

PROPOSAL FOR COMMISSIONING
PRODUCTION DESIGN AND DELIVERY

LAND OF GREEN GINGER - HERALDING

CONFIDENTIAL

There once was a Land that nobody believed existed. And every day people passed by it or around it or over it or through it, but never once saw it or felt it or heard it or knew any person or thing in it.

Until, one day, the Land revealed itself...

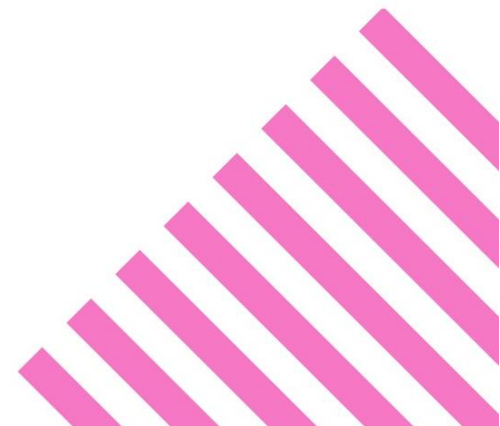
And because of that, people began to believe and behave in all sorts of strange and wonderful ways. They wanted to leave work and play and wonder and be part of this amazing world.

They wanted to share it with friends, and family and neighbours and visitors and strangers. And because of that, the real world changed too. The status quo was not so fixed and people questioned things they had always accepted.

Until one day, the Land started to fade away and things began to return to something more akin to normal, but traces and reminders and changes remained.

Perhaps, one day, the Land will return, but for now, our world is a little more like it.

- **Context to the project**
- **Context to Heralding**
- **Key production specifications**
- **Key moments and detailed timeline**
- **Next steps**



Context to the project

The Land of Green Ginger will infiltrate everyday life and provide an escape from the mundane. It is the antidote to boredom; it is astonishment and wonder and delight and connection. It will take the form of a series of “acts of wanton wonder” transforming and animating the places where people live.

Land of Green Ginger consists of six neighbourhood projects that have been commissioned with six artists and companies working in differing communities around the city of Hull.

Projects are:

Periplum – Seven Alleys – May 2017
Joshua Sofaer – Nobody Nose – June 2017
Lone Twin – The Commoners Guild – July 2017
Aswarm – Project Veros – July to Sept 2017
The McGuires – Little Town – October 2017
Macnas – TBC – November 2017



Context to Heralding

As each of the seven commissions have their own distinct theme and content an overarching mechanism has been developed that aims to:

- Link each piece throughout the year with a consistent image / message
- Offer a public facing means to highlight the coming of a commission in a specific area
- Maintain the theme of Wanton Wonder

The mechanism for this will be the ‘appearance’ of travel crates or tea chests which herald the coming to a neighbourhood of one of the commissions. Alongside the physical presence of the crates, a digital project character will be used to maintain a narrative; The Green Ginger Fellowship (GGF). This online fictional society will investigate the strange occurrences around each of the six commissions.

This has been developed alongside a media strategy that will also message the strange occurrences in local media outlets as well as a strong social media presence.

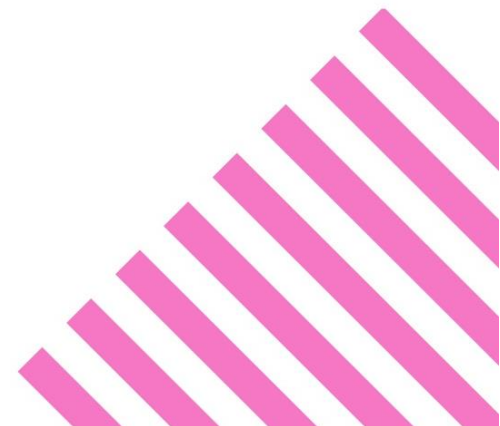


Context to Heralding

The use of the crates and the subsequent interaction with the GGF has been developed with each of the commissioned artists and alongside the development of the GGF digital presence and a developing media strategy.

The constituting parts of the heralding moments are:

- Mysterious crates what have been unearthed in a secret tunnel location near the actual Land of Green Ginger
- The operational arm of the GGF
- The secret storage and investigation facility for GGF



Key production specifications

- **Mysterious crates what have been unearthed in a secret tunnel location near the actual Land of Green Ginger**

CRATE SPECIFICATION

Dimensions

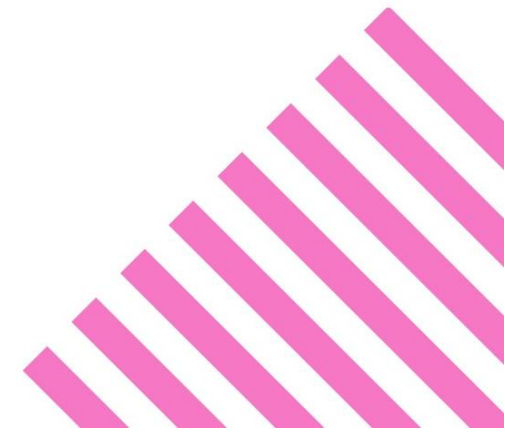
5x	140cmx140cmx210cm
3x	30cmx30cmx60cm
3x	60cmx60cmx60cm
2x	60cmx60cmx150cm
2x	90cmx90cmx90cm

SFX

1x	green smoke
1x	Ginger beer smell
2x	Noise - playable by remote
1x	Green Lighting

Materials and specification

	Wooden with handles
	Secured but accessible (hinged and clasp)
	Robust to take movement and weight
	Scenic painted/treated to look very old



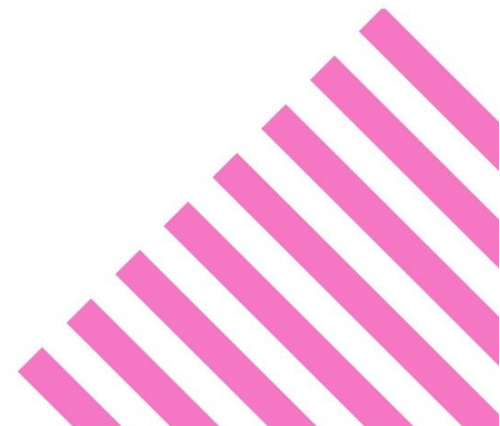
Key production specifications

- The Green Ginger Fellowship

Crew and Site Manager to be dressed as the Fellowship with flatbed transport

- 4x crew
- Costume – overalls (branded), work boots, hard hats (branded), work gloves and clipboards (2017 to provide)
- Flat bed truck (with tail lift), branded

Working with the Hull2017 marketing department who will supply the branding.



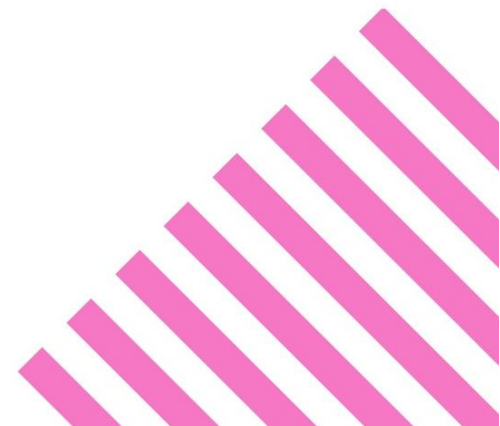
Key production specifications

- The secret storage and investigation facility for GGF

Internal location will be arranged by Hull2017 but we will require dressing to make the storage facility believable for the live web camera.

- Lab benches
- Lab equipment
- Occasional lab technicians
- Crates that mysteriously move
- Map board
- White board
- Photos of investigation

Timescale – w/c 27 March 2017. Full brief to be provided.



Next steps

We are seeking to engage with a company to deliver the production elements outlined in this proposal and to work with us to maximise the impact and exposure for Land of Green Ginger.

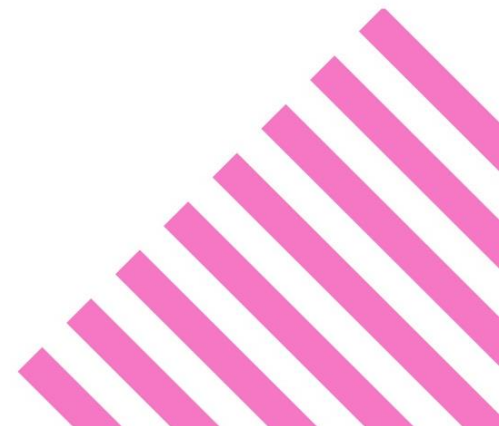
In the first instance we would like an initial meeting or phone conversation to assess previous work and ability to meet the deadlines as outlined. This will take place w/c 13.02.17 and w/c 20.02.17, with a view to confirming intention to work early w/c 20.02.17. We would then like a more detailed meeting to discuss details including branding, production make up, materials, delivery items etc. and agree a draft production schedule (based on the enclosed information). This will then require a budget agreeing and contract raising, w/c 27.02.17.

In summary:

Initial response – meeting or phone – w/c 20.02.17

Detailed meeting from intention to work – w/c 20 – 27.02.17

Move to contract and budget being agreed – w/c 27.02.17



DESIGN IDEAS AND DIRECTION

Land of Green Ginger
PRODUCTION DESIGN BRIEF v.2
Heralding



















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