

# TREVOR BEATTIE

Moseley Road Art School 1970 - 1977

## Advertising Executive & Film Producer

*"I had the bloody time of my life at Moseley Art School. The freedom it gave us and the way knowledge was instilled in us has shaped the person I am today. Teachers' names are etched on my brain: Miss Squires, Mr Palmer, Mr Burford, Mr Swift, Mr Barnes... The School put creativity first, second and third. Gave us a sense of the possible, delivered with a sense of fun. From 5 a-side football to Fragonard. I skinned my heart and skinned my knees. And I'm probably still in love with Rosalyn Davies from 4A."*



Trevor Beattie was born in Balsall Heath, Birmingham and educated at Moseley Art School. He graduated with an Honours Degree in Graphic Design & Photography from Wolverhampton Polytechnic in 1981.

### In London, Beattie began a career in advertising

This saw him create some of the most talked-about campaigns of all time. 'Hello Boys' for Wonderbra, 'FCUK' for French Connection UK and the image of William Hague with Margaret Thatcher's hair for the Labour Party saw Beattie's reputation rise in fame and notoriety. He helped mastermind the PR and advertising campaigns for New Labour's election victories in 1997, 2001 and 2005. Beattie set up his own agency BMB in 2005

He has been awarded Honorary Doctorate of Arts Honours by both Birmingham and Wolverhampton Universities.

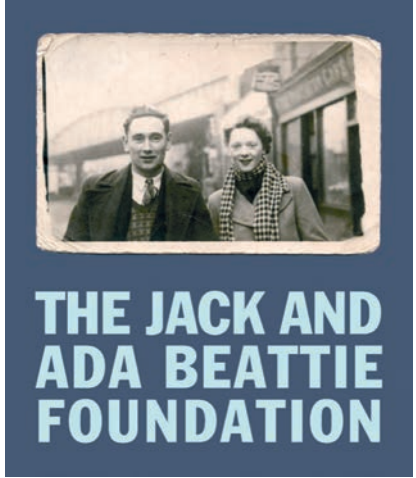
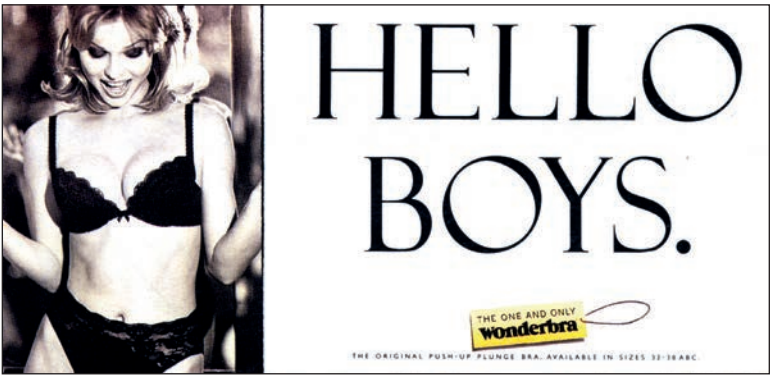
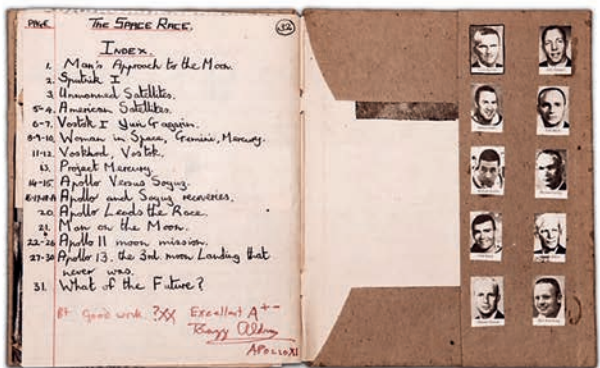
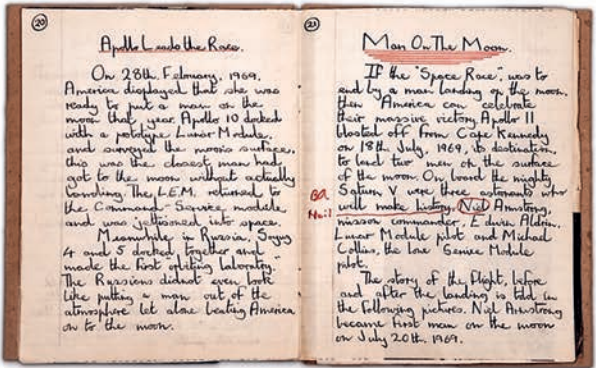
### In 2008 Trevor moved into film production

He teamed up with Duncan Jones (son of David Bowie) to produce the Bafta-winning sci-fi movie MOON in 2009. He subsequently produced movies on the life story of dancer Rudolf Nureyev, and a feature-length documentary on the Spitfire. He regularly writes for *The Guardian*, *Independent* and *GQ Magazine*.

In 2011, he set up The Jack And Ada Beattie Foundation ([beattiefoundation.com](http://beattiefoundation.com)) in honour and memory of his parents. The Foundation recently launched 'Bank of Mum and Dad', to provide interest-free loans to those falling foul of pay day loan schemes. Via the Beattie Foundation, and in conjunction with friend Eddie Izzard, he formed 'Project Overlord', an ongoing scheme to return D-Day Veterans to the beaches of Normandy. He recently purchased the first flag to be raised above Sword Beach in Normandy on 6th June 1944.

In 2016, Beattie exhibited his extensive Collection of Muhammad Ali memorabilia at the O2 in London, later touring in Las Vegas. In the same year he made a trek with Apollo Moonwalker Buzz Aldrin to Antarctica and the South Pole, fulfilling his friend Buzz's bucket list dream.

As one of the very first people to purchase a (return) ticket on Sir Richard Branson's Virgin Galactic space programme, Beattie plans to fulfil his life-long wish by becoming an astronaut.



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