



RANKIN

Lost for Words

A Royal London exhibition in collaboration with Rankin to open up the conversation around death

Royal London, the leading protection specialist in Ireland, has partnered with renowned portrait and fashion photographer Rankin to encourage the conversation around death, both in Ireland and the UK, with a free digital exhibition, ***Lost for Words***, launching 16th November 2020. The exhibition puts people who have experienced the loss of a loved one at its heart and it is sharing the stories of a few familiar faces: Irish comedian **Jarlath Regan**, **Gloria Hunniford**, **Ashley Walters**, **Konnie Huq**, **Malin Andersson**, **Divina De Campo**, **John Stapleton** and **Jeff Brazier** who have joined the campaign to speak about their experience dealing with grief.

The subject of death seems to be on our lips now more than ever, as we continue to live through a global pandemic. We are hearing numbers, stats and data on a daily basis but it's the harsh reality of personal loss that weighs more heavily than any facts and figures ever can.

Royal London and **Rankin** are tackling the taboo surrounding death. They believe it's time to change the way we think about our own mortality and the mortality of our loved ones. ***Lost for Words*** aims to encourage a vital dialogue on bereavement, to honour those we have lost and help us enjoy the time we have with those we love.

Lost for Words is a moving new digital exhibition, shot by Rankin, made up of a series of photographs of people superimposed next to images of loved ones they have lost, bringing together the departed and those left behind. It also includes an interview series and short film discussing the importance of talking about death and planning for the inevitable. Rankin will also be in conversation with people who are willing to discuss their experiences of grief and bereavement, some having faced loss through the global pandemic.

Those who took part discussed their feelings on loss, what they learnt and how to deal with the practical and financial side of bereavement. They share what they might do differently in the future as well as what they wouldn't change for the world.

Noel Freeley, Chief Executive Officer of Royal London in Ireland, said:

“Every day we hear stories from our customers who have lost loved ones. The emotional challenges they face are significant, but it's heartening to see the tremendous value that the support the people around them can bring. At Royal London, we also see the enormously helpful impact making financial plans can have to support families for many years after losing a loved one.”



RANKIN

“This exhibition beautifully encourages discussion about dying, celebrates life and provides vital information to help people be better prepared.”

Rankin commented:

“What if ‘the conversation’ wasn’t so difficult? What if it was easier, reassuring, funny, joyful? What if it, conjured memories of a full and happy life, rather than existential panic? It’s time to change the narrative.”

People will be able to view the digital exhibition on the 16th November on lostforwards.royallondon.com and those wanting to view exclusive film cuts and imagery from the exhibition will be able to join a **live event** Q&A hosted by Andrea Fox with Royal London, Rankin and special guests on 25th November (TBC).

-Ends-

Notes to Editor

About Royal London

Royal London has a history of protecting our policyholders and their families for over 190 years in Ireland, and we’re committed to continue to do so for a long time to come. Today we are owned by The Royal London Mutual Insurance Society Limited – the largest mutual life insurance, pensions and investment company in the UK, with assets under management of €164.3 billion, 8.6 million policies in force and 4,348 employees. Figures quoted are as at 30 June 2020.

Royal London’s Irish office is based at 47-49 St Stephen’s Green, Dublin 2.

About Rankin

British photographer Rankin joins forces with mutual life insurance company Royal London to tackle the taboos around death and launch new digital exhibition *Lost for Words*.

Rankin social channels: Instagram: @RankinArchive | Facebook: @Rankin | Twitter: @RankinPhoto

Web: www.royallondon.ie | www.rankin.co.uk | [http://lostforwards.royallondon.com](https://lostforwards.royallondon.com)

Royal London Insurance DAC is regulated by the Central Bank of Ireland. Royal London Insurance DAC is registered in Ireland, number 630146, at 47-49 St Stephen’s Green, Dublin 2.

Royal London Insurance DAC is a wholly owned subsidiary of The Royal London Mutual Insurance Society Limited which is registered in England, number 99064, at 55 Gracechurch Street, London, EC3V 0RL.