

in her own: ma Teley merged the ows of her tor Gordon say to set althazar ihm



# Who to watch in 2010

In politics, the arts, sport and beyond, there is a wealth of talent jostling to make a mark this year, says **Gideon Spanier**

**CH**ANGE is in the air. There is a general election looming and, despite the fragile state of the economy, a hint of optimism too. While the old established order looks vulnerable, opportunities are opening up for those with fresh ideas. At the Evening Standard, we always keep a close eye on the most influential people in every walk of London life, with our annual survey, The 1,000, published in the autumn. Now, as we look ahead in 2010, our team of specialist reporters, editors and critics have put forward their suggestions of new faces – a mixture of young and old – who should make an impact. Of course we must wait to see how many of them will succeed in making it into this year's 1,000. But here now is our pick of 20 people to watch:

**ELLIE GOULDING, 22 SINGER**  
Distinctive honeyed voice whose first hit, *Under The Sheets*, helped her win the Brit Award Critics' Choice for act most likely to break through in 2010, won last year by Florence & the Machine. Hereford-born Goulding has a debut album out this spring.

**CAREY MULLIGAN, 24 ACTRESS**  
On course for a slew of awards for her star turn in the Lynn Barber biopic *An Education*. Mulligan is in demand on both sides of the Atlantic in forthcoming adaptations of Graham Greene's *Brighton Rock*, Kazuo Ishiguro's *Never Let Me Go* and *Wolf Street 2*, with Michael Douglas.

**SIMON LELIC, 33 NOVELIST**  
Set to publish his debut novel, *Rapture*, about the aftermath of a violent shooting in a north London school, which had five publishers clamouring at auction. Picador paid a five-figure sum and it has been sold in nine countries. Born in Brighton, Lelic wrote the book while working for his family's aluminium business.

**JORDAN TURNER-HALL, 22 HARLEQUINS RUGBY PLAYER**  
Educated at Brighton College, he helped England win the Under-20s

**Taking centre stage: actress Carey Mulligan, right, is in demand following her performance in An Education. Below, rising Harlequins star Jordan Turner-Hall**



Grand Slam in 2008. He could play a big part in the forthcoming Six Nations.

**ALEX PRESTON, 30 AUTHOR**  
A former bond trader, Preston has penned his debut novel about what happened to the hedge-fund world in the credit crunch. This *Bleeding City* is published by Faber in March and, pace Sebastian Faulks, claims to be the first real insider account of that life. Preston also writes song-lyrics (his brother is Ordinary Boys singer Samuel Preston, briefly married to Big Brother contestant Chantelle).

**PETER PILOTTO, 32 FASHION DESIGNER**  
Supermodels and ladies who lunch alike swoon over Pilotto's eponymous label, designed with creative partner Christopher de Vos. Michelle Obama

was snapped in one of their signature printed tops while US Vogue editor Anna Wintour graced the front row of their London Fashion Week show. Named as the top Emerging Talent at last year's British Fashion Awards.

**NICK HORNBY, 29 SCULPTOR**  
Faired as the "new Antony Gormley", the Slade and Chelsea Art College graduate has impressed critics with his geometric sculptures and sound installations at the Royal Festival Hall and Tate Britain. Born in Shepherd's Bush and educated at Ampleforth, Hornby jokes that he is invited to The By by people who mistake him for his namesake, the Fever Pitch author.

**PENELOPE CURTIS, 48 TATE BRITAIN, DIRECTOR**  
Curtis, an expert on 20th-century



**Creative instincts:** above, Peter Pilotto and Christopher de Vos. Above right, editor Freddie Sayers. Below, Terra Plana shoes founder Galahad Clark

giving all press interviews on the store floor while at Morrisons.

**ARCHIE NORMAN, 55 ITV CHAIRMAN**  
Ex-boss of supermarket chain Asda and former Tory frontbencher starts this week as chairman of ITV after years out of the limelight. The success of *The X Factor* and an advertising recovery mean it looks less of a poisoned chalice but both the last two ITV chairmen lasted less than three years.

**PHILIP BLOND, 43 REPUBLICA, FOUNDER**  
Dubbed the "Red Tory", Blond is the theology lecturer and thinker whose post-Thatcherite vision of civic conservatism could be summarised as "there is such a thing as society". Feted by Cameron strategy guru Steve Hilton, Blond boasts that he raised more than £1.5 million within two weeks when he launched his own think-tank, ResPublica.

**SIR JAMES SASSOON, 54 TORY ECONOMICS ADVISER**  
Ex-UBS banker who advised Gordon Brown before switching sides, working three days a week for George Osborne. Sassoon was the brains behind the controversial Tory "White Paper" on City regulation which calls for the abolition of the Financial Services Authority. Likely to have huge clout in a Conservative administration.

**GABBY BERTIN, 31 PRESS SECRETARY TO DAVID CAMERON**  
Right-hand woman, savvy yet reliably honest media spinner who goes everywhere with the Tory leader. When Cameron said "twat" on live radio, she ticked him off and explained what the word means. Has worked in the City and her south London roots keep her grounded.

**MARC BOLLAND, 50 MARKS & SPENCER CHIEF EXECUTIVE**  
Dapper Dutchman poached from northern supermarket chain Morrisons to reinvent Marks & S. Known for his hands-on attitude, he insisted on



officer. Claims to be "non-partisan" and is bidding to be an influential voice during election year.

**FREDDIE SAYERS, 28 POLITICSHOME.COM, EDITOR**  
Has ambitious plans to rival conventional news organisations with coverage of what is being billed as the first "internet general election". Politically independent, although its site has been bought by Tory treasurer Lord Ashcroft. Don't be fooled by the fact that Oxford-educated Sayers played Prince William in a TV dram and was pals with Chelsea Clinton, he's highly rated.

**ASHLEY PALMER-WATTS, 31 HEAD CHEF, FAT DUCK AT THE MANDARIN ORIENTAL**  
The Dorset-born protégé of Heston Blumenthal, working with him at Fat Duck in Bray for nine years, is heading up a 140-seater restaurant The Hyde Park hotel is also recruiting star New York chef Daniel Boulud to open a second restaurant, Bar Boulud, alongside the Fat Duck this spring.

**GEMMA TULEY, 27 CHEF, BALTHAZAR**  
Trained under Gordon Ramsay in Claridge's and in Paris, Tuley won plaudits at Arch One in Waterloo in 2008 and now is overseeing Balthazar, in Fulham, serving up modern European food.

**GALAHAD CLARK, 33 TERRA PLANA SHOES, FOUNDER**  
Scion of the Clarks shoe empire will set up his own independent ethical artisan footwear label, Terra Plana which has won fans including Jonathan Ross and David Cameron. Clark uses synthetic fibres and ultra-thin soles, with a kids' range launching this year. He is also advocating barefoot running because when "you go barefoot you get close to the planet".

**IAN OSBORNE, 26 IW OSBORNE, FOUNDER**  
Media and political consultant (no relation to George) who is popping everywhere. Educated at St Paul's and the LSE, he has racked up clients including New York mayor Michael Bloomberg and Madonna.

**MATTHEW RYDER, 42 BARRISTER**  
Rising star of the stellar Matrix Chambers and one of the most sought-after barristers. His profile is set to increase this month when he work alongside Michael Mansfield QC, defending the Met's most senior officer Ali Dizingale, who faces criminal misconduct charges.

Pay Monthly

Save £99

SALE

Free phone £30 a month 24 month contract

Free phone £30 a month 24 month contract

Free phone £15 a month 24 month contract

Free phone £25 a month 24 month contract

Call 0800 081 0269  
Visit o2.co.uk/sale  
or any O2 store

We're better, connected

All items featured are subject to availability and colours may vary. Pay Monthly offers are dependent on status, credit check and payment by Direct Debit. Minimum term contract applies. Prices shown are correct at the time of going to press. See o2.co.uk/terms for details. Prices shown include VAT at 17.5% (where applicable) effective from 1 January 2010. Purchases made before that date will be charged VAT at the reduced rate of 15%. See o2.co.uk/VAT for further information. Phones provided at no additional cost when you sign up to selected 24 month minimum term contracts only. Offer ends 31.01.10.