LOOK UP

**CONSULTANT GUIDE FOR ARTIST DEPTH INTERVIEWS**

**Artistic Practice**

How did your involvement in Paper City come about? [Probe: did Hull 2017 approach you, or did you approach them?]

And how did the original idea for your artwork within this exhibition come about? [Probe: did Hull 2017 provide you with a creative brief, or did you come with an idea of your own?]

In what ways did you collaborate with the Executive Producer, Sam Hunt, and Look Up curators (Andrew and Hazel) when creating your artwork? [Probe: How did the team question or challenge your original idea? What changes did you make because of these conversations?]

In what ways, if any, did you collaborate with other partners (artistic or technical) when creating your artwork? [Probe: How did their input challenge your original idea? What changes did you make because of these conversations?]

In what way, if any, has this collaborative approach with the team at Hull 2017 and other partners altered your approach to your own work or your ideas?

Overall, how do you feel your artistic practice has been developed, if at all, by being involve in Paper City? [Probe: How did this experience differ to others you have been involved in? What new approaches or techniques have you utilised? How have you adapted your way of working to deliver the project?]

How successful do you feel your final artwork was in delivering against your original idea?

**Project Location**

How was the location for your artwork selected? [Probe: Was the location the starting point for the project? Was the location chosen in response to the artwork?]

On reflection, how appropriate do you feel the final location was for your artwork? [Probe: strengths and weaknesses of the location]

**Professional Development**

To what extent, and in what ways, do you feel that you challenged yourself with the artwork you created for Paper City? [Probe: artistic techniques; technical skills; operational decision-making]

What was the most exciting part of working on the Paper City project?

What are the key lessons you have learnt from working on Paper City that you will take forward into other projects you develop?

**Partnerships & Collaborations**

If you built new partnerships, or developed existing partnerships when working on Paper City, did these partnerships result in you developing different ways of working that you might use in future? If yes, please expand.

Which of the partnerships that you developed has been the most valuable and why?

Do you plan to work with these partners again in future, and if so in what way?

How was the relationship with Hull 2017 and the curators as the commissioners of your artwork? [Probe: How active was their involvement? How effective was their involvement?]

**Quality metrics – project perspective**

How effectively do you feel you communicated the story / narrative you wished to share via your artwork? [Probe: How effective do you feel any interpretation connected to the artwork was? Would you have changed anything about this aspect of the work?]

Reflecting back on your artwork what, for you, were its strengths and weaknesses artistically? And for Paper City, as a whole?

Reflecting back on your artwork what, for you, were its strengths and weaknesses in terms of its production and presentation? And for Paper City, as a whole?

**Quality metrics – public perspective**

How do you feel the audience reacted to your artwork and to Paper City, as a whole?

To what extent do you feel the audience understood the story / narrative you wished to communicate with your artwork?

To what extent do you feel the audience understood the story / narrative of Paper City, as a whole?

In what ways do you think your artwork and Paper City, as a whole, provided audiences with a new perspective on Hull?

**Impacts**

If you were asked what the key measures of success should be for Paper City and your artwork, what would you say? [e.g. audience numbers, audience profile, media coverage, sector response, audience response, professional opportunities resulting from it]

How do you feel the exhibition performed against these key measures of success?

Do you have any further comments on the project?