

STORIES + STILLS FOR
BRANDS AND BANDS

SODIUM

Proposal

Made In Hull

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240gsm Uncoated Heavyweight Matt 297x420mm

MADE IN HULL

CLIENT
CAMPAIGN

HULL UK CITY OF CULTURE 2017
MADE IN HULL



Phil Barber



Rob Booker

*Creative Directors
Shot By Sodium Ltd.*

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TOWER WORKS | GLOBE ROAD
LEEDS | LS11 5QG | UK

INTRODUCTION

In 2017 the eyes of the world will be on Hull, as it becomes UK City of Culture. Hull is only the second city to hold the title, and the first in England. Hull 2017 will see 365 days of transformative culture produced through a range of diverse and high profile events and projects.

The Culture Company is the independent delivery organisation of the project. Following on from the Olympics and Paralympics, Commonwealth Games and the Tour de France in Yorkshire, Hull 2017 is the next major event in the nation's cultural calendar.

As UK City of Culture 2017, Hull's vision is to harness the power of culture to deliver a lasting economic, social and creative legacy for the city, the North and the UK as a whole. It is also an opportunity for Hull to reassert its role as a gateway to Europe and as part of the Northern Powerhouse of cities that will help to rebalance the cultural and economic fabric of the UK. An ambitious, diverse and innovative 365-day programme will bring the best of arts and culture from Hull and across the UK to national and international audiences, to make Hull the centre of cultural activity and debate in the UK in 2017 and to reposition the city in future years. See the Hull 2017 website for more information www.hull2017.co.uk

We expect the Opening event to be seen by around 250,000 visitors and be covered extensively by the media as our opening event. The commission is being overseen by Sean McAllister the award winning Hull born documentary filmmaker, www.seanmcallister.com. Sean and the team are seeking to create an event that celebrates the resilience and character of Hull looking at its history to look to its future.

Hull has seen an ebb and flow of industry and ideas through its history, is a politically charged and counter cultural city that is seeing a creative and industrial renaissance

THE BRIEF

The opening event of the year is a series of audiovisual commissions, staged across the city centre on its historic and lesser known buildings and spaces within HU1. There will be some collaborations that we are asking for.

The team are seeking to collaborate with Sodium on a commission that will utilise the architecture, streets and public spaces of Hull as the canvas for conversations: the area for this commission 1 area of the Town. These are: 2 shop fronts within the spine of the city, Whitefriargate.

It should be noted that the overarching desire is for this series of commissions to speak to the wider Hull community as well as those outside the community to convey Artists, are all being asked to answer a create question to a specific space and we hope by working with Sean the response will culminate in commissions that talk different languages but carry an over arching message of: shifting perceptions of the city and that each piece provides a social commentary on its culture and people. Each commissioned piece should be invocative, provocative, dynamic and looking forward to the future with hope.

DATE OF PROJECT

The opening will take place on the following dates: 1st January 2017 and run until the 15th January, 2017 and between the hours of 4pm to 9pm.

THE BRIEF - THE CHARACTERS OF HULL

The major themes we are exploring but told in a more intimate & in-depth way through the people of Hull.

Hull characters take us in and through the archive material giving it a human face. The street of folklore – a chance to meet the characters of Hull telling their stories
Shop portals into another world or country?

The street narrative focuses on 'Hull at Play'- how we enjoyed ourselves – how we spent our hard earned cash from work, our leisure time in the city and on holiday- through times of full employment in the 60s, declining in the 70s to now, linking economic prosperity & its lack to our 'leisure pound' to what the future holds and its resurgence through a green economy.

PRESS RELEASE | 300 WORDS



CARAVANS OF LOVE

A LOOK AT THE UK'S LOVE AFFAIR WITH THE CARAVAN AND THE PLACE THAT DROVE IT'S CREATION

The caravan. A home from home and a castle on a clifftop. The caravan has been a staple of the UK's holiday experience from the early 60s. Caravans Of Love hears first-hand reports about the early days of production on the factory floor as well as some taller tales about what happened after clocking off. We also see and hear mis-adventures from a young couple of Hull holiday makers.

Split over two vacated shops in Hull's Whitefriargate, you are invited to take a look at the real people that built the industry over 50 years ago and witness a new breed of people that are hitched to a adventurous way of spending their holiday.

The Factory: We see and hear what it was like to be working in a growing company and thriving industry in the 60s and 70s, enjoying a real job and a real life. Stories and anecdotes of after work with his teammates and his social life in Hull. Positive, upbeat accounts and fond memories with a familiar cheeky and honest tone.

The Holiday: Stories and capers from a young couple from Hull living and holidaying for the first time on the east coast. They don't have to leave the UK to find the best way to spend their summer but they do have to try and fit their knees under the table.

Created from the cameras of local film production company, Sodium, who all have their own interesting tales of spending time in tin boxes, this takes their normal widescreen output to a live art installation for Hull.

Caravans Of Love is part of Made In Hull, one of the first Seasons in the UK City Of Culture 2017, which welcomes the world to Hull over a week long event in the city centre.

SHOP ONE

THE

HOLIDAY

The audio is spoken by a young couple from Hull, recounting stories of their past and future holidays and adventures.

They recall stories of getting out and exploring the world in their caravan. A real couple enjoying the east Coast, a positive message that shows the new breed in Hull.

VISUALS

Two live actors in the shop window re-enact the couple as they would have been on their first holiday; playing board games, eating, drinking and . There is a set-build of the internals and rear wall of a caravan. Behind the rear caravan window is a rear-projected screen with static video content of holiday views.

Inside the set is a small caravan-friendly TV displaying the interview of the couple speaking.

AUDIO

Street-facing speakers for the public to hear the audio.



SHOP ONE - BIRD'S EYE VIEW

THE HOLIDAY

LAPTOP

PROJECTOR

ASLAN RP35 - REAR PROJECTION ADHESIVE FILM APPLIED TO INSIDE OF CARAVAN WINDOW

CARAVAN REAR PANEL

CARAVAN SIDE PANEL

CARVAN SOFAS AND DRAWERS PLUS ACTORS

CLEAR WINDOW

SPEAKERS - SURFACE MOUNTED SPEAKERS APLIED TO INSIDE OF WINDOW

BLACK CURTAIN

BLACK CURTAIN

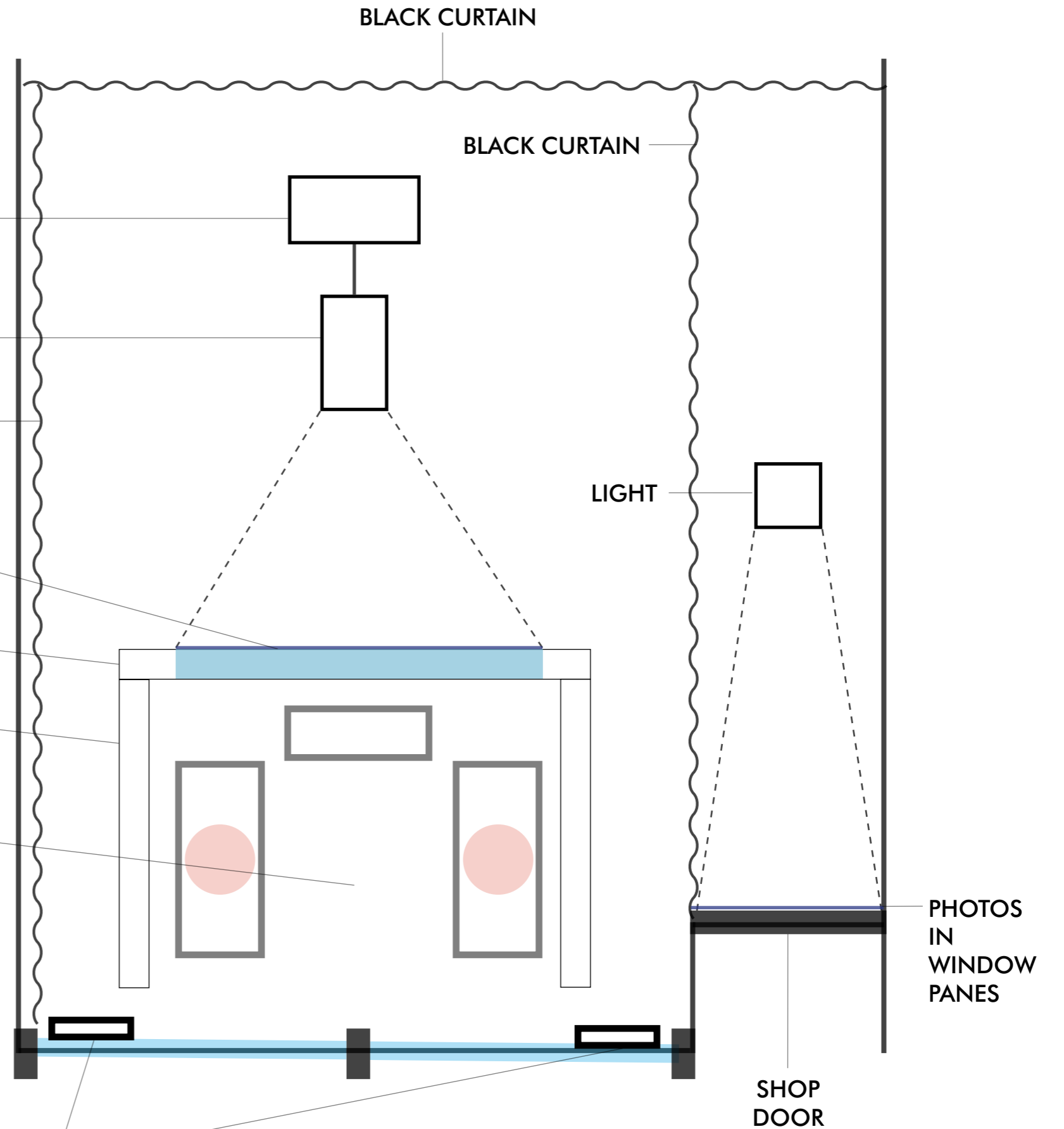
BLACK CURTAIN

LIGHT

PHOTOS IN WINDOW PANES

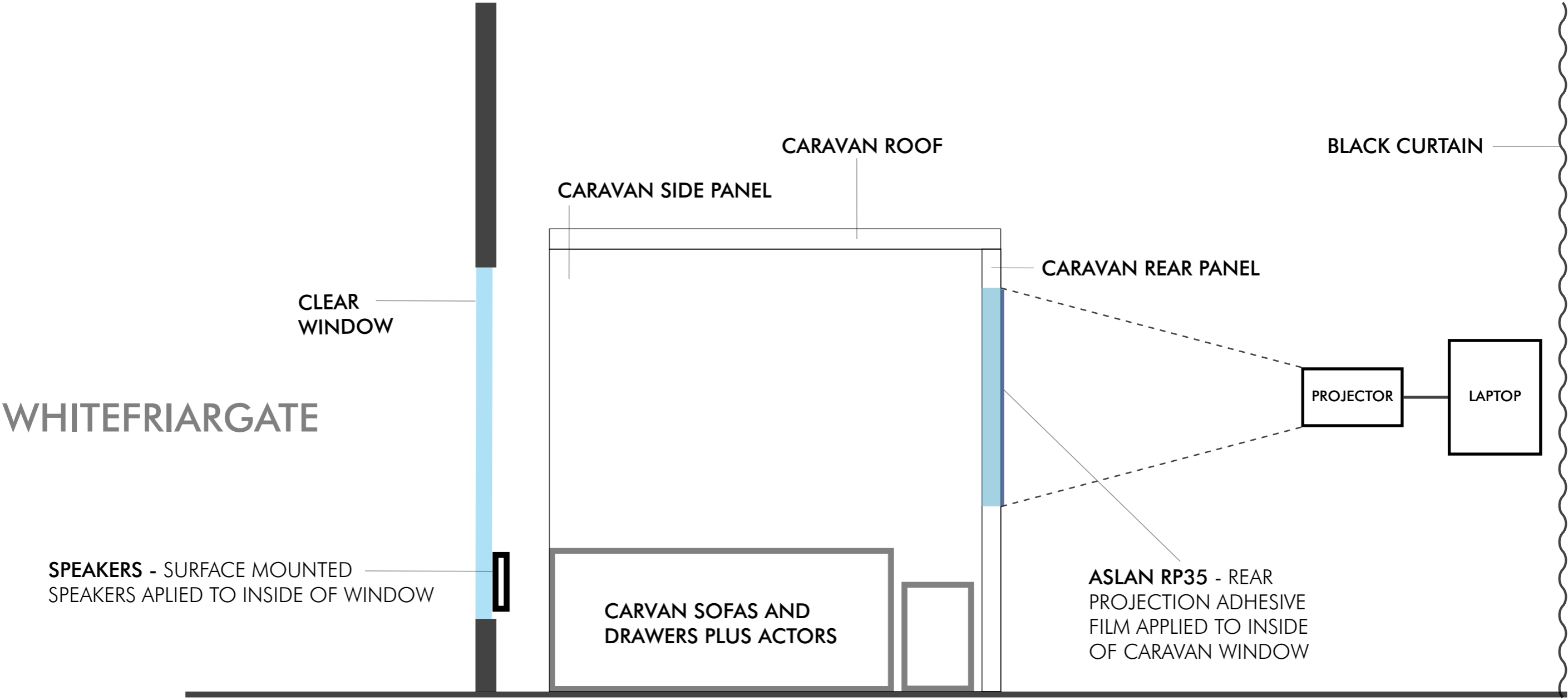
SHOP DOOR

WHITEFRIARGATE



SHOP ONE - PROFILE VIEW

THE HOLIDAY



SHOP TWO

THE FACTORY

The video content are short interview soundbites from 3 long-service caravan assembly line workers recalling stories of their first job on the production line back in the 1970s. Mixed with this will be footage of the current Swift production line and potentially archive stills of the factory too, if we can source them.

They tell us what it was like to be working in a growing company and thriving industry, enjoying a real job and real life. Tales of after work with his work mates and his social life in Hull. Positive, upbeat anecdotes and fond memories with a cheeky and honest Hull tone.

There may be additional sound design taking cues from the interviews (e.g. factory ambient noise, pub noises etc)

VISUALS

One video file filling the entire two shop front windows or including the door and top window too. We might break up the windows into smaller areas to show different footage.

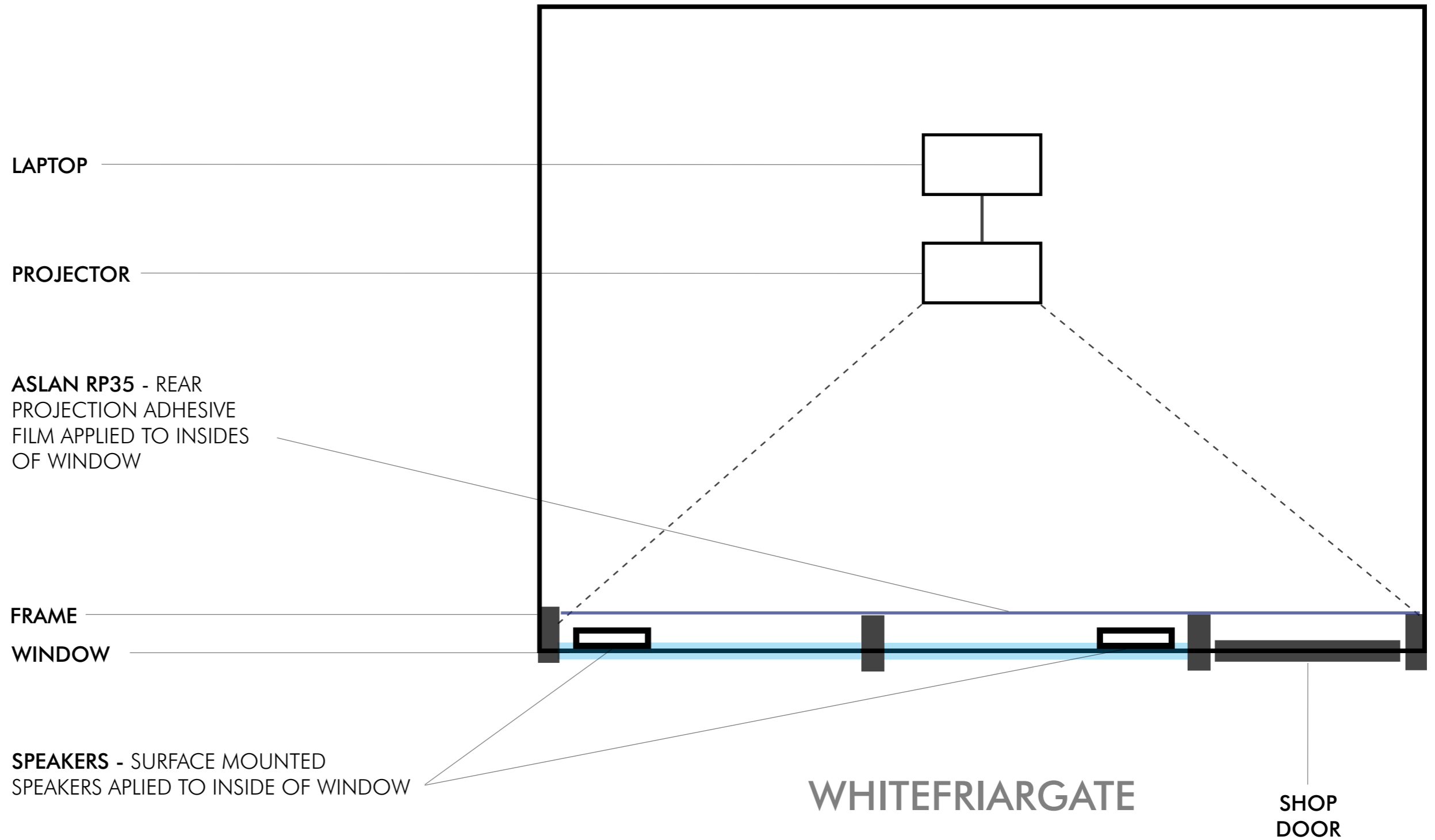
Rear projected from inside the unit onto opaque internal window coverage.

AUDIO

Street-facing speakers for the public to hear.



SHOP TWO
**THE
FACTORY**





THE TEN

1964

Ken Smith builds his first touring caravan, called The Ten, in premises in Hedon Road, Hull with partner Ken Day, and sells the model for £289.

BASE CAMP

2017

Basecamp is an exciting all-new sporty, fun and stylish compact crossover camping vehicle created for life's adventurers, who are seeking to discover new experiences away from the crowd.



WE CREATE CAMPAIGNS AND TAKE THEM FROM SKETCH TO SCREEN, EMPLOYING THE BEST TALENT FOR THE IDEA AND UTILISING THE BEST PLATFORMS FOR THE CONTENT.

WE DO THIS THROUGH CREATING SHORT-FORM CINEMATIC STORIES AND MAKING EXTRAORDINARY PHOTOGRAPHS.

WE DO THIS WITH ONE VISION IN MIND; TO TELL YOUR STORY IN THE MOST AUTHENTIC AND BEAUTIFUL WAY WE CAN.

IDEAS

TREATMENTS
COPYWRITING
SCRIPTING
STORYBOARDING
PRE-VISUALISATION

CONCEPTS
CREATIVE IDEAS
PRACTICAL IDEAS
BRAND SENSITIVE
BUDGET SENSITIVE

STRATEGY
CONTENT STRATEGY
BRAND DEVELOPMENT

PRODUCTION

FILM
BRAND FILMS
TV COMMERCIALS
DOCUMENTARIES
MUSIC VIDEOS

PRODUCTION
TALENT ACQUISITION
LOCATION MANAGEMENT
MUSIC SUPERVISION
PROJECT MANAGEMENT

PHOTOGRAPHY
PORTRAITS
LIFESTYLE
DOCUMENTARY
PRODUCT

POST
EDIT + GRADE
VFX + MOTION GRAPHICS
FOLEY + SOUND MIXING
PHOTO RETOUCHING

INTEGRATION

ONLINE
STREAMING VIDEO
SOCIAL MEDIA
WEBSITE

SCREEN
TV / BROADCAST
CINEMA / DCP
EVENT LCD

ADVERTISING
PRINT BILLBOARDS
DIGITAL BILLBOARDS
PUBLIC TRANSPORT

PRINT
MAGAZINES
BROCHURES
LARGE FORMAT

WE WORK FOR PEOPLE WE BELIEVE IN





We are a film and photography studio based in Yorkshire creating commercial films, music videos and still imagery. We specialise in short-form narrative-driven filmmaking through storytelling, cinematography, art direction, sound design, graphics and post-production.

**WE ARE FIRM BELIEVERS
THAT CONTENT IS KING
AND STYLE IS QUEEN**

Our aim is to produce the best possible visuals with authentic vision and creative flair. We are firm believers that content is king and style is queen.

We constantly strive for technical excellence but above all else the creative direction we put behind the projects we do is always top of the agenda.

We put as much energy into the research and pre-production of a project as we do when we're behind the camera, and it's this level of detail that means the narrative thread remains consistent.

We love all things to do with photography and filmmaking and we're huge advocates of personal work; these projects fuel the creativity and ideas for many of our paid commissions.

PHIL + ROB



WATCH THE SHOWREEL
SHOTBYSODIUM.COM



THANK YOU

IF YOU NEED TO CHAT WITH US
ABOUT YOUR IDEAS AND OURS
THEN PLEASE GET IN TOUCH

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