

JERWOOD

Matthew Sturgis



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THE FOUNDATION
AND THE FOUNDERS

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Matthew Sturgis remembers how 'along with almost everyone else in London who has an interest in the arts I gradually became aware of the Jerwood name during the course of the 1990s. The Jerwood Painting Prize, the timely intervention to save the Royal Court Theatre, the ground-breaking exhibitions at the Jerwood Space, these were all things which touched the cultural life of the capital - and, indeed beyond. But who or what is 'Jerwood'?'

Here are the answers to these questions along with the unfolding and compelling story of how John Jerwood's early philanthropic vision to support educational and musical projects has been enhanced over three decades, with imaginative stewardship and energetic application and enterprise by Alan Grieve, while initiatives have been expanded, sights raised and horizons broadened. How much has been achieved for the visual and performing arts and education, and how many creative people and their organizations have benefited from Jerwood initiatives as well as the wider public, is recorded here for the first time.

But this is much more than a very readable history of enterprise, inspired investment decisions and enthusiastic support of the arts with strategic funding. This account can be read as a series of case studies which reveal both the highs and the lows, the successes and failures of working to support the arts. For everyone who needs to raise money for their own particular arts enterprise, there are ideas and lessons here to be absorbed for a greater understanding of the arts-funding market place and a sharper focus on the essentials of grant applications in a time of financial strictures.

With 120 illustrations including 60 in colour

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by Matthew Sturgis

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