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Who to watch in 2010

YVES SALOMON/RETNA

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

CHANGE 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:

ELIE GOULDING, 22 SINGER

Distinctive honed 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.

ALEX 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 Wall Street 2, with Michael Douglas.

SIMON LELIC, 33 NOVELIST

Set to publish his debut novel, Rupture, about the aftermath of a violent sporting clash with London schoolboy, which had five publishers clamouring at auction, Picador paid a five-figure sum and it has been sold to nine countries. Born in Brighton, Lelic wrote the book while working for his father's aluminium business.

JORDAN TURNER-HALL, 22 HARLEQUINS RUGBY PLAYER

Educated at Brighton College, he helped England win the Under-20s

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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 songlyrics (his brother is Ordinary Boys singer Samuel Preston, briefly married to Big Brother contestant Chantelle).

PETER PILOTO, 32 FASHION DESIGNER

Supermodels and ladies who lunch alike swoon over Piloto'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 month's British Fashion Awards.

NICK HORNBY, 29 SCULPTOR

Hailed as the "new Antony Gormley", the Slade and Chelsea Art College graduate has joined 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 Ivy by people who mistake him for his namesake, the Fever Pitch author.

PENELOPE CURTIS, 48 TATE BRITAIN, DIRECTOR

Curtis, an expert on 20th-century

British art and sculpture, will join as director in April from the Henry Moore Institute in Leeds, succeeding Stephen Deuchar. She previously worked at Tate Liverpool so this is something of a homecoming. Among her tasks is to oversee the Turner Prize at her Pinacolo HQ.

MARC BOLLAND, 50 MARKS & SPENCER CHIEF EXECUTIVE

Dapper Dutchman poached from northern supermarket chain Morrisons to reinvigorate M&S. Known for his blustery attitude, he insisted on



Creative Instincts: above, Peter Pilotto and Christopher de Vos. Above right, Politicshome 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 lime-light. 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 RESPUBLICA, FOUNDER

Dubbed the "Red Tony", 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 think-tank, ResPublica.

SIR JAMES SASOON, 54 TORY ECONOMICS ADVISER

Ex-UBS banker who advised Gordon Brown before switching sides, working three days a week for George Osborne, Sasoon was the brains behind the Conservative Party

"White Paper" in 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.

WILL STRAW, 29 LEFTFOOTFORWARD, ORG, FOUNDER

The son of Justice Secretary Jack founded a Left-wing blog in an online world notable for the dominance of Right-winger commentators. Straw survived a tabloid sting over cannabis during his teens to become a Fulbright Scholar and then a Treasury press



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 conservative websites with political coverage of politics being billed as the first "internet general election". Politically independent, although site has been bought by Tory treasurer Lord Ashcroft. Don't be fooled by fact that he was educated at Oxford-educated Sayers played Prince William in a TV dran and was pals with Chelsea Clinton, he's highly rated.

ASHLEY PALMER-WATT, 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 at the Mandarin Oriental. 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

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 ethica artisan footwear label, Terra Plana which has won David Cameron

Clark uses synthetic fibre and ultra thin soles, with a kids' range launching this year. He is also advocating barefoot running because "you barefoot you get closer 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 sen barristers. His profile is set to increase this month when he works alongside Michael Mansfield QC, and the LSE, he has racked up clients including the Met's most senior officer Ali Dizaei, who faces criminal misconduct charges.

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