**TWEET FOR DECEMBER WEEKEND:** Culture and creativity of The North are celebrated. Is this what makes a true Northern Powerhouse #Substance #TelltheWorld

**50 words**

**Substance** is a celebration and exploration of the culture and creativity of The North.

Launching in October 2016, Substance will curate a series of events across the North of England, including satellite talks, screenings, installations, street art, exhibitions and live performances. Substance aims to frame the conversation about the role of culture in the “Northern Powerhouse” vision, the role of culture in creating the identity of the North, its sociological and economic impact and whether we should, in fact, try to define it. (70 words)

**100 words**

Substance is a celebration and exploration of the culture and creativity of The North.

While most conversations around the idea of a ‘Northern Powerhouse’ have centred on politics and business or transport infrastructure. **SUBSTANCE** will reframe the conversation and put culture at the centre of any such debate.

Launching in October 2016, Substance will work closely with RIBA, the British Council and University of Hull to deliver a series of satellite talks, screenings, installations, street art, exhibitions and live performances across the North of England. The conversation will culminate with a huge weekend of happenings in Hull next December, as 2017 comes to a close. (104 words)