# Gibsons Games’ ‘I Love Spring’ puzzle controversy highlights tensions between tradition and woke culture



The recent decision by Gibsons Games to alter Mike Jupp’s popular jigsaw puzzle, *I Love Spring*, has sparked a vivid debate about the implications of a 'woke' culture on traditional products. Once touted as the company’s “most profitable” puzzle, it now faces significant changes aimed at addressing perceived offensiveness. Jupp’s original artwork, which features the St George’s flag prominently, has been modified under the guise of aligning with company values that deem such symbols inappropriate. The irony here is palpable, especially considering the timing of these revisions coincides with St George’s Day, a day that holds cultural significance for many in England.

Jupp has expressed his frustration at the changes. According to the cartoonist, the alterations included uncomfortable edits to various whimsical scenes, such as replacing a cartoon baby resting on a bin bag with a fox—changes that he views as both disrespectful and absurd. He laments, “Telling a cartoonist how to depict humour is as disrespectful as it is infuriating,” highlighting the tension between creative expression and corporate sensitivity. After being pressured to revise not just *I Love Spring* but also his other works, Jupp made the decision to sever ties with Gibsons, leading to a dramatic 90% drop in his income.

This situation reflects a broader trend in consumer products and the arts, where perceived sensitivities can prompt companies to modify or censor creative works. Critics of this trend often argue that it undermines artistic freedom while simultaneously alienating consumers who appreciate the original narratives and humour. Jupp’s experience is a case in point; while his puzzle has become a collector’s item, the revisions undertaken by Gibsons speak to a shift in how we discuss and engage with cultural symbols.

In the realm of public life, Sarah Fosmo’s recent appointment as chief of staff to Prince Harry and Meghan Markle adds another layer of complexity to the ongoing narrative surrounding the Sussexes. The couple's efforts to establish a distinctive global brand have faced challenges, including a high turnover of staff within their household—a situation further complicated by their ambition to carve out a niche in philanthropic and humanitarian efforts.

Fosmo, who has previously worked for Bill Gates, brings a wealth of experience in managing high-stakes operations. However, her role raises questions about the practicalities of supporting the Sussexes' ambitious agenda—will she be facilitating their transition into a more grounded outreach, or will the demands of their lifestyle present insurmountable challenges? Observers are left to ponder whether such high-profile appointments ultimately reinforce or undermine the couple's objectives.

On a starkly different note, society continues to grapple with the repercussions of human recklessness when it comes to wildlife. A recent tragic incident involving a lion in Iraq—where the animal mauled its owner—serves as a grim reminder of the folly in attempting to tame dangerous creatures. The absurdity of these situations prompts a deeper reflection on human instinct, with some commentators suggesting that perhaps it's not the animals but rather the humans who exhibit a troubling lack of judgement.

Moreover, while issues like animal safety and preservation might seem familiar, they contribute to a larger landscape of cautionary tales about our relationship with nature. Unfortunately, not all individuals learn from such tales, resulting in preventable tragedies that reflect poorly on human decision-making.

Lastly, the escalating costs of caregiving in the UK underscores an urgent societal issue. With care fees skyrocketing due to external economic pressures, including rising utility costs and government policy changes, families find themselves wrestling with the challenge of affording quality care for loved ones. For many, the prospect of managing dementia or other long-term health conditions becomes a battle not only against the disease but also against a financial tide that is increasingly difficult to navigate.

The interplay of cultural sensitivities, personal choices, and economic realities offers a window into the complexities of contemporary life, where nostalgia for simpler times often clashes with a rapidly shifting social landscape. As individuals navigate these challenges, the ongoing discussions around art, public service, human intelligence, and care underscore a collective need for balance—between innovation and tradition, sensitivity and humour, and care and cost.

### Reference Map

1. Paragraphs 1-3: [[1]](https://www.thesun.co.uk/news/34932626/mike-jupp-jigsaw-puzzle-woke-jane-moore/)
2. Paragraphs 4-6: [[1]](https://www.thesun.co.uk/news/34932626/mike-jupp-jigsaw-puzzle-woke-jane-moore/), [[3]](https://www.royal.uk/announcement-household-duke-and-duchess-sussex), [[4]](https://www.telegraph.co.uk/royal-family/2019/03/15/duke-duchess-sussex-seek-team-build-global-royal-brand/)
3. Paragraphs 7-8: [[1]](https://www.thesun.co.uk/news/34932626/mike-jupp-jigsaw-puzzle-woke-jane-moore/), [[6]](https://www.telegraph.co.uk/royal-family/2021/03/22/duke-duchess-sussexs-chief-staff-has-stepped-according-reports/)
4. Paragraphs 9-12: [[1]](https://www.thesun.co.uk/news/34932626/mike-jupp-jigsaw-puzzle-woke-jane-moore/)
5. Paragraphs 13-15: [[1]](https://www.thesun.co.uk/news/34932626/mike-jupp-jigsaw-puzzle-woke-jane-moore/)
6. Paragraphs 16-18: [[1]](https://www.thesun.co.uk/news/34932626/mike-jupp-jigsaw-puzzle-woke-jane-moore/)
7. Paragraphs 19-20: [[1]](https://www.thesun.co.uk/news/34932626/mike-jupp-jigsaw-puzzle-woke-jane-moore/)

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## Bibliography

1. <https://www.thesun.co.uk/news/34932626/mike-jupp-jigsaw-puzzle-woke-jane-moore/> - Please view link - unable to able to access data
2. <https://www.alljigsawpuzzles.co.uk/products/mike-jupp-i-love-spring-1000-piece-jigsaw-puzzle> - This page offers the 'I Love Spring' jigsaw puzzle by Mike Jupp, a 1000-piece puzzle depicting a humorous village scene. The puzzle is available for purchase at £19.99, with free delivery on UK orders over £40. The product description highlights the chaotic spring scene and Mike Jupp's unique artistic style. The puzzle's dimensions are 50x66 cm, and it is part of the All Jigsaw Puzzles collection.
3. <https://www.royal.uk/announcement-household-duke-and-duchess-sussex> - An official announcement detailing the creation of a new Household for The Duke and Duchess of Sussex, following their marriage in May 2018. The Queen has agreed to establish this Household with the support of The Prince of Wales. The Household will be based at Buckingham Palace, with new communications staff appointed to form part of the Buckingham Palace communications team. The announcement also includes updates on other royal appointments.
4. <https://www.telegraph.co.uk/royal-family/2019/03/15/duke-duchess-sussex-seek-team-build-global-royal-brand/> - An article discussing the Duke and Duchess of Sussex's plans to build a new Sussex brand on a global platform. The couple is seeking to establish their own team to shape their future work within the Royal Family, including a permanent private secretary. The article highlights their recent public appearances and speeches, suggesting a focus on global philanthropy and humanitarian issues. It also mentions the appointment of Sara Latham as their head of communications.
5. <https://www.harpersbazaar.com.sg/lifestyle/all-the-people-working-for-prince-harry-meghan-markle> - An article detailing the key members of the Duke and Duchess of Sussex's team. It profiles Fiona Mcilwham, appointed as their private secretary, Heather Wong as deputy private secretary, and Sara Latham as head of communications. The article provides background information on each individual's career and their roles within the Sussexes' household, highlighting their previous experiences and contributions to various organizations.
6. <https://www.telegraph.co.uk/royal-family/2021/03/22/duke-duchess-sussexs-chief-staff-has-stepped-according-reports/> - A report on the Duke and Duchess of Sussex's chief of staff, Catherine St-Laurent, stepping down from her role. The article discusses the circumstances surrounding her departure, including her desire to transition out of the position and the impact on the Sussexes' team. It also mentions the challenges the couple has faced in retaining staff since their marriage in 2018 and the implications for their organization.
7. <https://apnews.com/article/9941955376ef4558b6141a63f43d5332> - An announcement from Kensington Palace regarding the Duke and Duchess of Sussex starting their own foundation to support their charitable endeavors. The decision to spin off from the original charity established by Prince Harry and Prince William is intended to better align the work and interests of the couple. The article notes that a name for the new foundation has not yet been chosen and mentions the continuation of joint projects between the brothers.