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**JANUARY 2013**

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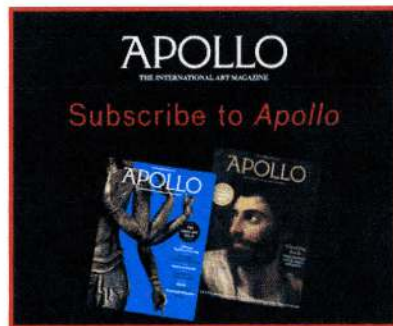
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Michael Hall, Sunday, 21st June 2009

## TRADITION WITH A TWIST

The Earl of Pembroke was just 25 when he inherited responsibility for Wilton House in Wiltshire, its estate and art collections in 2003. To mark Apollo's special issue on Wilton, he talks to Michael Hall about his plans for this great house. Portrait by Derry Moore.



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### EXPLORE THE APOLLO ARCHIVE

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A grand piano in the large library at Wilton House that Lord Pembroke uses as a sitting room and study is barely visible beneath a crowded display of congratulatory cards. A week before we met, he and his long-standing girlfriend, Victoria Bulough, had announced their engagement. He flushes with pleasure when I mention it: 'Everyone is so kind although it wasn't exactly unexpected, as Victoria has been living here for a few years.' There could be no better image of the domestic contentment that the news embodies than the way that Tate, an enormous lurcher – named after Lord Pembroke's maternal grandmother, a descendant of the Tate Gallery's founder – entwines himself at his master's feet with Victoria's long-haired dachshund, Chipper.

With the announcement, William Herbert has lost one of his many titles. He may still be 18th Earl of Pembroke, 15th Earl of Montgomery, 18th Baron Herbert of Cardiff, 15th Baron Herbert of Shrubland and 7th Baron Herbert of Lea, but no longer is he England's most eligible bachelor. Over six feet tall, and strikingly good looking, he inherited six years ago one of the country's most beautiful houses and a world-famous private art collection. I suspect that there must be a few disappointed hopes concealed among those cheerful cards.

Before we settle down to our interview, Lord Pembroke takes me to see one of the newest additions to the house's collections: a full-length portrait of himself by the American painter Adrian Gottlieb, completed in 2007 (Fig. 3). It was clearly a commission of some significance to Lord Pembroke, a symbolic acceptance, perhaps, of his preordained role to take responsibility for Wilton: the painting was loosely inspired by a portrait by Reynolds in the dining room of the 10th Earl. It also represents a grafting of his personal enthusiasms onto this historic ensemble – the estate has been in his family since 1544 and the title was created in 1551. The prominently displayed crash helmet symbolises the Earl's love of motor sports – he was due to take part in a VW Beetle Fun Cup race at Snetterton the weekend after we met. On the laptop in front of him is an estate map of Wilton – 'it's a bit of artistic licence, as I actually work on a big PC'. The books beside the computer are publications in which his designs have appeared – before Lord Pembroke succeeded his father to the title and estate he was better known as Will Herbert, a designer for Conran & Partners.

### LATEST NEWS & COMMENT

#### Around the galleries

January sees new and established fairs opening for business on both sides of the Atlantic, including Master Drawings New York, London Art Fair and the inaugural Mayfair Antiques & Fine Art Fair.

#### Architecture

Sandycombe Lodge, built by J.M.W. Turner in Twickenham in 1812, offers an intriguing glimpse of the painter's architectural potential. The Turner House Trust is now seeking to restore it – which may require an innovative solution for its future use.

#### Editor's Leader: Transatlantic art

While preparing this modern British-themed issue of Apollo for press,

