**Notes on Hull 2017 End of Year (EoY) Film meeting**

**07/11/17**

**Attending:**

Martin Green, Chris Marr, Cian Smyth, Phil Barber – Sodium

1. **Creative**

Existing outline brief is shared to all, including Matt Wilmshurst at August VFX.

The brief is a foundation upon which to build a storyboard that works.

Current concept is of a night based fly-thru of Hull City Centre passing animated cityscape with projections on buildings and in public spaces of key event highlights of the year.

Text/Statements will be limited. Mostly visual content capturing tone and pace and excitement of the programme and a special year.

Start storyboarding loosely on a chronological basis, at least by season, but geographical specificity can allow for us to break chronological timeline of events. We will NOT be explicitly denoting time of year for events as the film progresses.

The film is for everyone, for the city but if we had to prioritise an audience to focus on in the brief it is an audience external to the city of Hull.

Important to note that the film is in the present tense and future-facing – it is not about ‘This WAS Hull in 2017.’ It is not about the year or the programme ending, but a celebration of what the city can achieve and does offer. This is what Hull is and it’s an attractive place to be or visit, live, study or invest in.

Without saying it, it may appear as a pitch film as if we were bidding to be the next city of culture, not the previous one.

If we do a text statement in the film it is likely to be singular and something to the effect of ‘x million visits, x no. of events, one extraordinary year’

Noting, ideally we would include Nov/December events such as Macnas parade, Where do we go from here and the projection on The Deep but we will see how far we get.

We should also include 2016 events – Spencer Tunick Sea of Hull and Place des Anges.

Desired publication date of film is 18th December. Ideally we would have a rough cut to show staff on 14th December and potentially volunteers 11th, 12th and 13th December. However, we do not need to be hidebound by this and it doesn’t matter if the rough cut is timecoded or not polished or even graded.

**ACTION: Chris and Cian to further define list of event highlights and associated assets sorted by month and noting location on a city map for potential consideration of the film’s route.**

**ACTION: Phil to take away from today, considering development of brief and proposal for delivery, start conversation with Matt as VFX and prepare process for storyboarding. Consider estimated budget.**