



to act. The other stuff is the baggage that you acquire along the way fundamentally, all you want to do is the job."

Our obsession with celebrity together with the almost immoderate position of our media and internet, is something Cox as not afraid to speak out against. "This whole internet culture that we have at the moment - as humans, we have to be responsible about that," he says. "In one way it's very, very exciting, but in the other way it's making us rely on something which is not necessarily going to sustain us in the long run Because the internet highway - Facebook email - essentially is a wonderful example of how we can keep people at a distance. It looks like closeness, but it's actually the opposite. What happens, is a greater insularity is created. That's why the Peace Corps, and those kind of outfits of the 60s. were very important. Because it meant that you got a sense of the world. And you could only get a sense of the world by being in the world, and seeing the world. You don't get that by looking through Skype, or downloading something. You have to taste it, touch it, feel it, and smell it. Because there's nothing like going to and sitting on a dune, watching the sun over the African desert, you can't package that."

stop there. From digressions on news - "News is not news anymore, its opinion. It's what we get as a sort of bias of something. We say half of the percent of something as it is, without some slant or some kind of an agenda of work" - to the influx of marketing in cinema - "It's absolutely criminal, and audiences suffer from it. There's a whole load of work that audiences are deprived of, because basically, they re a solid commodity. a supermarket. It works along those same traditions. It's become more about money and not as much about the quality of the work" - to the scandals and corruption of our financial systems and the "healthy" turmoil ongoing in the Middle East - "We need their democracies. The Mubarak's, and Qaddah's, they have been allowed for far too long to get away with it. Essentially, the people have had enough they're getting fed up. [The leaders] are so hauled by their egos, and their egos are just counterproductive to the people of their countries. They are not serving their countries, but rather, want their countries to serve them" - Brian Cox proves he's got brains and talent

"As the world gets smaller, there's this need for a greater social sense of the world, a sense of how you do not exploit people and you give people the rights and the dignity to do what they do and do it well, instead of what's been going on in the last 30, 40, 50 years. And I think it has led to a, kind of, unhealthy situation. And you see it very strongly in this country, where the poor are getting poorer and the rich are getting richer, and nobody seems to be caring about that," he says. "What you give out is what comes back, and I think that we have not being responsible enough in the past. We've just taken, taken, taken - taken from the plants, taken from others – and now, it's almost too late. We're beginning to realize that we can't do that any longer. This world is not endlessly sustainable. There has to be a prolonged understanding of that, and I think that's what the future has to be about; we can't take advantage of our world and our community

And the future for Cox? "There is no fixed point, the pakeeps on shifting. But it is true to have a sense of the faction you've turned as many stones as you can. And the ones the you've left unturned are the ones that really weren't worth your time on turning anyway.

"I was taught to believe, and do believe, that what we do is a journey, and it's what you pick up along the way that informs you, and creates you, makes you who you are. And I'm still on the journey and still learning."

Freeman's Sporting Clut



