

FIND YOUR PASSION

# NOT LETTING ANYONE TELL YOU YOU'RE NOT CAPABLE

FINDING YOUR  
CAREER  
PATH/WRITING A CV

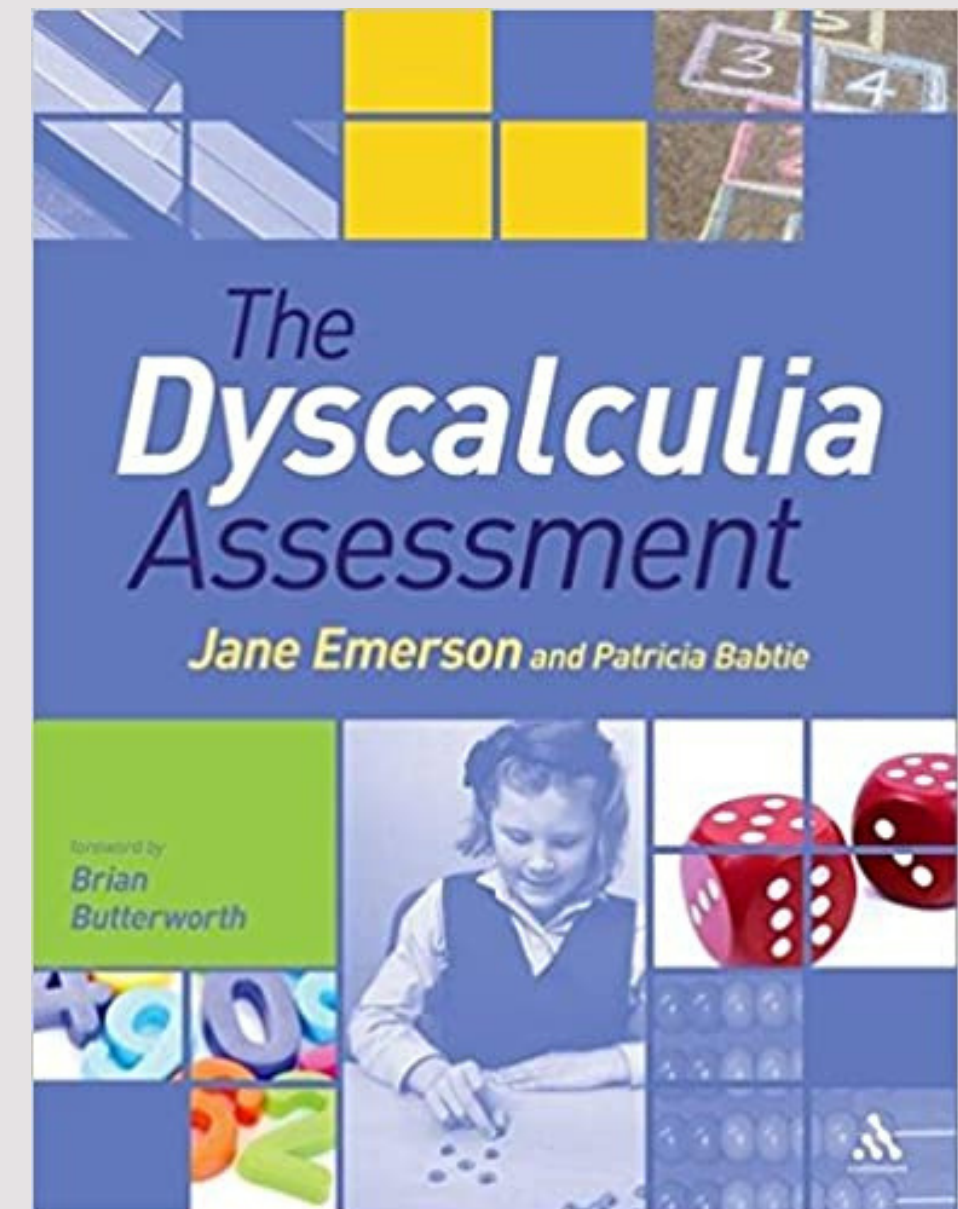


*by Pippa*

## SCHOOL YEARS

- DYSLEXIA, DYSPRAXIA AND DYSCALCULIA
- DIAGNOSED WITH ADHD AS AN ADULT
- HATED SCHOOL, TEACHERS DID NOT BELIEVE IN ME OR ENJOY TEACHING, HAD TROUBLE CONCENTRATING
- WENT TO 15 SCHOOLS DUE TO MY FAMILY MOVING AROUND.

During school all of these things become what I was led to believe were my biggest weaknesses. I was told my teachers throughout my my entire education that I was going to fail, to lower my expectations and to GIVE UP. I was told I was going to fail my GCSE's and was three EEE's at A level.



## WHERE I ENDED UP

- Passing my GCSE's and going onto A Level where yet again I was told that was going to fail and went on to get AAB.
- After hating school I was reluctant to go to university as I thought it would be like school.
- Attended The University of Bristol and studied Theatre specialising in violence against women.
- At University I **FOUND MY PASSION and my PEOPLE**



# DURING UNIVERSITY

Wrote and directed my own play about Trump which was featured in The Times, BBC and The telegraph.

Set up a creative non-profit charity called FUZE which encouraged more young people to get into the creative industry.

Which put on the UK's largest music, fashion and dance show, raising over 150k for charity.

Started working at the BBC.



bristol247.com

The UK's largest student creative show will return in 2021

## Arts

Twitter: @EpigramCulture

Editor Anjali Vadara  
Digital Editor Dulce Godfrey  
Deputy Editor Katie Chalk

### In conversation with FUZE managing director, Pippa Adamthwaite-Cook

Epigram sat down with Pippa, a third-year theatre student and this year's managing director of FUZE, to glimpse behind the elusive velvet curtain of this year's show.

Anjali Vadara  
Arts Editor

FUZE is the UK's largest student-run collective of creatives. Established in 2003, FUZE has developed and transformed, moving away from solely focusing on the main fashion, dance and music show and placing more emphasis on developing itself as a brand. This year marks a shift in how FUZE has decided to go about its organisational process and is now focusing on their strong core values and bringing it back to basics.

Pippa explained: "We are trying to ground the brand in our values, looking at how we can make it

strong and recognizable, ideally we want to become more than our annual show, we want to become an organisation based around supporting young creatives. We have changed our tag line to be more to our brand: FUZE is trying to showcase a collective of creatives, placing emphasis not only on the performers, models and musicians but also everything that goes into making the main spectacle happen."

This includes workshops, blog writers, the commercial team, artists and a spectrum of other roles that when faced together (as you introduced

that people actually want to see," she added. Undoubtedly, this all sounds incredibly exciting, but nevertheless, a raging pandemic stands in the way of a lot of young creatives trying to showcase their work and indeed their creativity this year. Pippa delved into how FUZE is coping during lockdowns.

"We are constantly having to adapt to changing government guidelines, as students it has been really interesting learning how to cope with that, writing guidelines, running a three-day casting with over 100

called FUZE at home, led by our artistic brand director Sophie. We have tried to find ways in which people in the comfort of their own home can engage with FUZE. Our musicians are launching a series of Instagram live streaming performances and interviews. Dance is working on an Instagram reels competition, a kind of TikTok dance thing that people can get involved from home. There is the chance to win some amazing prizes like memberships to music studios, like restaurants added.

Further to this, this year's cohort of models not only got the chance to be involved from home. There is the chance to win some amazing prizes like memberships to music studios, like restaurants added.

"We had a big meeting with the creative directors and worked on questioning - pre-existing - biases, questioning what beauty means. It was really fascinating because we have been preconditioned to adhere to what society makes you to think of as 'pretty'."

I felt I had to change in and agree with Pippa there. From my personal experience with beauty, a very homogenised beauty ideal is perpetuated, time and time again. This is especially true with social media platforms that promote a 'cookie cutter' aesthetic, and can often bring you to question your self-worth.

Pippa brings me out of my revelatory day dreaming. "We didn't want that, instead we wanted people that tell a story, that are unique, have personality, power, strength... specifically within female performers."

Over again, I couldn't help but allow my inner thoughts to show. This is exactly what we need in a time of uncertainty when for so many people social media enables a much-needed escapism, we are bombarded on a daily, even hourly, basis with unrealistic beauty ideals that breed anxiety and self-loathing.

Organisations like FUZE anchor us and remind us that there is no perfect state. It is truly more beautiful to have confidence and power than be defined solely by your aesthetics. If you are interested in getting involved with the show then you can find more information on FUZE's website.

To read the full length interview visit [www.epigram.co.uk](http://www.epigram.co.uk)





# Beauty Is Pain

PC Productions

Donald Trump is talked about a lot. He is ever-present in the news cycle, and both he and the things he says are the punchline of many a joke. But *Beauty Is Pain* doesn't just give him a cursory glance. It zeroes in on one his most infamous incidents brought to light by the Access Hollywood tape, and explores the effect he has had on women in the pageantry world with honesty and poignancy.

The bulk of the play is set during the final round of Miss USA, with lighting being used to shift from dressing room to stage and back again. We are introduced first to our Trump stand-in, the charming, creepy host with a perfect smile, Matthew Harper. He interacts with the audience as though they were at the pageant, commenting on all the beautiful women in the audience and assuring us that he will "make sure our ladies are perfect for you". If you are a woman, the familiarity of it will likely make your skin crawl. Cut to the dressing room and all the stereotypical gossip and cattiness of pageantry is immediately evident, with each actress maintaining a strong regional accent throughout. As serious as the subject matter of this play is, there is also humour aplenty: Miss Alabama delivers a particularly amusing rant following one portion of the competition. The conversation eventually turns to Mr. Trump, with the contestants discussing whether they might catch his attention, what kind of girls he likes, and in this context a passing "like his daughter" remark hits home particularly hard.

As the play progresses, it becomes clear that Matthew preys on the young girls in the pageant. Young, innocent Miss Florida, whose bubbly personality is consistently engaging, is the most recent target of his advances. Meanwhile, veteran Miss California ruthlessly picks on Miss Florida and then warns her to stay away from Matthew. Her bitterness and protectiveness towards the up-and-comer are at war within her, as she is torn between shielding Miss Florida and winning the title that they all want so badly. The subtlety and restraint with which she plays the raging emotions within her are truly impressive.

Ultimately, *Beauty Is Pain* offers a powerful and important look at how sexual harassment by the most powerful men in the world occurs and is excused. The final speech by all four women is especially moving and sobering when juxtaposed with photos and quotes by Trump on the screen behind them. The speech is definitely meant to be empowering and inspiring; I found it largely depressing considering the political context we still find ourselves in, but that is a very personal reaction that many others will certainly not share. The performance and message both make this hard-hitting play essential viewing at the Fringe.

Review by: Francesca Alabaster, EdFringeReview, August 23, 2019



AS SEEN AT THE EDINBURGH FRINGE

WICKHAM THEATRE  
4 TICKETS

PC PRODUCTIONS

10 OCT 2019 @18:00

★★★★★

SENTIAL VIEWING THE FRINGE". for women than I do, nobody.

has more respect "A UN... AN... BEAUT... SHO..."

ESCA... ASTER... GE

MAKE YOURSELF SEEN AND HEARD !!!

Beauty is PAIN

Inte...

# BBC BRISTOL



# MY CARRER SO FAR

Head of Brand and Partnerships  
HOXTON SPIRITS

Creative Director, Events Producer and Artist  
Manager,

Head of Brand  
POM Dating

Freelance Radio Producer and Presenter  
BBC Bristol



## FINDING YOUR PURPOSE

WHAT YOU WOULD DO FOR FREE?

e.g chocolate taster, game tester,  
professional sleeper.

WHAT DO YOU DREAM YOU COULD GET PAID  
TO DO ?

e.g to make tiktoks, to drive cars, to sing.

HOW YOU SPEND YOUR FREE TIME?

e.g on tiktok, playing or watching sports



WHAT ARE SKILLS TO ADD TO YOUR CV?

## SKILLS

ACTIVE LISTENING SKILLS.

COMMUNICATION SKILLS.

COMPUTER SKILLS.

CUSTOMER SERVICE SKILLS.

INTERPERSONAL SKILLS.

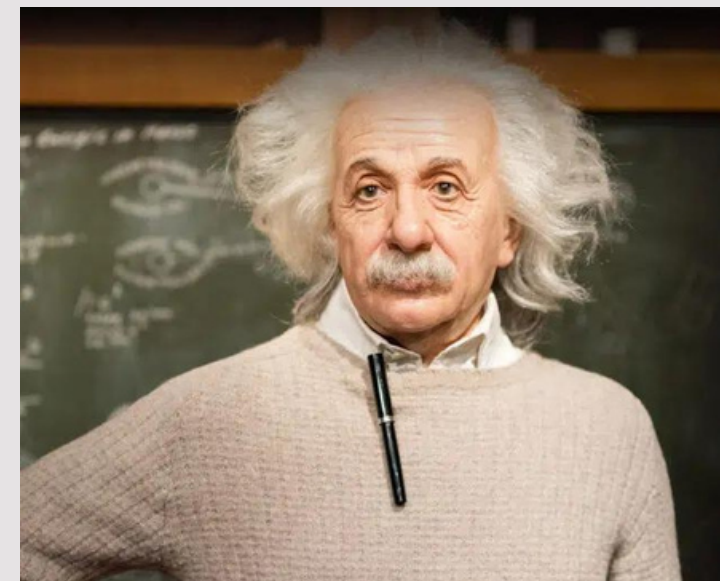
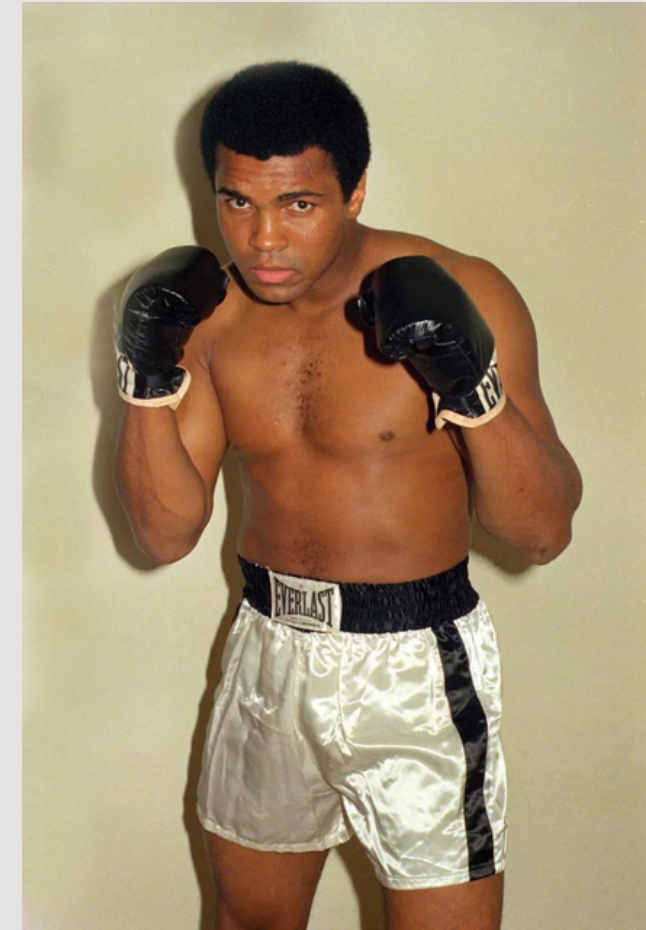
LEADERSHIP SKILLS.

MANAGEMENT SKILLS.

PROBLEM-SOLVING SKILLS.



WHAT DO ALL THESE PEOPLE HAVE IN COMMON?



**THEY'RE DYSLEXIC**

Meaning they all most likely struggled in school and were told they CANT ACHIEVE!

# HOW WEAKNESSES CAN BECOME STRENGTHS



## dyslexic thinking

[ dis-lek-sik thing-king ]

*noun*

- 1 an approach to problem solving, assessing information, and learning, often used by people with **dyslexia**, that involves pattern recognition, spatial reasoning, lateral thinking, and interpersonal communication.

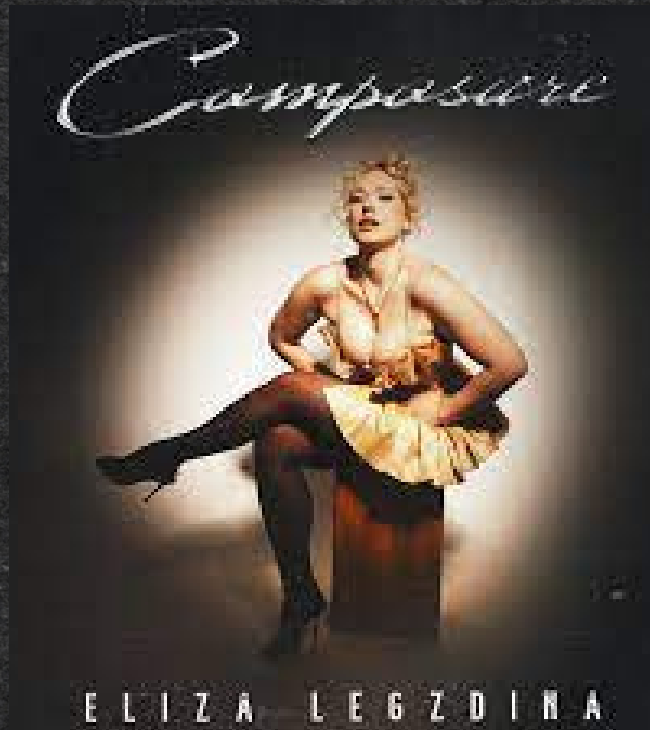


Dictionary.com



Using the example of dyslexia you can see how what was once view as a weakness in school and the workplace is now being viewed as a strength.

# ARTIST MANAGEMENT- ELIZA LEGZDINA



## SKILLS NEEDED

- good communication skills
- strong people skills
- good time management
- ability to adapt and find solutions
- emotional intelligence



# BRANDING



## SKILLS NEEDED

Creativity

communication skills

why should someone buy or invest in  
your brand?

### MARKETING

IS LIKE ASKING SOMEONE  
ON A DATE.

### BRANDING

IS THE REASON THEY  
SAY YES.

### CUSTOMER EXPERIENCE

IS THE REASON THEY  
COME BACK FOR  
MORE AND STAY



## PIPPA ADAMTHWAITE-COOK

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Currently working as Head of Brand & Partnerships for Hoxton Spirits, a global drinks brand, reporting directly to the Chief Marketing Officer and leading global brand marketing strategy. Some of my previous experience includes working as Head of Brand for POM dating, a tech startup which raised £2.2 million investment and as Managing Director of a non-profit organisation who annually held the UK's largest youth-led charity music, fashion and dance show.

With 5+ years of branding and marketing experience, my skills lie within creative brand strategy, execution of bold experiential marketing campaigns, brand activations and partnerships that speak to young ethically engaged consumers. I have built an extensive network of contacts across the creative industry, having led partnerships with Sony Music, Soho House, Mac Cosmetics, WME, Wasserman, Select Model Management and Redbull.



## KEYSKILLS

- **Relationship Management-** able to build effective internal and external relationships through the identification of mutual benefits.
- **Strategic thinking-** able to analyse critical factors and variables that will influence the long term growth of a business.
- **Administration-** excellent Microsoft Office and email admin skills, with experience of Mail Chimp, JotForm, Google Forms, and advertising software Ads Manager + tiktok promote. Ability to manage multiple tasks effectively.
- **Communication-** able to effectively communicate with teams. Skilled at public speaking, hosting events and delivering presentations. Effective at communicating through social media such as TikTok and Instagram.
- **Resilience-** able to deal with a large workload and manage a variety of tasks while maintaining positivity for the team.

## EDUCATION

### University of Bristol

- 1<sup>st</sup> Class BA in Theatre and Performance (Political theatre)

# FUZE

ASHION DANCE MUSIC FASHION DANCE MUSIC FASHION DANC

# FUZE

metamorphosis

LØCO KLUB

13.03.20 ..... 19:30  
14.03.20 ..... 13:30  
..... 18:30



@fuzebristol  
**FUZE**  
2020

in aid of  
**SECOND**  
**STEP**



made me feel so much more chill about going on holiday this year too after seeing everyone look so good 😊

Heyy, so one of my friends just sent this about the swim wear scene. They found it really empowering! Just thought I'd share because i feel like it's a fuze value. Amazing Job everyone 💕💕 20:34

❤️ 17 - JOSEPHINE ANDERSON



**Founder FUZE UK CIC Sep 2021- Present (10 months) Managing Director FUZE Bristol.  
Jun 2020 - Present (1 year 5 months) Marketing Director FUZE Bristol Sep 2019 – Jun  
2020 (9 months)**

FUZE UK is a creative non-profit organisation that gives performance and professional opportunities to young people while raising money for charity. All profits annually go towards supporting racial equality, mental health awareness, and LGBTQ+ communities. Since founding FUZE UK the organisation grew from 20 people to over 280. We grounded the organisation in core values, to develop a more inclusive and diverse culture within the organisation. This focus on EDI was recognised by Bright Network, and we were awarded Best in UK for Diversity and Inclusion.

- **Effectively led and managed** a team of 227 people with a board of 18 directors. Improved brand relationships; led and implemented a brand transformation including launching a website and re-imagining our logo and brand identity. This directly led to expanding our social media reach from 800 to 4.4k.
- **Demonstrated effective relationship management**, developing new long-term partnerships with Select Model Management, MAC Cosmetics, and Teach First. This led to a global talent search which expanded our audience reach beyond the UK. Alongside cultivating strong press connections which led to us being featured within the Guardian.
- **Developed new relationships** with charities around Bristol and the UK including: Off The Record, Black South West Network, and AKT; raising last year, £23.5k for our charities and **being able to effectively communicate** this with mass media, being featured in The Guardian, Tatler, and The Tab.
- Developed an initiative called FUZE at Home which worked to help support the mental health of young people during the COVID-19 pandemic through career guidance workshops, livestreams, and facetime photoshoots.



# QUESTIONS

