LOOK UP

**CONSULTANT GUIDE: DEPTH INTERVIEW, VENUE LEADs @ THE DEEP**

**Motivations**

How did the idea of using The Deep as a location for the Look Up programme come about? [Probe: did Hull 2017 approach you, or did you approach them?]

And what were the main motivations for The Deep wanting to be involved in the Look Up programme? [Probe: what previous experience does The Deep have of commissioning and / or acting as a location for art installations?]

**Concept**

Reflecting on the Look Up artworks that The Deep has been a location for, and the reasons for your venue getting involved in the project, how has the project met your expectations?

Where has it exceeded your expectations?

And where has it failed to meet your expectations?

**Programming**

Thinking back to how each artwork has been developed and delivered at The Deep. How involved have you been in influencing the final artworks? We’ll talk about each artwork one at a time:

* Washed Up Car-Go
* Bleached
* Floe

[Probe: How have the team from Hull 2017 and the artists involved you in this aspect?]

How has this changed, if at all, over the course of the year?

On reflection, how appropriate have the artworks selected for The Deep been? [Probe: Which have been particularly successful and why? Which have been more of a challenge and why? What have been the main surprises in terms of audience reaction?]

**Audiences**

Reflecting on all the artworks connected to The Deep, how successful have they been in attracting the audiences you wish to reach? [Probe: audience numbers; audience demographics; residents vs. visitors]

Do you feel that the artworks have impacted on overall visitor figures to The Deep?

**Marketing & Communications**

How effective do you feel the marketing and communications have been for the Look Up artworks across the year? [Probe: What methods seem to work most effectively, if any, for attracting people to your artworks? What changes, if any, would you like to see in relation to the marketing and communications of Look Up?]

**Technical & Logistics**

Overall, how has the planning and organisation for the technical and logistical aspects of the Look Up artworks gone across the year? (e.g. preparing site, staffing and volunteers, get-in, get-out) [Probe: Have necessary changes been made throughout the year? How is What improvements could be made?]

**Project Management**

How effective have the Hull 2017 Team and curators Hazel and Andrew been in project managing Look Up? [Probe: Has there been adequate support/communication? How did this aspect work well? What improvements could be made?]

How effective have the staff team at your venue been in the roles and responsibilities assigned to them on the Look Up artworks? [Probe: How effectively do you feel they have supported and communicated with the Hull 2017 team, Hazel and Andrew, and the artists involved? What has worked well? What improvements could be made?]

**Successes & Challenges**

Reflecting on the year, what do you feel have been the main successes of Look Up at your venue? [Probe: audience reaction; partnerships; staff development]

And what do you feel have been the main challenges of Look Up at your venue? [Probe: audience reaction; partnerships; staff development]

What has been the most exciting thing about working on Look Up?

**Surprises**

What, if anything, surprised you about the Look Up experience across the year?

**Knowledge and skills**

What has been your role in the Look Up artworks at your venue? [Probe: Please give a brief description of your responsibilities]

How has working on the Look Up artworks had a personal impact on you? [Probe: skills/knowledge developed, confidence working on artistic commissions and with artists, greater connection with the city and its people, attitude towards your job]

And how has the involvement of The Deep in Look Up impacted on the professional development of staff from your organisation? [Probe: skills/knowledge developed, confidence working on artistic commissions and with artists, greater connection with the city and its people, attitude towards their jobs]

And what are the main learnings you will take forward?

**Perceptions**

To what extent do you think the Look Up artworks have changed perceptions of your venue among the local community? [Probe: Do people feel or think differently about your venue because of your involvement? Has your venue been approached to be a venue for other events, because of being involved in Look Up?]

**Partnerships**

Aside from Hull 2017, and Hazel and Andrew, what partnerships have you gained or developed because of taking part in Look Up? [Probe: What was the role of each partner and how did you work with them?]

Which partnerships were the most valuable to you and why? [Probe: Why was their involvement so integral to the artworks being able to be delivered at your venue?]

**Impacts**

What is the likelihood that you will continue to invest and support artistic commissions, and why?

If yes: What will be the key things in enabling this vision to happen?

Do you have any further comments on the project?