 2023), through to studies on the UK's attention span, and modern slavery.

OurClients

We have worked with:

- **Sir Keir Starmer**, to mitigate the impact of deepfakes on the UK General Election (2024)
- **The Rt Hon Michelle Donelan** (Department of Science), on the public understanding of artificial intelligence.
- **WeTransfer BV**, on the economic value of the UK and US creative industries. Participants in this project included Damian Bradfield (Founder of WeTransfer), Lord Vaizey (former UK Culture Secretary) and Ludwig Andersson (founder of Abba Voyage).
- **Borkowski Ltd.**, the UK's leading reputation manager, on the history and future of anglosphere 'cancel culture'; changes in the UK attention economy; public service performance on selected social issues.
- **The National Gallery** (Data and Insights Team), on proposals to evaluate the gallery's bicentenary celebrations (2024).

OurProducts

1. **Short Report (7-10k words)**: Suitable for white Papers / Long-Form Qualitative Reporting / Evidence Reviews.
2. **Long Report (35-50k words)**: Suitable for annual reportage, or sector-wide analysis. Typically an aggregation of five short reports.
3. **Polling**: design and execution of bespoke polling, including provision of a UK or US-based panel.
4. **ReputationCalculator™**: a pilot version of our proprietary polling product, designed for reputation managers or corporate communicators. ReputationCalculator uses our panel to provide detailed data on grassroots attitudes to your client, rather than the more detached metric of press sentiment. Results are aggregated as a 'Reputation Score' (like a credit score) for the individual or corporation. This score will be comparable across the industry, and can be used to demonstrate either the need for, or the success of, your intervention.

Section 2: The New Definitions of Mass Media

REACTIONS AGAINST THE NEW WORLD



Even if the metaverse is a moot point for now, we've said that mass media must be affected by the rise of AI Language Models. That's still a revolutionary change which, like all changes, must be subject to a counter-reaction. That reaction might be destructive, or constructive. When Britain first industrialised, the new redundant weavers (soon branded 'Luddites') smashed as many mechanical looms as they could find. Equally, at the end of the nineteenth century, as mass production reached new heights, handmade goods - particularly those that bore the toolmarks to prove it - came back in vogue. The Arts and Crafts movement led that charge.

So, what are the obvious reactions to expert against AI-driven media? We think there are at least two: the resurgence of long-form journalism; and the resurgence of tactile media. The instantaneous character of digital news, and the fast movement of the news cycle inevitably created a hunger for more substantial discussion; the Guardian led the charge with the foundation of its Long Reads in 2014. The format has lasted well, helped along by the podcast mania of the last few years. Long reads make for good, well-disciplined podcasts - something New Statesman has been quick to capitalise on with the start of their audio long reads in April 2022.

The other reaction is the resurgence of physical media. A growing number of users - particularly those members of Gen Z who have been scarred by premature exposure to mass media - are 'going analogue'. That means replacing the smartphone with a Nokia brick, and listening to music on vinyl, or cassette. It's a movement that's gathering pace amongst those in their early 20s. That's also led to a boom in independent print media; there have never been more Zines. These capture the mood perfectly: where new mass media is charismatically impersonal, Zines are intensely personal - even idiosyncratic. Where the new media is ephemeral, and fleetingly visible, Zines are tactile and collectable. That doesn't just mean that they're printed - which they are - but they reside in that physicality: different textures - plastic, card - with bits stapled on. It's a glorious counter-attack against a necessary, if relentless, process of automation. It's a new antithesis to the mass media, and it deserves a new acronym: it's the haptic revolution.

Section 3: The New Definitions of Mass Media

Between January and December 2020, a period overshadowed by the economic demands of the Pandemic, Johnson had no fewer than



meetings with media figures,

compared to

3

with the Bank of England.



Tiles from our 2023 White Paper, The Divided Kingdom

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OurPeople

Dr Ralph St Clair Wade

MANAGING PARTNER

Ralph St Clair Wade is an Affiliated Lecturer at the University of Cambridge, and the founder of CambridgeCultura Ltd.

His practice as a strategy consultant builds on time spent working bilingually at the World Heritage Centre (UNESCO), Paris. His work at UNESCO, funded by Cambridge University, focussed on the cultural and environmental challenges facing the city of Venice.

Ralph holds a PhD from St John's College, Cambridge, where he was both a Foundation and Graduate Scholar. He was concurrently an award holder at the Paul Mellon Centre, an adjunct of Yale University. His doctoral thesis, defended in 2022, was described by one examiner as 'an outstanding piece of work and a genuine contribution to knowledge...a tour de force'.

Ralph holds an MPhil degree (2018), with Distinction, from Cambridge University. For this degree, he received the highest mark in the University, and was awarded a College Prize. Ralph also holds a BA degree, in History, with 'double' first-class honours. He is a past winner of the Harvard Book Prize (2013).

Ralph remains active as a historian, lecturing at both an undergraduate and postgraduate level at Cambridge. He regularly undertakes public lectures, most recently at the National Gallery, the Wallace Collection, the RIBA and the V&A. He has given papers at the Fitzwilliam Museum, Cambridge; Columbia University, New York; and for the Society of Antiquaries, Edinburgh. His work is published by Cambridge and Yale University presses; by BloombergConnects; and in Private Eye magazine.

Stanley Allan

CONSULTANT

Stanley is a doctoral researcher at University College, London. A social anthropologist by background, Stanley has extensive experience in international development, and has worked within several international organisations. He is the author of work published at the United Nations General Assembly.

Stanley holds a Masters degree (with Distinction) from the London School of Economics, where he was John J Kerr Scholar. He took a BA (Triple-Starred First) in Human, Social and Political Science, at Pembroke College, Cambridge.

Roddy Howland Jackson

CONSULTANT

Roddy Howland Jackson is a doctoral researcher at Magdalen College, Oxford, writing a thesis about logic puzzles in relation to modernist poetry.

He graduated top-of-the-class from both MPhil Modern and Contemporary Literature at Cambridge (First, 2021), and BA English at Oxford (Double First, 2020). He is a past winner of the Charles Oldham Shakespeare Prize, two Gibbs prizes, and a Baillie Gifford Studentship.

Roddy has previously worked as a researcher at a think tank, and as an Editorial Assistant at Harper's Magazine, where he remains as the Puzzle Editor. In his free time, he writes cryptic crosswords for The Independent.

Dr Matija Franklin

EXTERNAL CONSULTANT: SCIENCE & TECHNOLOGY

Matija Franklin is an AI Safety researcher, currently finalising his Experimental Psychology PhD at the Causal Cognition Lab at UCL.

During his PhD he has been a visiting researcher at the Alan Turing Institute, Brown University, Nokia Bell Labs and the Future of Humanity Institute. His work on AI Manipulation – the area he has specialised in the most – and General Purpose AI Systems has been adopted in the EU AI Act, the first ever legislation aiming to regulate AI.

Montel Gordon

EXTERNAL CONSULTANT: CRIMINOLOGY & SOCIOLOGY

Montel is a doctoral researcher in race and education, currently serving as a James McCune Smith Scholar at The University of Glasgow.

Montel has an academic background in history and literature. He holds an MA in Modern History from The University of Warwick and a BA in American History and Literature from The University of Nottingham.

He is also a journalist with credits from The Independent, Metro, Inews, The Voice, Jamaican Gleaner and more. Montel has his own magazine series 'Nostalgia'99'.

Alexander Reviakin

EXTERNAL CONSULTANT: ECONOMIC AFFAIRS

Alexander (Sasha) Reviakin (he/him) is an MPA candidate at the UCL Institute for Innovation and Public Purpose (IIPP), dedicated to reimagining how public value is practised and evaluated to tackle societal challenges and achieve sustainable and inclusive growth.

Sasha's research focuses on the intersection of economics and creativity, exploring how art and culture can be valued and harnessed as catalysts for systems change. Prior to IIPP, Sasha worked in the Arab world as a researcher on inclusive finance for various public and private sector organisations including the World Bank Group and the Cambridge Centre for Alternative Finance (CCAF).

In addition to his academic work, Sasha has cofounded a social enterprise that supports refugee embroiderers with sustainable livelihoods, and an NGO promoting critical thinking and financial literacy among Lebanon's youth. Sasha holds an honours degree in Arabic, International Relations and History of Art.

Charles Wade

EXTERNAL CONSULTANT: POLLING & PUBLIC POLICY

Charles is a public opinion analyst with a background in European affairs. He was formerly a Research Executive at Kantar Public in Paris and Brussels, where he co-ordinated the Europe-wide (Eurobarometer) surveys for the European Parliament.

Charles holds an MSc degree from Science Po (Paris), where he specialised in the implementation and evaluation of public policy. He holds an undergraduate degree with first-class honours from the University of London. Charles is a past winner of the Guenther Prize, and a British Council Scholar.

Our Projects

The Divided Kingdom: A Short History of a Cultural Fracture

- DESCRIPTION: A white paper on the history and future of cancel culture.
- DELIVERY DATE: April 2023
- CLIENT: Borkowski Ltd
- READ: [Text](#)

Navigating Public Perceptions of Artificial Intelligence

- DESCRIPTION: A short-form, exploratory piece of work. This included a listening exercise, literature review, and a set of future proposals.
- DELIVERY DATE: May 2023
- CLIENT: The Rt Hon Michelle Donelan, Minister for Science, Innovation and Technology

The Effect of Generative AI on the Creative Industries

- DESCRIPTION: A short seminar delivered virtually to WeTransfer's creative team in the Netherlands.
- DELIVERY DATE: 6 June 2023
- CLIENT: WeTransfer BV

Evaluating the National Gallery's Bicentenary Programme (NG 200)

- DESCRIPTION: Short-form evaluation of the National Gallery's plans for its bicentenary year.
- DELIVERY DATE: September 2023
- CLIENT: The National Gallery

The Labour Party and AI Manipulation

- DESCRIPTION: Formulated early-stage strategy to mitigate the impact of deepfakes / AI manipulation.
- DELIVERY DATE: January 2024
- CLIENT: Kier Starmer / The Labour Party

ATTENTION SPAN: How It Works, And How It Is Changing

- DESCRIPTION: Long-form research on the changing UK attention economy. Delivered in partnership with a UCL/DeepMind psychologist.
- DELIVERY DATE: February 2024
- CLIENT: [Not Given]
- READ: [Text](#)

Modern Slavery in the United Kingdom: A Landscape Review (2017–2022)

- DESCRIPTION: Long-form research on the performance of the UK criminal justice system with respect to Modern Slavery and Human Trafficking offences. Delivered in partnership with a criminologist at the University of Glasgow.
- DELIVERY DATE: April 2024
- CLIENT: [Not Given]
- READ: [Text](#)

Nevver.land: A SquareSpace Venture

- DESCRIPTION: Design for a quasi-autonomous AI-creativity studio within the web-designer, SquareSpace.
- DELIVERY DATE: April 2024
- CLIENT: [Not Given], for SquareSpace

WeTransfer: The Business of Creativity 2024

- DESCRIPTION:
 - o Inspired by the McKinsey Business of Fashion, we were commissioned to produce in-depth reporting (written, and multimedia) into the economics of anglosphere creativity.

- This was structured by industry: Photography and Promptography; Content Creation; Fine Art and Craft; Music and Performance; Film and Videography.
- Highlights included interviews with Ludwig Andersson (Abba Voyage Creator); Lord Vaizey (ex-Culture Secretary); Boris Eldagsen (Sony Award-winning photographer).
- DELIVERY DATE: May-August 2024
- CLIENT: WeTransfer Ltd
- READ / WATCH:
 - Interview with Boris Eldagsen ([Video](#))
 - Podcast with Ludwig Andersson and Svetlana Gisler ([Audio](#))
 - From Dalí to DALL·E: Is AI Art the New Surrealism? ([Essay](#))

Archive on 4: The History of Publicity Stunts

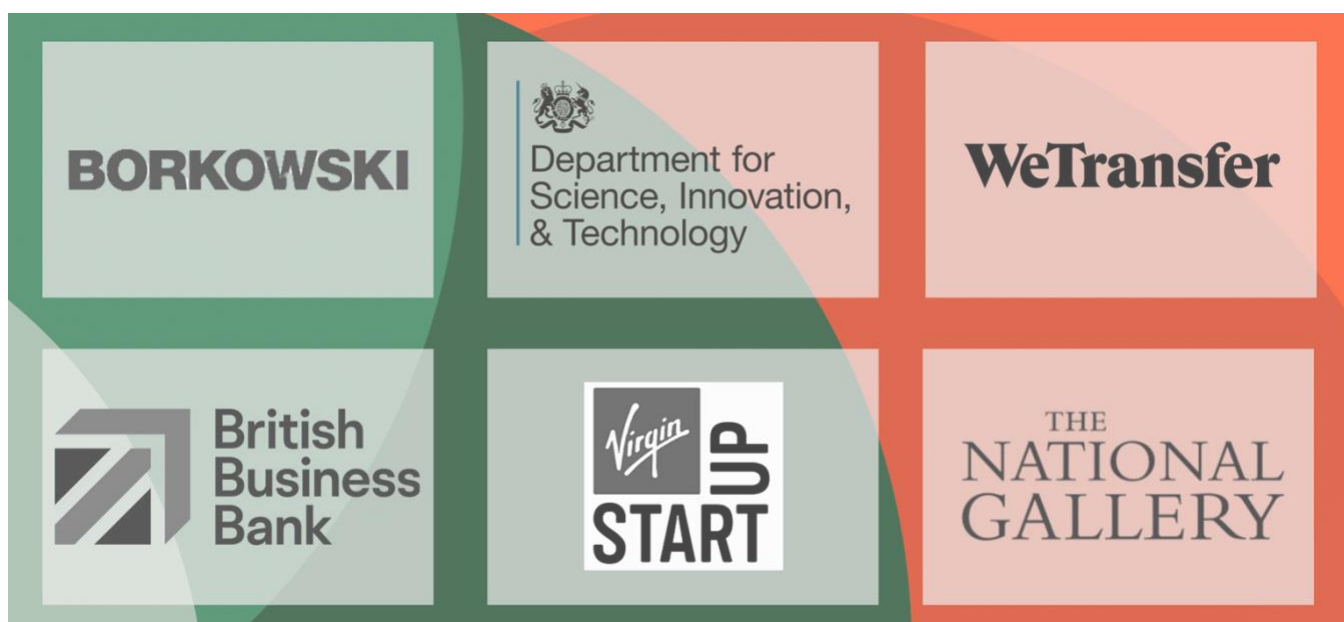
- DESCRIPTION: Research for a BBC Radio 4 programme on the history of publicity stunts.
- DELIVERY DATE: September 2024
- CLIENT: Mark Borkowski

Raffles World Academy Dubai: Art and Artificial Intelligence

- DESCRIPTION: Two-hour seminar for young adults on the effect of generative AI on the visual arts.
- DELIVERY DATE: 9 October 2024
- CLIENT: BBE Group / Apta ML LLC

HS2: Where's the Money?

- DESCRIPTION: Research, analysis and panel work for a cross-party campaign against HS2-related corruption.
- DELIVERY DATE: November 2024
- CLIENT: Knox Digi Ltd



A Selection of our Clients and Partner Organisations