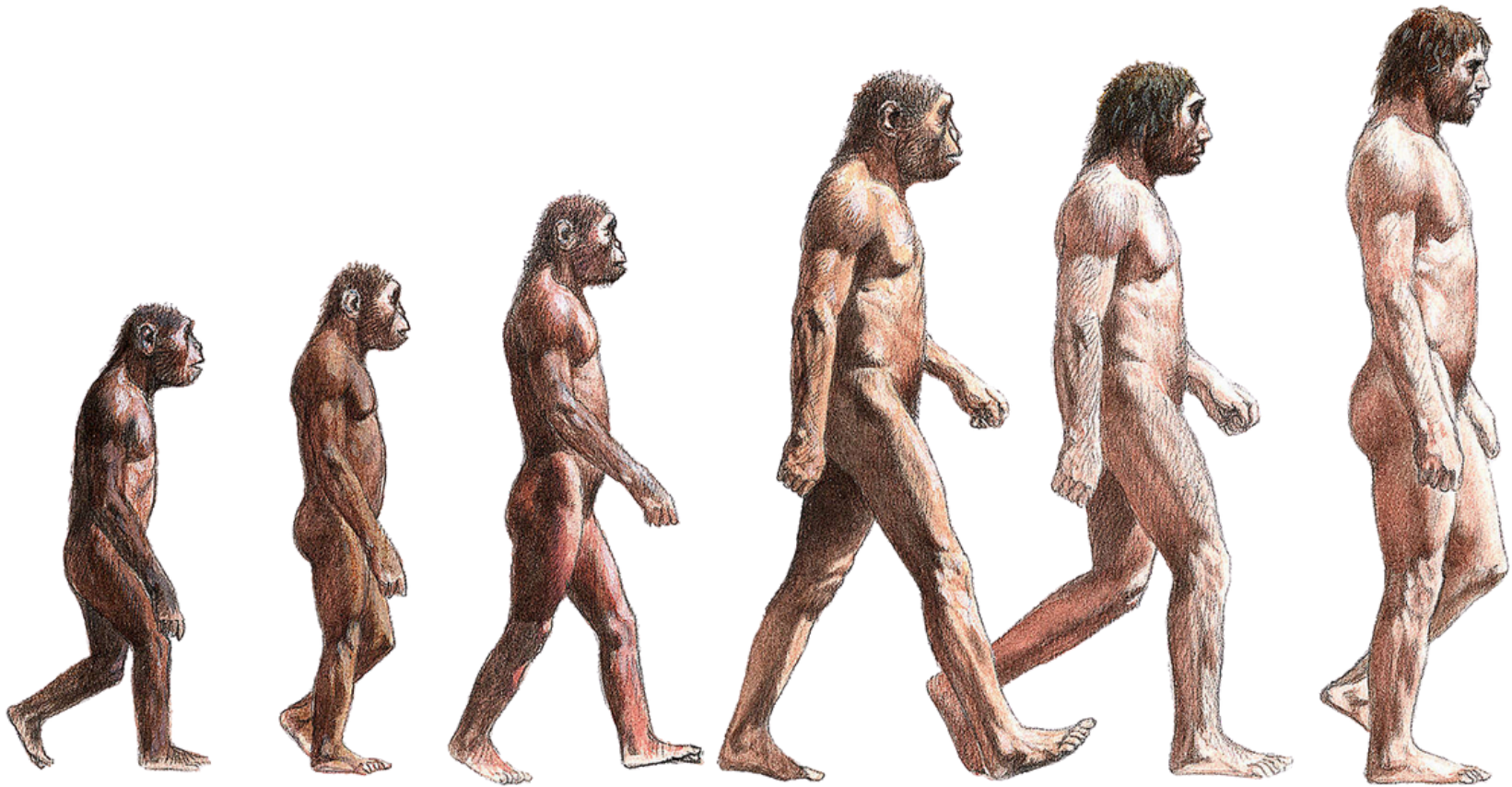


RICH STONEHOUSE

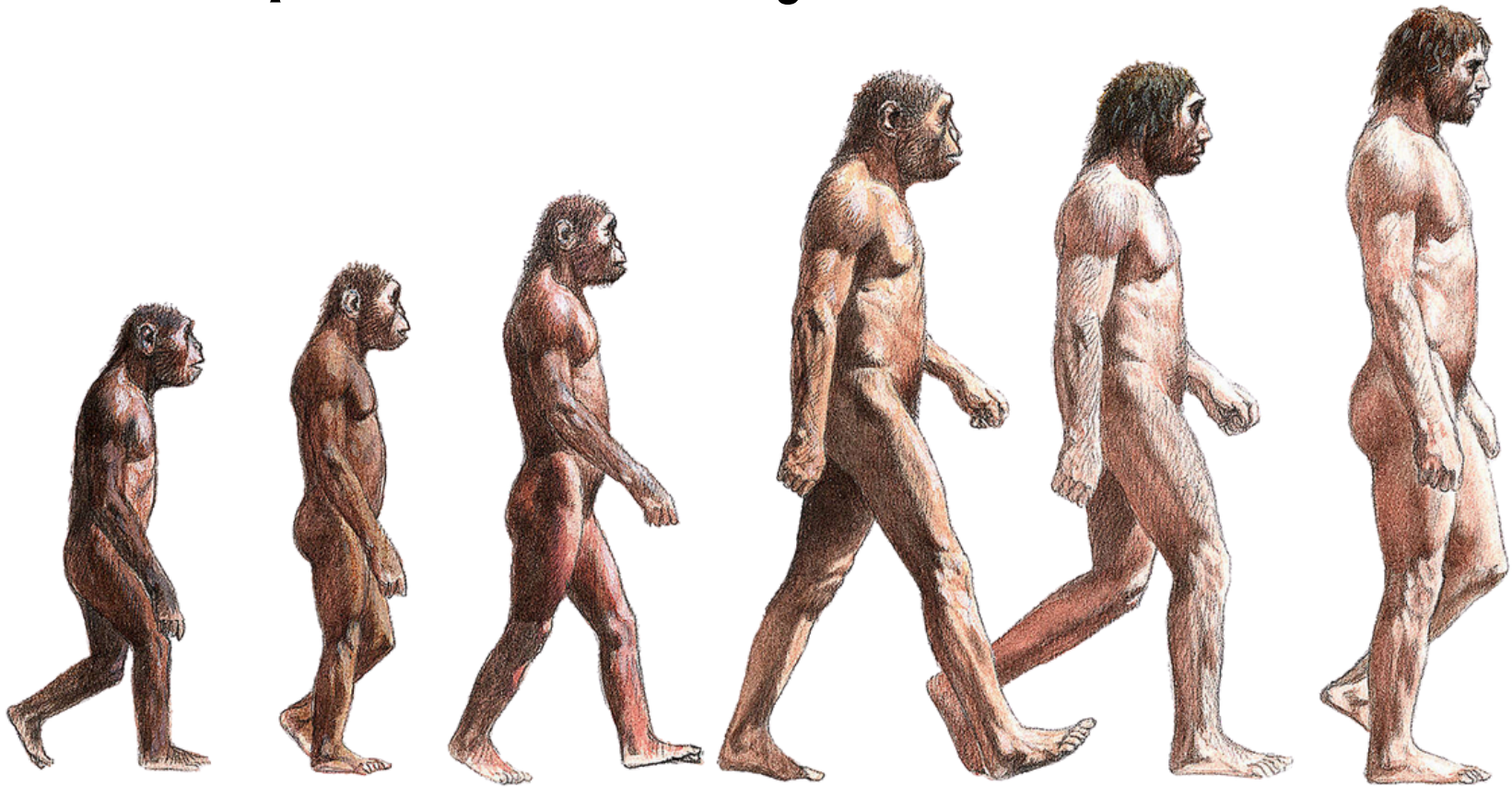
An Introduction



THE ASCENT OF ~~MAN~~ RICH



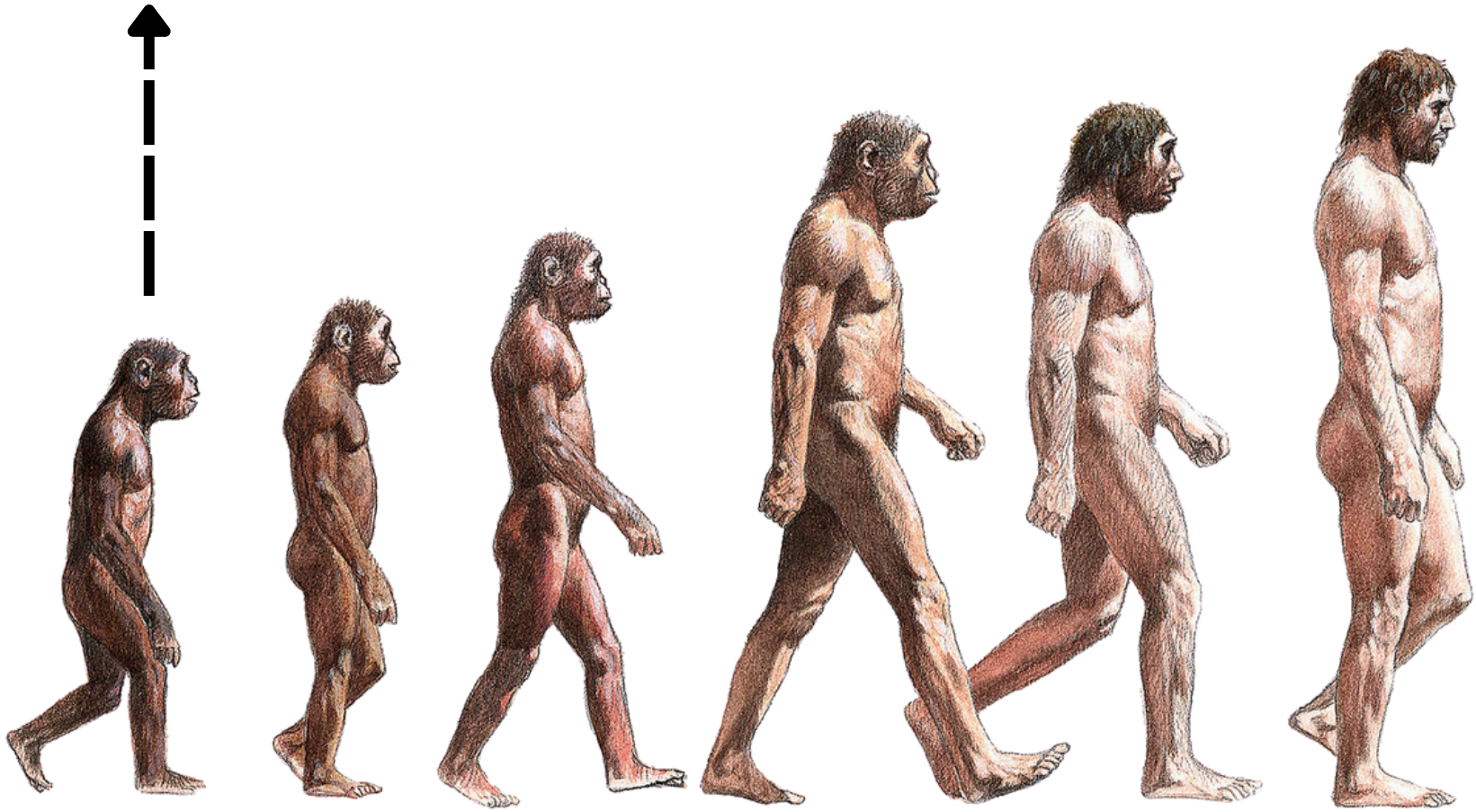
**...otherwise known
as the various things, for right or wrong,
I've done to pass the time since being born.**



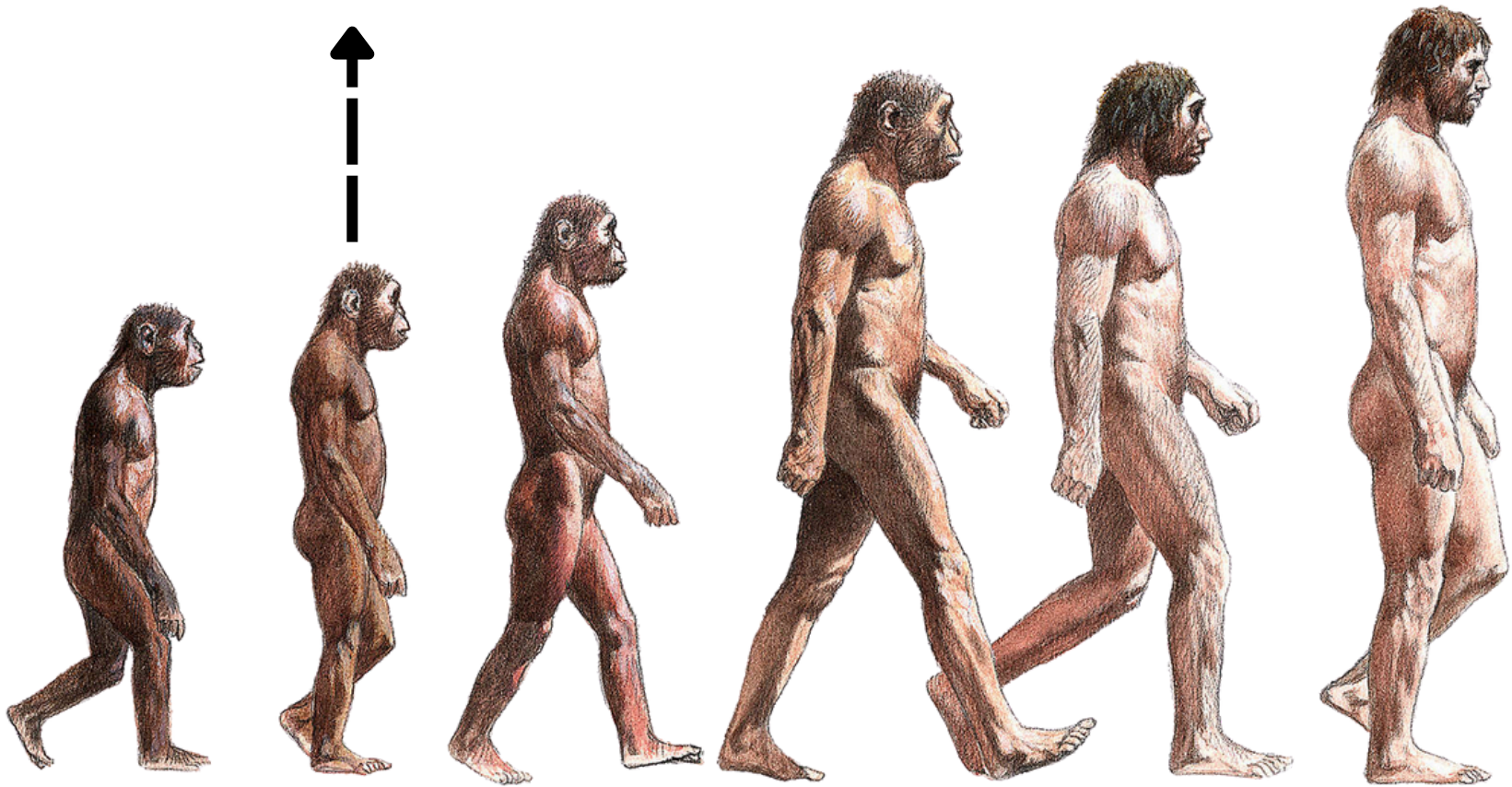
The STORY BEGINS



**In medieval
England, circa 1086.**



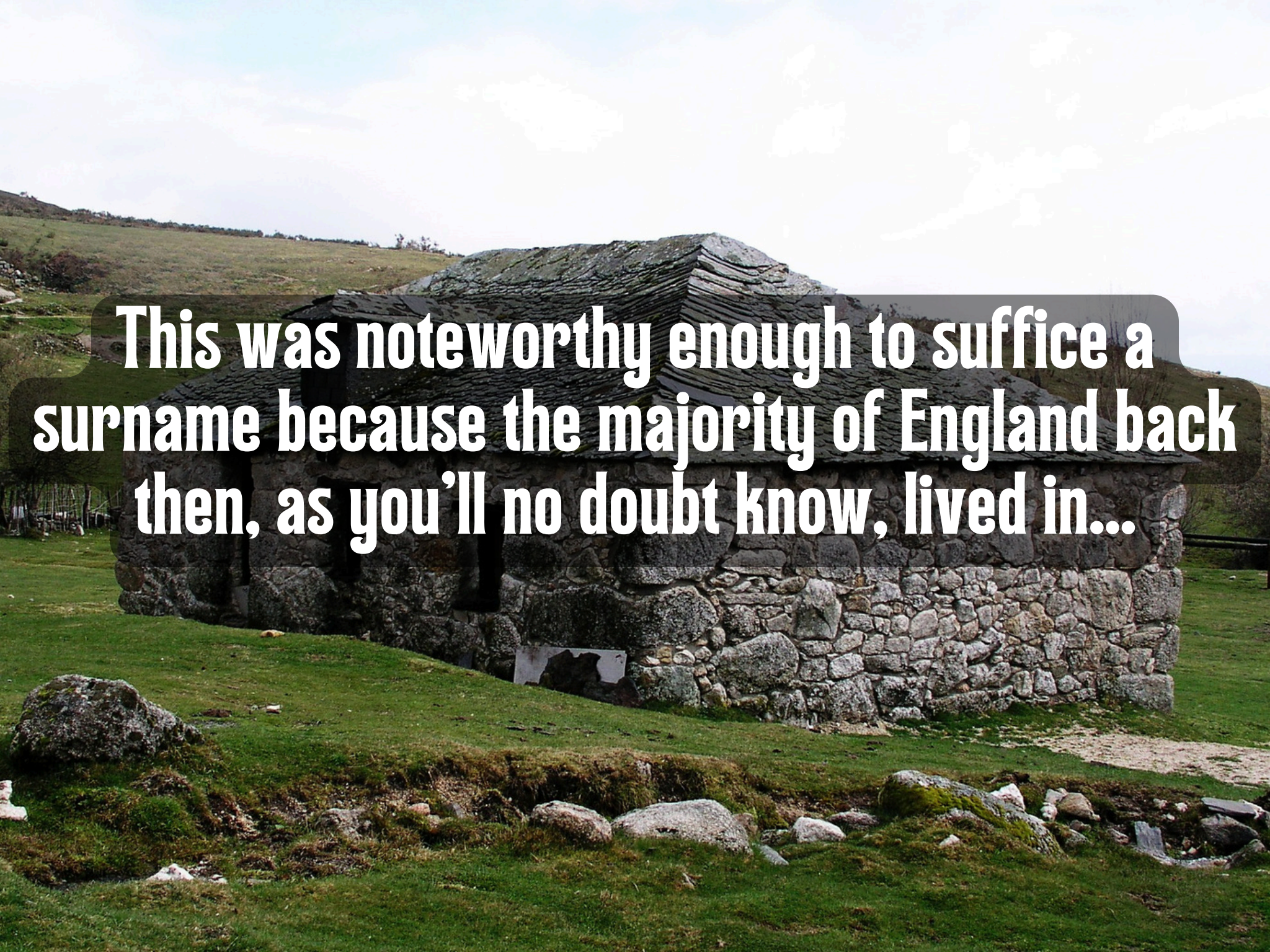
Origins^{of a} ~~species~~ surname



Stonehouse
...is a surname from ancient England that denoted,
very literally, someone who lived in a stone house.

Something like this...



A photograph of a traditional stone building, possibly a barn or a small house, constructed from rough-hewn grey stones. The building has a steep, gabled roof covered in dark, layered stone or slate. It is situated on a grassy hillside. In the foreground, there are several large, moss-covered rocks and patches of green grass. The background shows a rolling green landscape under a cloudy sky. A semi-transparent dark grey box with white text is overlaid on the middle of the image.

This was noteworthy enough to suffice a surname because the majority of England back then, as you'll no doubt know, lived in...

**...laconic football pundit
Mark Lawrenson's hair.**







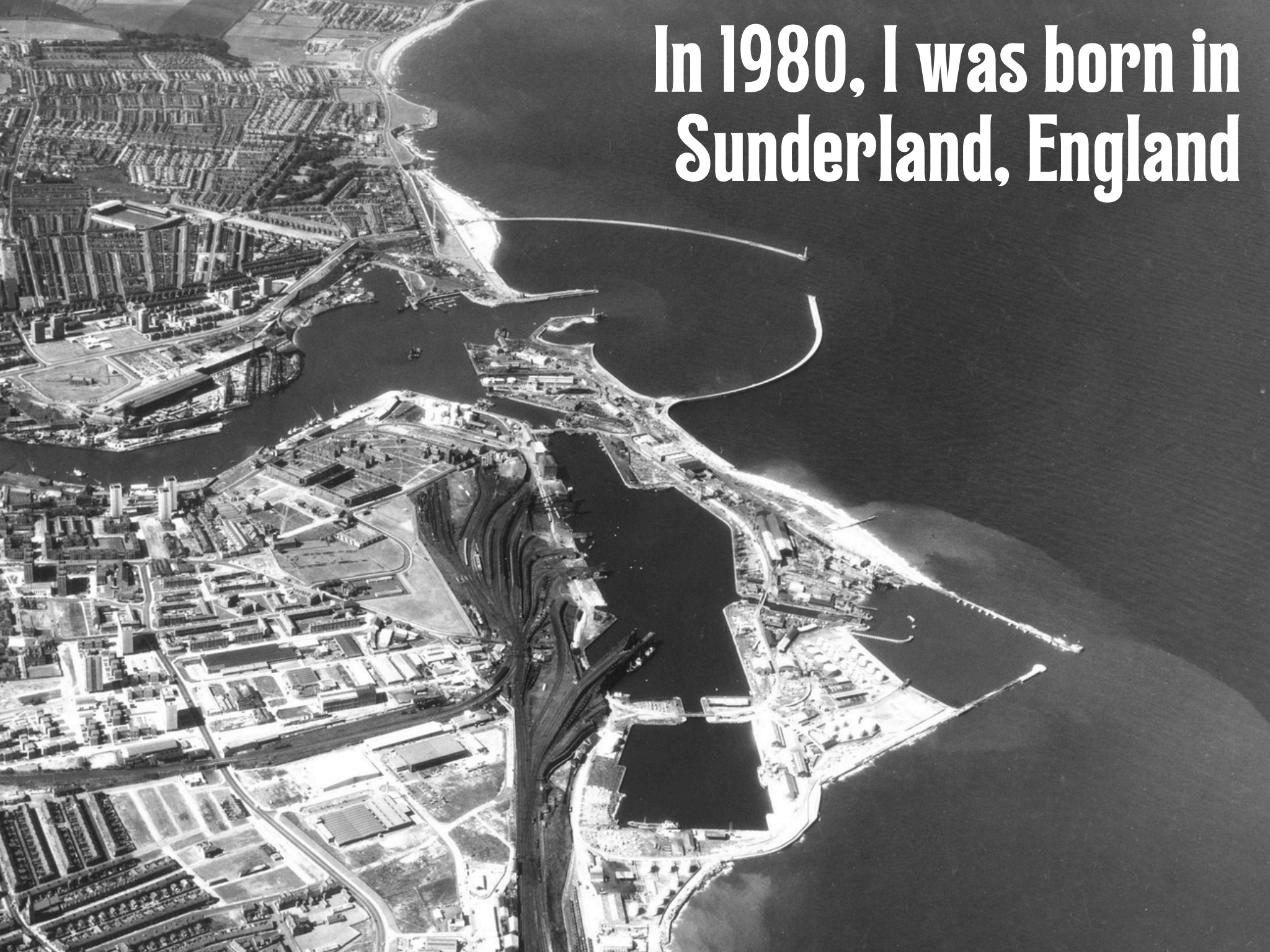


See

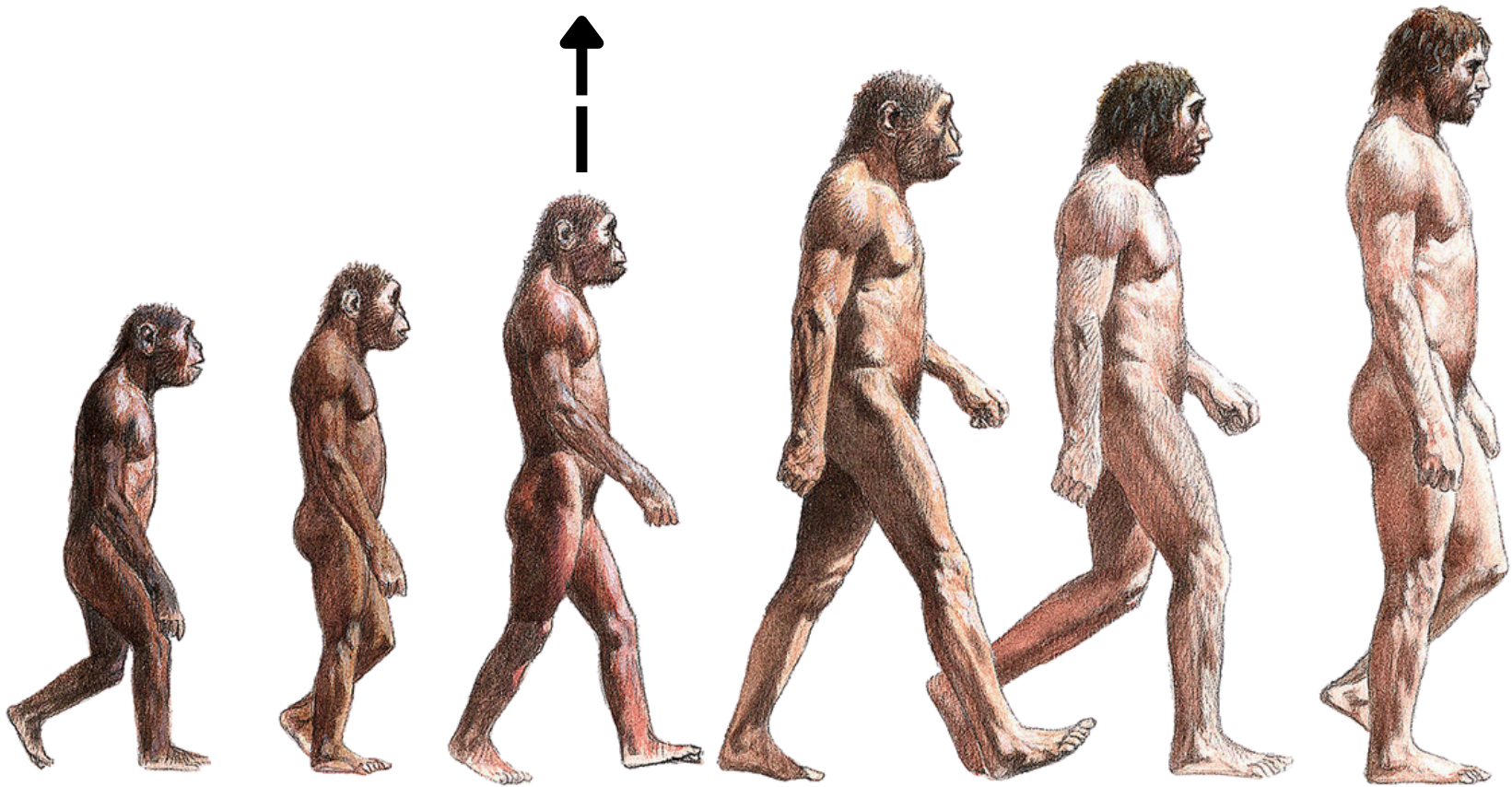


Anyway...

**In 1980, I was born in
Sunderland, England**



Early enterprise



After a lazy first eight years
I started knocking on people's doors in the green
area to the left to get work either...



Washing cars



Tidying backyards



Stacking corner shop shelves





However, the rewards were too small; it was time for something new.



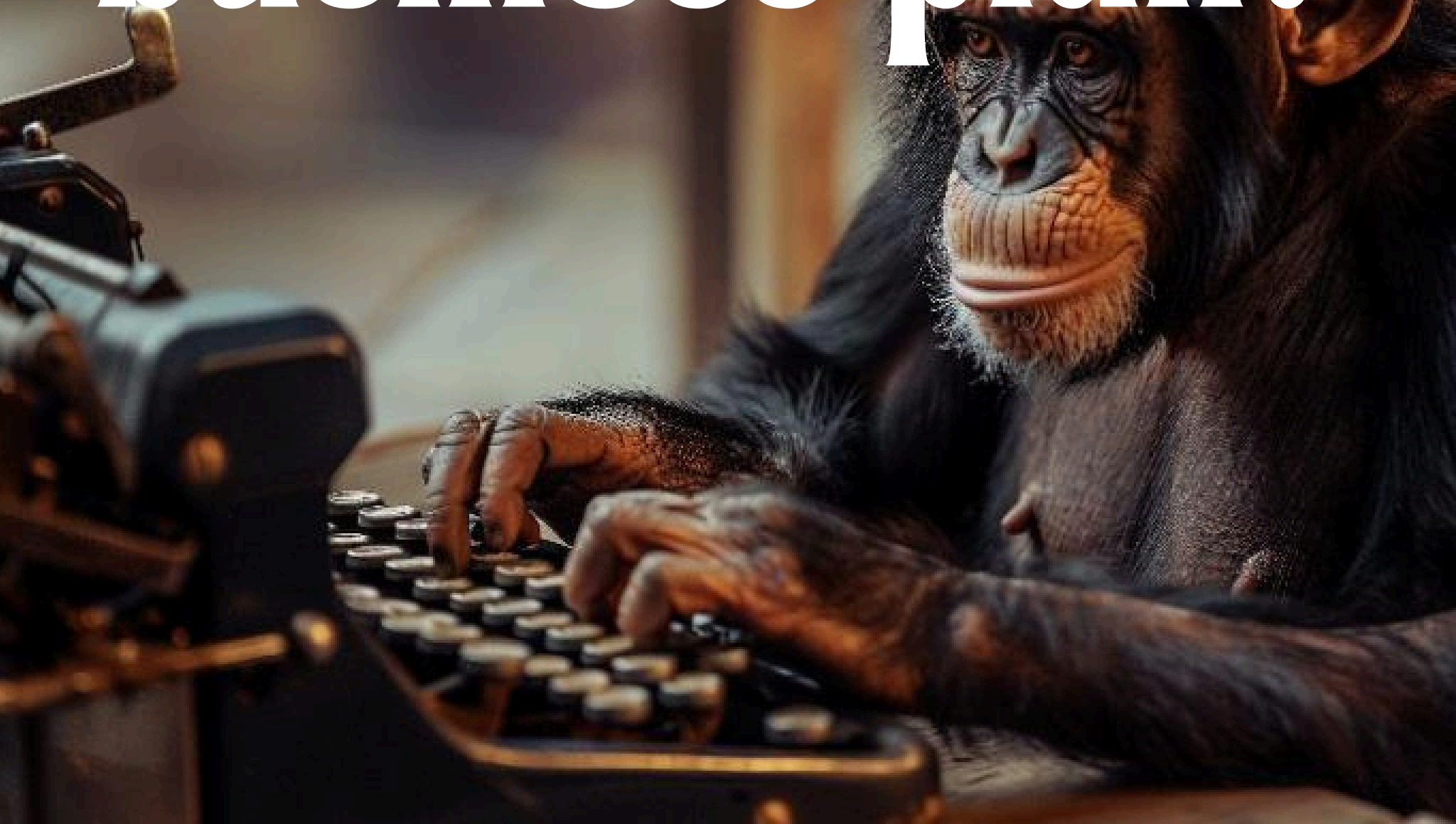
On a bus, 10 years old and idea-less, high on sugar and Thundercats, I overheard an old man get angry at how much his wife had just paid for some perfume. And before it was my stop, my new venture was born.



**Homemade
perfume...**



The business plan?



**Commandeer
the glass barrel
from a
parent's
wine homebrew kit
and add to it the
following...**



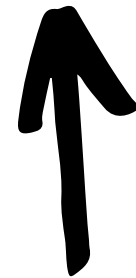
Flower petals



Tap water



**Yours and your mates'
mothers' perfume.**



This is a brand of perfume we actually used/procured. It's called Vanderbilt. It smelled like rationing. You don't forget things like that. However, it was a necessary ingredient because tap water and flower petals have almost no odour.



So, after drinking a LOT of fizzy drinks and filling the empty bottles with the perfume, the next step...



**Sell the product door to door to
bargain-loving, price-conscious
dear old ladies...**



**It's called 'Chanel
No. 85' because
you're 85. Do you
get it? Ha ha.**





**Cheeky little
bastard.**

And so,

all was well and life was good: the product was selling and the customers were happy.

Then everything changed: my business partner inexplicably added an impromptu ingredient to the master perfume vat.

It was this:







**And so,
this →**

Led to...



This



**It's worse than
Vanderbilt!!!**

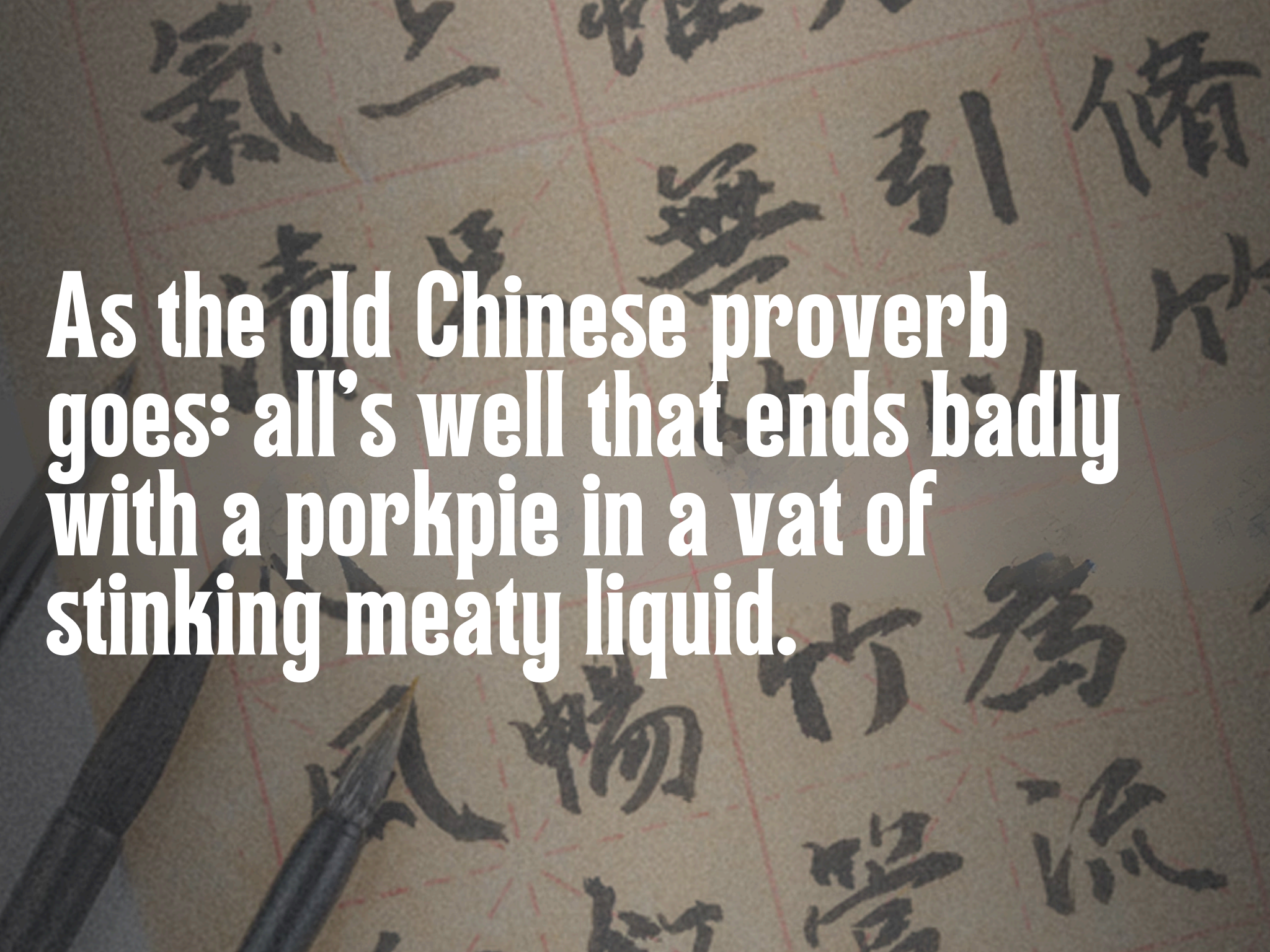


Which led to this



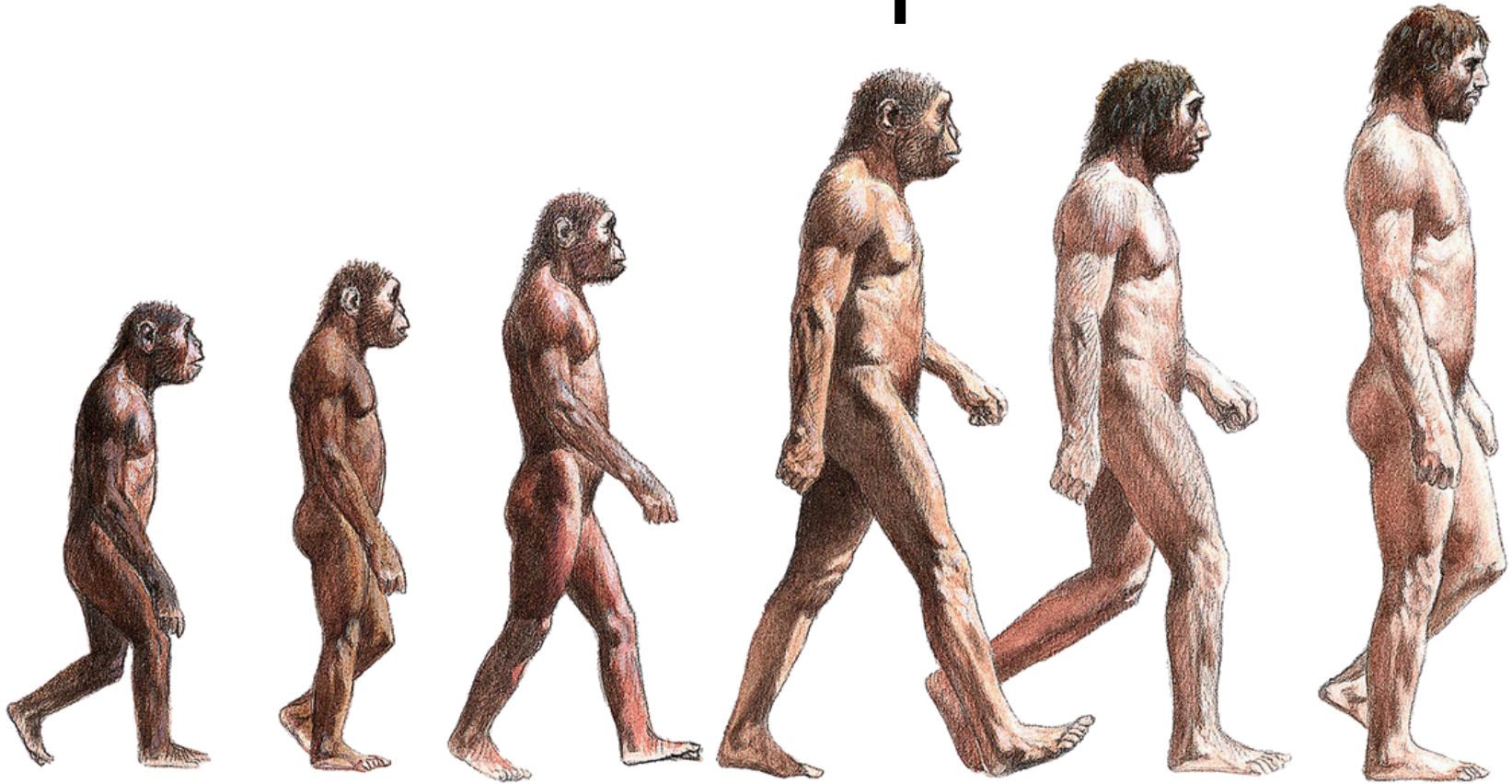
With operations discontinued, and with secondary school imminent, my business career was put on hold for more than a decade.



The background is a close-up of a traditional Chinese calligraphy scroll. It features large, bold black characters written in cursive script on aged, yellowish paper. A red grid pattern is visible, likely for alignment. In the bottom left corner, a portion of a black calligraphy brush is visible.

As the old Chinese proverb goes: all's well that ends badly with a porkpie in a vat of stinking meaty liquid.

University



And so it was, in 1998, with an inferiority complex and a haircut that looked like my mother's, I went to Northumbria University.



Which is in
Newcastle upon Tyne





Graduating Class of 2001

Dragons' Den's
Deborah
Meaden

Graduated top of the
class...by virtue of
height.

To be wholly devoted
to some intellectual
exercise is to have
succeeded in life.

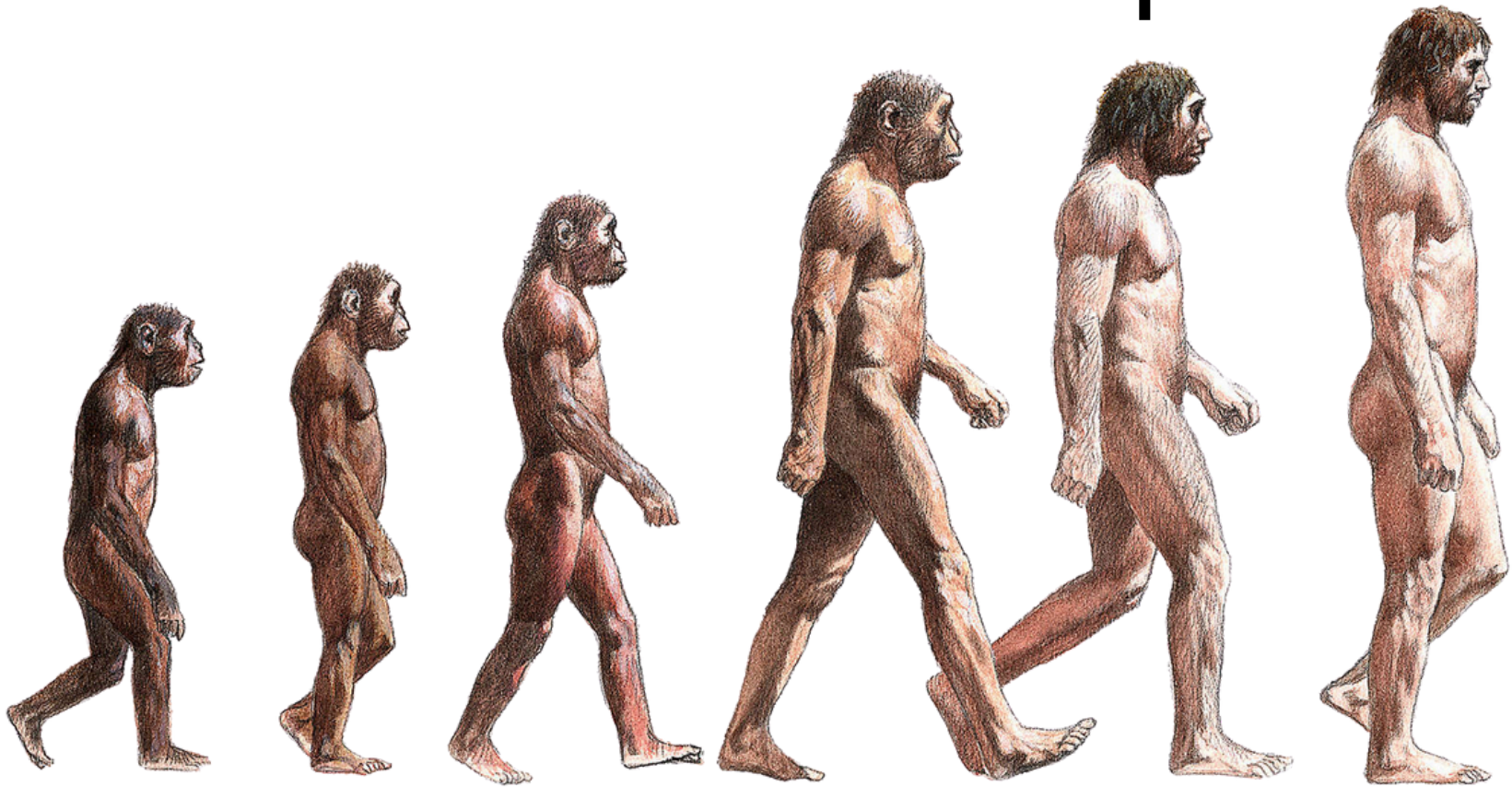
I concur, like.

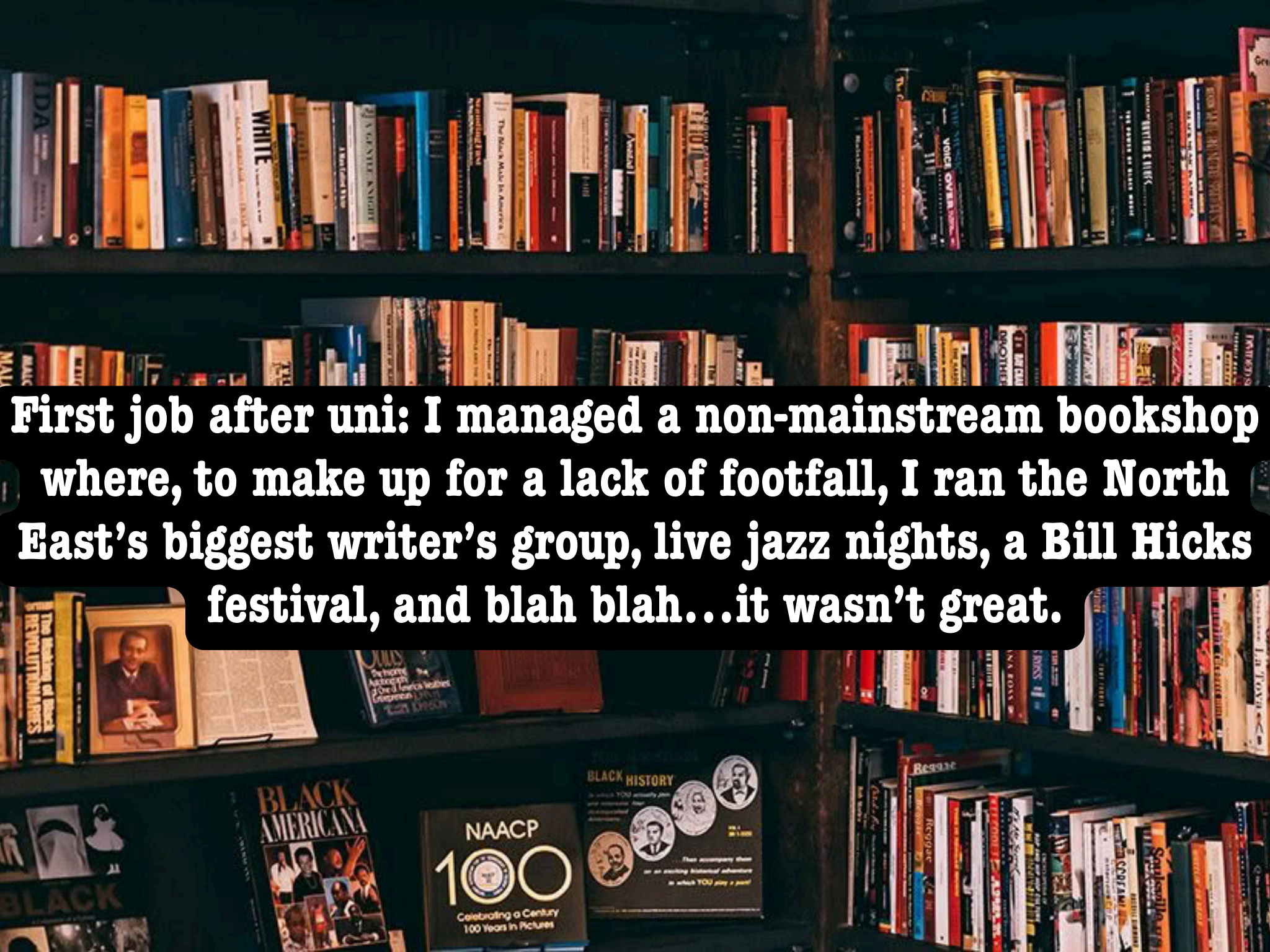
Graduated as best
bug-eyed Kevin
Whately lookalike.

Voted most likely to
have a black eye whilst
wearing a tartan hat.



Post University





First job after uni: I managed a non-mainstream bookshop where, to make up for a lack of footfall, I ran the North East's biggest writer's group, live jazz nights, a Bill Hicks festival, and blah blah...it wasn't great.



I was the Sunderland AFC home match reporter for the UK's leading socialist daily newspaper, the Morning Star.

It was while with the Morning Star that I was spotted by The Observer, whose sports section I subsequently did some football writing for.



Example article

FourFourTwo is the biggest selling football magazine in the world which, at the time, was part of Haymarket Media Group.

I was briefly in charge, as **Managing Editor**, of 20 of their Total Football websites, a job which included overseeing all editorial and the recruitment of an editorial team for each site.

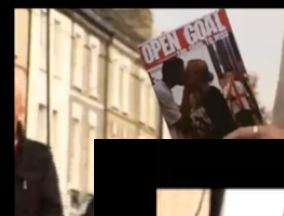


I Founded **Open Goal Magazine**, the world's first free football magazine.

You can see us in action **here**:

www.youtube.com/watch?v=f-3ff-UZoTg

Main pic =
broadcasting legends
Danny Baker and
Danny Kelly with a
copy of OG.



Press coverage in **The Times**:

www.thetimes.co.uk/article/my-big-idea-open-goal-magazine-clhlp6fhpg



Long, unpleasant story short: in 2007, in anticipation of the 2010 World Cup, me and my sister (who used to manage him) acquired the worldwide film/TV/stage IP rights to the book and lifestory of **Paul Gascoigne**.



**FAMILY FILMS & PAUL GASCOIGNE :
AN INVESTMENT OPPORTUNITY**



More info:

https://drive.google.com/open?id=17H3oY_4ARSE9pJ-eBW_Q_98hSgPgA80t



In my spare time, and at a time that digital magazines were zeitgeist, I worked on pitches and presentations for ideas for new projects, one of which is this **Stephen Fry Digi Mag** proposition, which I met Stephen's business partner to discuss over expensive vodka at the usually celeb-stuffed Groucho Club in Soho. There was no-one famous in when I went.

The pitch can be read here:

<https://drive.google.com/open?id=1Q3XyJU1Pt962gvSQLcryugmeEdQtctNU>





Detail Here



INTERVIEW HUB

INTERVIEW CONTENT. CONNECTED.

In 2010, I co-founded **INTERVIEW HUB**, which is an idea I, along with a business partner, self-funded, developed and launched, before taking it to market and building a client list that included BBC Magazines (now Immediate Media), News International (now News UK), dmgt::media (MailOnline, Daily Mail), Bauer Media (Europe's largest privately-owned magazine publisher), Hearst Magazines, Northern & Shell (then owners of The Express, OK!), Sky Sports, IPC Media (now folded into Future plc), Haymarket Media, Johnston Press, Archant, National Geographic, and others, with clients in the USA, Australia, New Zealand, Canada, Singapore, Hong Kong, France, Spain, Brazil, Germany, and more.

I sold my shares and exited 3.5 years later. IH is now called www.24kilos.com

You can read more:

[HERE](#)

And:

[HERE](#)

And here's press coverage in:

[The Guardian](#)



I launched and managed this for quite a while, which included working with legendary sports people like George Foreman:

<http://yahoo.strikingly.com>



In a humble and freelance capacity, I started to contribute gags to the BBC's satirical TV show **Have I Got News For You. Like...**

A man with short, light-colored hair and glasses is shown from the chest up. He is wearing a dark suit jacket over a light blue shirt and a dark tie with small red polka dots. He has a serious expression and is looking slightly to his left. The background is a blue screen with a collage of faces and text, including the word "technology" and "omni".

**And I leave you with news that...
after paddling for thousands of miles
to escape his war-torn homeland, a
Syrian refugee is told he's landed on
a beach in Sunderland.**



Writing Samples



The City



Perk



Going Nowhere



Santa Moves To England

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Deck

www.tussleshop.com





A photograph of the exterior of a white, two-story building with a gabled roof. The building features three large, multi-paned windows and a dark doorway on the right. The sky is blue with scattered white clouds. The text "EALING STUDIOS" is painted in large, bold, black letters across the upper part of the facade, with "EST. 1902" in smaller letters below it.

EALING STUDIOS

EST. 1902

My agent:

www.katherinestonehouse.co.uk

