

Sunny forecast

The new excitement we envision...we project it's going to include university Shakespeare programs expanding to incorporate studies about the triumphs and travails of Oxford himself, and all the intrigues and rivalries and colorful personalities and portentous dramas of the Elizabethan royal court he frequented, and all the turbulent ongoing events and roiling politics of that historical period and how these intertwined to impel and influence the author's creation of the plays and other works.

The difference will be immense: being able to relate the life experiences of the actual creative person, Edward de Vere, to the Shakespearean works in very great detail – which was always completely impossible while having the wrong guy in mind as the author... illiterate businessman William Shakspeare.

This will enhance the dazzling Shakespearean canon, immeasurably for all ages to come. There will be so much more to study, analyze, and newly-research than there already has been until now!

This will reverse the recent tendency of academic Shakespeare departments to downsize – they'll be upsizing instead.

Stratford-upon-Avon will still be integral to "Shakespeare" as the place where the necessary, important "frontman", Shakspeare the glovemaker's son, lived. Tour buses will still visit Stratford-upon-Avon. Then they'll continue to places such as Castle Hedingham and Hackney where Oxford lived, the actual author.

In other words...the Shakespeare tourist industry is going to get a lot bigger, not smaller.

Our objective is to advocate all this to the traditionalists and win them over. We believe that very soon they'll all understand this is going to make Shakespeare far "better, not worse".

They'll understand that Oxford as the "secret identity" is adding a whole new dimension of glamor, mystique, and political intrigue to Shakespeare!