**PAPER CITY**

**Hull 2017 – Look Up**

**PAPER**

*In a world of transient communication and fleeting digital memories, paper offers texture and feeling, weight and sensation. Paper reminds us that skill, craft, and creativity coupled with something as naturally beautiful as paper can leave a lasting and powerful impression.*

G.F Smith

**CITY**

*…there is something in Hull which encourages an imaginative response to corners and details, sights and sounds, the effects of light and seasons.*

Douglas Dunn

**1 Introduction**

As part of Hull 2017’s overall artistic and cultural offer a significant programme of temporary artworks is being commissioned for the city centre - ‘Look Up’. These ambitious commissions will respond to, and reveal in new and surprising ways, Hull’s remarkable architecture, streets and public spaces.

Artists, architects and designers are being invited to create work that alters the city in some way, shifting perceptions of place, turning the familiar into something strange and wonderful, intriguing and celebratory. Commissions are broad ranging and include lighting installations, digital, interactive and socially engaged works, as well as sculptural and architectural interventions*.* The city becomes a dynamic setting for, and subject of, the artists’ work, rather than a stage on which the work is displayed.

‘Look Up’ complements the extensive programme of city centre public realm refurbishment being delivered by Hull City Council, which itself includes an integrated series of permanent public art works.

‘Look Up’ will

* Challenge perceptions of place and creative practice
* Be temporary in nature, transformative in effect
* Capture people’s imagination and stimulate debate
* Explore who or what makes a city’s identity

**2 G.F Smith**

Hull 2017 is working with G. F Smith, the leading international paper manufacturer founded and based in Hull. A major element of this partnership is a large scale project within the Look Up programme – ‘Paper City’.

G. F Smith is the most respected brand in every sector they operate in, with clients such as Paperchase, Mulberry and Burberry. The company has 200 employees, a turnover of £30m and an export market to over 60 countries; including the United States, China, Russia, Australia and Western Europe. G. F Smith won the 2015 D&AD Yellow Pencil Award for ‘Best Corporate Branding’, but more significantly they went on to win the coveted Black Pencil, beating 20,000 global entries including Apple Watch, recognising their campaign as one of the world’s highest creative achievements.

3 **Paper City**

Our vision for ‘Paper City’ is that it will

* Transform places and space through the imagination of artists, celebrating the power of colour and the beauty of paper
* Champion the ‘freedom to play’ and challenge people’s perceptions and expectations
* Encourage people to share G F Smith’s love affair with paper and colour

We will do this by commissioning ten leading ‘creatives’ to work with G F Smith’s papers to create a series of beautiful, surprising, colourful and temporary installations across a range of sites in the city centre.

The 10 artists/creatives we will be inviting have been selected on the basis of the quality and profile of their practices, their interest in exploring material qualities and their enjoyment of colour. They work within the fields of contemporary fine art, craft, design and architecture.

‘Paper City’ is programmed to mark the start of the Freedom season and will run from Friday 30th June to Sunday 9th July 2017.

**4 What is the World’s Favourite Colour?**

Working closely with one of the country’s most respected Design Consultancies, Made Thought’, G.F Smith are launching a web and social media based programme to collect people’s views as to what they would choose as their favourite colour. The answer to this question will be revealed to the world from Hull, UK City of Culture at the launch of ‘Paper City’ in 2017.

**5 The Audience**

‘Paper City’ will benefit from the overall promotional platform of Hull 2017 combined with G.F Smith’s marketing which is targeted on the creative industries, nationally and internationally. We have specifically programmed ‘Paper City’ across two weekends in the summer to encourage a promenade approach linking the installations and

‘paper pop ups’ as well as supporting focused creative industry events/promotions during the week.