**Brief for *Made in Hull* Filming**

**AUDIENCE ENGAGEMENT:**

Capture a mix of people engaging with the installations.

Aim to include the following target groups:

* **Hull residents:**Of all ages, genders, ethnicities, and group composition.
* **Family groups:**   
  Parents and their children; and grandparents and their grandchildren.
* **Intergenerational interaction**:  
  Related and non-related older people and children and /or young people.
* **Children & young people:**Friendship groups.
* **Older people:**Couples and friendship groups.

Also required is representation of people with disabilities and ethnic backgrounds other than White British.

**Vox Pop Questions for Audiences:**

Aim to undertake vox pops with audience members from a mix of the target groups listed above, asking the following questions:

* How did *Made in Hull* make you feel? [Probe what triggered those emotional responses if information is not volunteered]
* What is the best thing about *Made in Hull* and why? [Probe what it was about the subject mater, art work, presentation, etc. that appealed to them]
* What did you learn about Hull’s history from *Made in Hull?* [Probe if this was surprising to them and if they plan to find out more]
* How did *Made in Hull* make you look at the city’s historic buildings and architecture differently*?* [Probe if they normally notice the buildings, how the installations changed the buildings and how they felt about them]
* Whilst experiencing *Made in Hull* whom did you talk to? [Probe if it was a friend, family member, or stranger and ask what they talked about]
* How has *Made in Hull* changed your feeling towards Hull? [Probe what they thought of the city before and what about *Made in Hull* has challenged this]
* How has *Made in Hull* made you feel about Hull 2017 and the likelihood you will attend other events and activities? [Probe what events and activities they are most interested in]
* How would you describe *Made in Hull* to a friend?

**ARTISTS – DEPTH INTERVIEWS**

We will need a lead from Niccy about which artists are happy to be interviewed and sign release forms to appear in the film.

**Questions:**

* How would you sum up your experience of working on *Made in Hull*? [Explore further with the artist, asking why they feel that way
* What has been the best thing about *Made in Hull* for your artistic practice?
* How did working on *Made in Hull* make you look at the city differently*?* [Probe into the following areas – it’s people; it’s historic buildings and architecture; it’s history; it’s culture]
* Did the live presentation of your artwork during *Made in Hull* meet your creative ambitions for the project? [Probe why]
* What do you hope the legacy of your *Made in Hull* artwork will be?

**CREATIVE CORE TEAM – DEPTH INTERVIEWS**

We will need a lead from Niccy about which Core Team Members are happy to be interviewed and sign release forms to appear in the film.

**Questions:**

* How would you sum up your experience of working on *Made in Hull*?
* What will you will take away from *Made in Hull* that will influence how you work in the future?
* How did working on *Made in Hull* make you look at the city differently*?* [Probe into the following areas – it’s people; it’s historic buildings and architecture; it’s history; it’s culture]
* Did the live presentation of *Made in Hull* meet your ambitions for the project? [Probe into feelings about the event as a whole, as well as individual installations; and whether the concept and overall narrative came across to the audience as hoped]
* What excited you most about the live presentation of *Made in Hull*?
* What do you hope the legacy of *Made in Hull* will be?