**PAPER CITY**

**Hull 2017 – Look Up**

**PAPER**

*In a world of transient communication and fleeting digital memories, paper offers texture and feeling, weight and sensation. Paper reminds us that skill, craft, and creativity coupled with something as naturally beautiful as paper can leave a lasting and powerful impression.*

G.F.Smith, Paper Merchant

**CITY**

*…there is something in Hull which encourages an imaginative response to corners and details, sights and sounds, the effects of light and seasons.*

Douglas Dunn, Poet

**1 Introduction**

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

 The year has four ‘thematic’ seasons which inform the programme;

Jan – March “Made in Hull”

Apr – Jun “Roots and Routes”

Jul – Sept “Freedom”

Oct – Dec “Tell the World”

See the Hull 2017 website for more information [www.hull2017.co.uk](http://www.hull2017.co.uk)

As part of Hull 2017’s overall artistic and cultural offer, a significant programme of temporary artworks is being commissioned for the city centre - ‘Look Up’. These ambitious commissions will respond to, and reveal in new and surprising ways, Hull’s remarkable architecture, streets and public spaces.

Artists, architects and designers are being invited to create work that alters the city in some way, shifting perceptions of place, turning the familiar into something strange and wonderful, intriguing and celebratory. Commissions are broad ranging and include lighting installations, digital, interactive and socially engaged works, as well as sculptural and architectural interventions*.* The city becomes a dynamic setting for, and subject of, the artists’ work, rather than a stage on which the work is displayed.

‘Look Up’ complements the extensive programme of city centre public realm refurbishment being delivered by Hull City Council, which itself includes an integrated series of permanent public art works.

‘Look Up’ will

* Challenge perceptions of place and creative practice
* Be temporary in nature, transformative in effect
* Capture people’s imagination and stimulate debate
* Explore who or what makes a city’s identity

**2 G.F Smith**

Hull 2017 is working with G. F Smith, the leading international paper manufacturer founded in 1885 and based in Hull. A major element of this partnership is a large scale project within the Look Up programme – ‘Paper City’.

G. F Smith is the most respected brand in every sector they operate in, with clients such as Paperchase, Mulberry and Burberry. The company has 200 employees, a turnover of £30m and an export market to over 60 countries; including the United States, China, Russia, Australia and Western Europe. G. F Smith won the 2015 D&AD Yellow Pencil Award for ‘Best Corporate Branding’, but more significantly they went on to win the coveted Black Pencil, beating 20,000 global entries including Apple Watch, recognising their campaign as one of the world’s highest creative achievements.

www.gfsmith.com

3 **Paper City**

Paper City is a major project within Look Up. Our vision for ‘Paper City’ is that it will

* Transform places and space through the imagination of artists, celebrating the power of colour and the beauty of paper
* Champion the ‘freedom to play’ and challenge people’s perceptions and expectations
* Encourage people to share G. F Smith’s love affair with paper and colour

Eight leading ‘creatives’ are being invited to work with G. F Smith’s Colorplan range of paper to create a series of beautiful, surprising, colourful and temporary installations across a range of sites in the Fruit Market area of the city centre.

‘Paper City’ will mark the start of the Freedom season and will run from Friday 30th June to Sunday 9th July 2017.

**4 The World’s Favourite Colour**

Linked to Paper City, and working with one of the country’s most respected Design Consultancies, ‘Made Thought’, G.F Smith are launching a web and social media based programme to discover what people would choose as their favourite colour and to determine from their responses the world’s favourite colour. The answer to this question will be revealed to the world from Hull, UK City of Culture at the launch of ‘Paper City’.

**5 The Sites**

Paper City will take place in and around the Fruit Market area of Hull, next to the Marina and bordered by the rivers Hull and Humber. The area was previously the centre of Hull’s wholesale fruit and vegetable trade and has now become an area of mixed activity including bars, venues, pop up galleries and studios, as well as the site for the Freedom Festival and the Humber Street Sesh. (websites)

Most recently investment into the regeneration the Fruit Market has begun to provide an area of mixed use including cultural venues, shopping, restaurant/bars and residential. For 2017, a new contemporary gallery, Humber Street Gallery, will open in one of the old fruit warehouses. There are therefore a number of buildings, places and spaces in and around the Fruit Market that will be available for use as spaces for the Paper City installations in June and July 2017. These range from shell ground floor units within converted fruit warehouses, to a trio of old smokehouses, 3 stories high

**6 Brief to Creatives**

The invitation is to enjoy the freedom to play through the creation of a temporary, site specific, installation using the Colorplan paper range by G.F Smith. The works do not need to be made entirely of paper, but other materials used should be similarly everyday, lightweight and within the colour range of Colorplan papers.

There is no theme or requirements on appearance, size or structure for this project, this brief is focused on a public celebration of paper and colour. Visual impact is clearly important, and we are also hoping that the installations will surprise, intrigue, engage and generally ignite enthusiasm in colour and the possibilities of working with paper.

The installation will remain in situ for 10 days of public exhibition, and should be designed to maintain its appearance and impact for this length of time.

The project will begin with a hosted visit to Hull in late early February 2017 to view both the G.F Smith plant in Hull and the potential spaces within the Fruit Market area. Because this is an area under development, not all of the spaces can be guaranteed to be still available in June 2017, and some new ones may have come on stream. Creatives will therefore be invited to either choose a space which will still be available, and design a very specific installation, or they may choose to create a design which is flexible enough to fit different spaces, according to what is available for the exhibition period.

We will need design proposals by the end of March and the work will be installed on site by 29 June. Guidance on the proposal information I and details of the budget follow.

**7 The Production Team**

Key contacts:

Hazel Colquhoun – Co Curator, Look Up

Andrew Knight - Co Curator, Look Up

Sam Wilkinson - Co Curator, Look Up

Emily Axten – Head of Brand, G.F Smith

Sam Hunt - Executive Producer, Hull 2017

Hannah Williams Walton – Assistant Producer, Hull 2017

Day to day contact will be with Hazel, Andrew and Sam W. Approvals will be taken through a steering group including the production team.

**8 Research and Design Process**

After the initial site visits, creatives will be asked to develop their ideas and present their proposal for agreement with the steering group. The proposal should include, as appropriate

* written rationale/concept
* description of materials and process
* technical information
* costings
* method of fabrication and installation
* programme (fabrication/installation/removal)
* images
* maquette (optional)

**9 Making/Installation**

The artist may make the artwork themselves (either directly or through their own workshops) or may be responsible for sourcing other fabricators or workshops if more appropriate. Hull 2017 will assist where possible in sourcing materials and fabricators or technical assistance on site

**10 Fees, Budget, Contracts**

The total budget for each creative’s commission is £**10,000**

The budget is inclusive of all fees, materials, fabrication, transport, installation, de-mounting, travel and subsistence expenses. Hull 2017 have a small additional budget for technical assistance/site preparation

All contracts and agreements will be made between the artists and Hull 2017.

**11 Timescale**

Design proposals received by 31 March

 Installation completed by 29 June

Take down after July9

**12 Insurance and Liability**

The artist will be responsible for ensuring that they have all appropriate insurance and liability cover in place, particularly if they intend to undertake fabrication and/or installation themselves. Note that a minimum of £5,000,000 public liability cover is required.