



Art work by Slinkachu



Davy & Kristin McGuire
Pilot 2016 - Land of Green Ginger

Hullywood after Dark

I. Concept

For our pilot project in 2016 we want to turn an street in Hull into a miniature film set populated by little Hollywood stars. We aim to bring the street art style of Slinkachu to life by replacing the static physical model characters with slightly larger moving projected animations. The aim is to re-interpret 4 scenes from famous Hollywood movies and make them fit within the nooks and niches of a Hullensian neighbourhood.

Imagine a miniature spiderman climbing up a drainpipe to rescue a woman trapped in a spider's web, or a little Gene Kelly dancing through a puddle by a pavement. Imagine Quint the shark hunter from Jaws hunting tadpoles on an origami boat in a pond or miniature Ewoks climbing up a tree... our work will reference and reinterpret iconic movie moments.

All scenes will be set up within walking distance of one another and be looping vignettes that last about 2 minutes each. They will run for ca. 3 hours after dark during a long weekend in September 2016. Each scene will have its own soundtrack and sound effects to attract pedestrians. Our aim is suspend people's disbelief and create the tangible illusion that there are little people that co-habit the city of Hull.

This piece will combine street art, popular culture and digital technology, which we think is a trendy and very accessible fusion, attracting an audience that would not necessarily be interested in "art". In 2017 we would like to take this further and take over a large interior space in order to create a fully animated and immersive "parallel universe".



2. Delivery Plan/Logistics

Site Visit and R&D

We aim to liaise with the Hull City of Culture staff in order to find a suitable and effective location to install our work. Ideally it would be in the same neighbourhood as the space for 2017 in order to use the project in 2016 as a teaser.

It would be good to initially be provided with a few locations to choose from and then to select the appropriate location during a sight visit (for dates see timeline). Once we have done this we will do a comprehensive reccy of the area and take pictures of the best locations to project onto.

We would also like to do R&D on the 2017 project during our site visit and begin to experiment with ideas for 2017.

Back in Bristol

We will research and produce film scenes that would suit these locations and create the content in our studio. (for dates see timeline)

Technology

We will use portable battery powered pico projectors so that we are mobile and not dependent on generators or electricity. These units will be recharged every night. We will also design and construct secure waterproof housing for the units.

Manpower

Aside from Davy and Kristin as the main artists, we will also need a few volunteers. They will be used to guard equipment for 3-4 hours a night and be a friendly face to the audience. The number of volunteers will depend on how far the scenes are spread apart.

Duration of Show

We aim to run the show from a Friday night to a Sunday night in September. We think it should run after dark, between 8pm and midnight.

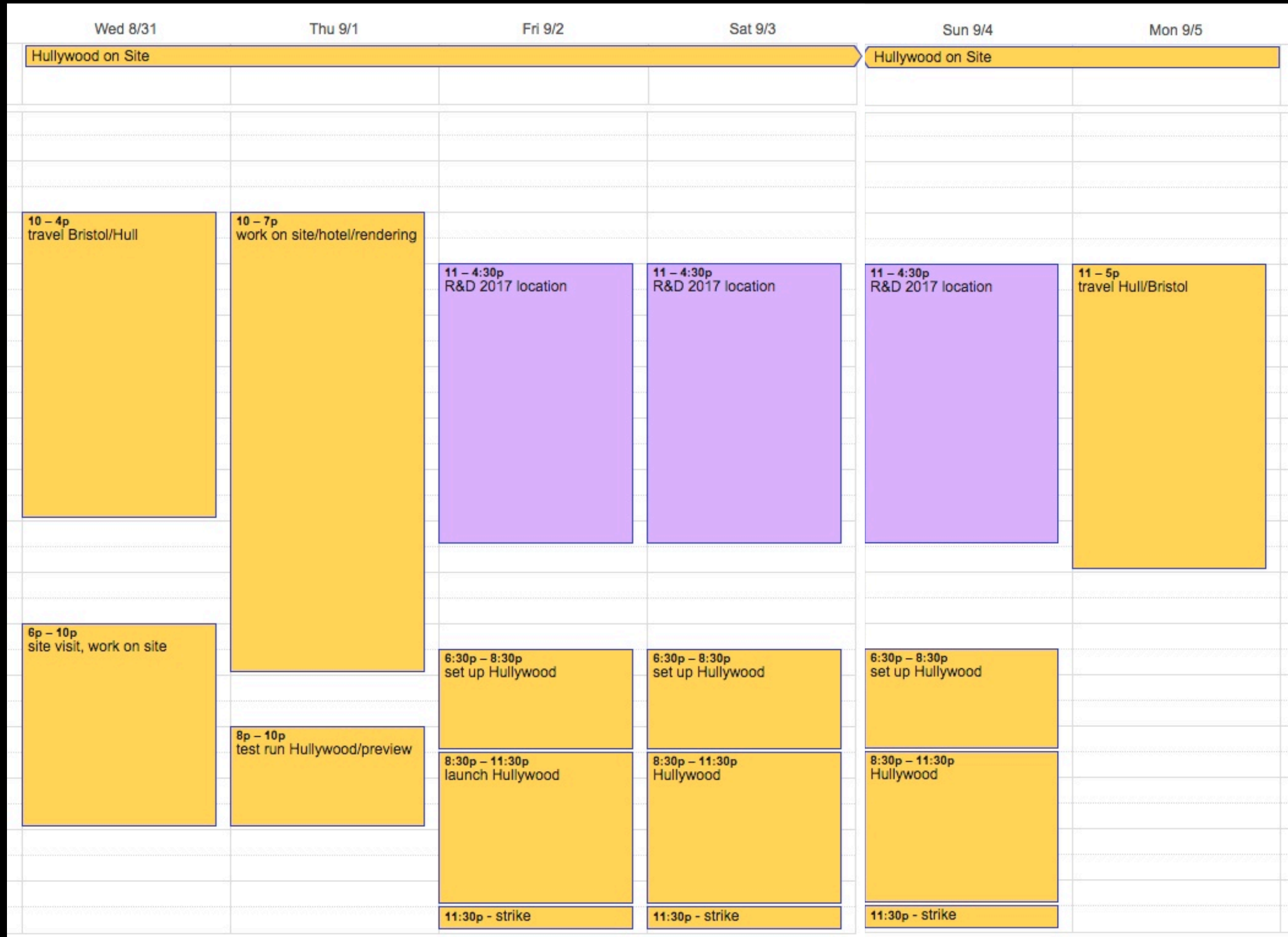
All equipment will be taken down and set up every night by the McGuires.

3. Timeline

Phase 1: site visit Hull 3 days at the beginning of July, finalise the neighbourhood/location, comprehensive recce

Phase 2: production time in Bristol July/August

Phase 3: show time and R&D in Hull 3 1st August - 5th of September, see schedule below (times can be negotiated)



4. Budget

Total budget for 4 scenes:
£18,658.50 (excl.VAT)

	units	days	months	price per unit	price per day	price per month	estimate spend new projector	estimate spend existing projector
1. Fees per Scene								
Equipment								
pico projector				500			500	in kind
battery pack				100			100	70
SD cards				5			5	80
speakers				20			20	20
cable				5			5	5
Fees								
project manager/art director		2			250		500	500
animation		4			250		1000	1000
Materials								
models/dolls house furniture etc.				50			50	50
weather proof casing				50			50	50
costumes				100			100	100
props				20			20	20
stock footage				20			20	20
Overheads								
studio rent						800 £	200	200
insurance						£100	25	25
Adobe Creative Suite						£40	10	10
accountant						200	50	50
website						10	5	5
Contingency 5%							133	110,25
Total costs per Scene							2.793	2205
2. Fees across Scenes								
actors	4	2			100		800	
DOP		2			250		500	
director (film)		2			250		500	
Filming								
studio		2			200		400	
lights		2			50		100	
camera		2			50		100	
trailer/documentation		2			150		300	
Travel/Accommodation/on site fees								
site visit 2 people travel							250	
site visit accommodation 2 people		3			80		240	
site visit car rental		3			40		120	
site visit fee	2	3			200		1200	
Hullywood fee	2	6			200		2400	
Hullywood accommodation		5			80		400	
Hullywood 2 people travel							250	
Hullywood car rental		6			40		240	
Per Diems								
per diems volunteer	4	3			15		180	
per diems artists	2	9			15		270	
Contingency 5%							412,5	
Total costs across Scenes							8662,5	
Total for 4 scenes (excl. VAT)							18658,5	

5. Community Engagement

Our main objective is to create a series of incidents that people will like, relate to and find cool. We aim to bring wonder to people, to create a talking point within the community and to make people more curious for 2017 where we aim to give people an even more wondrous experience. The scenes in 2016 will be teasers for the 2017 where we aim to create an immersive parallel universe. The best result for 2016 would be for people to say that they can't wait for next year.

6. Accommodation Requirements

Ideally we are looking for a two person self catering apartment.

7. Support from Hull 2017

We need support from Hull to find the right location and to provide us with volunteers. We also need to hire a car for transport and travel within Hull (we can do this ourselves unless HULL 2017 has sponsors or special rates?). Depending on the desired extent of marketing the entire 2016 event we would need HULL 2017 staff to advertise and make people aware of our event.

For more information about our work please visit our website:

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