**PROJECT OVERVIEW – WORM FESTIVAL**

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| **NAME OF PROJECT** | **WORM FESTIVAL** |
| **PROJECT START - FINISH DATES** | **?** |
| **PROJECT LIVE DATES** | **23/06/2017 - 25/06/2017** |
| **COC PROJECT LEAD** | **Niccy Hallifax** |
| **PROJECT SUMMARY** | This three day creative guerrilla event / closing party for the Routes & Roots season is a new programme of performances, film events and site specific interventions by artists from WORM and contemporary artists both influenced and now emulating values of experimentation and risk. Rotterdam’s WORM – an art collective and venue ‘born under the starts of punk, Dada, Fluxus and hacktivism’ – will make the Dutch dash to Hull and take up residence on Humber Street for one weekend only. Self-described as the product of ‘an impossible love between avant-garde recreation, DIY and sustainability’, WORM hosts national festivals, produces independent films, has its own record label and radio station, and establishes artist-in-residence programmes at its media lab and music studio. WORM’s creatives – artists, filmmakers, musicians, DJs and performers – will host a series of workshops, showcasing the talent currently driving the progressive underground culture of Hull’s ‘sister city’. |
| **TARGET AUDIENCES**  **(PROVIDE EVIDENCE FOR EVALUATION)** |  |
| **CREATIVE CORE TEAM** | * Niccy Hallifax * Sam Hunt * David Sinclair |
| **ARTISTS (IF APPLICABLE)** | * WORM |
| **DELIVERY PARTNERS**  **(IF APPLICABLE)** |  |
| **PROJECT SPECIFIC OBJECTIVES/ OUTPUTS TO MEASURE** |  |
| **HULL 2017 STRATEGIC OBJECTIVES THAT THE PROJECT IS CONTRIBUTING TO** | **High quality programme of arts, culture and heritage**   * 365 day of cultural programme that is ‘of the city’ yet outward looking and includes 60 commissions * Improving understanding and appreciation of Hull’s heritage   **Develop audiences**   * Increase total audiences for Hull's arts, cultural and heritage offer * Increase engagement and participation in arts and heritage amongst Hull residents * Increase the diversity of audiences for Hull’s arts and heritage offer   **Improve perceptions of Hull both internally and externally**   * Enhance positive media coverage of Hull’s arts and heritage offer * Improve positive attitudes towards Hull as a place to live, study, visit and do business   **Strengthen Hull and East Riding economy**   * Increase visitor numbers to Hull * Deliver economic benefits for the city and city region   **Improve wellbeing through engagement and participation**   * Increase levels of happiness and enjoyment as a result of engaging with arts and culture |
| **SUMMARY OF PROPOSED METHODS** | * Audience Counts using beam counters * Survey on tablets (+ One for Café) * Post event artists survey/interview * Press Monitoring * Social Media Monitoring |