LOOK UP

 **CONSULTANT GUIDE: DEPTH INTERVIEW, VENUE LEAD HSAD**

**Motivations**

How did the idea of using Hull School of Art and Design 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 HSAD wanting to be involved in the Look Up programme? [Probe: what previous experience does HSAD have of commissioning and / or acting as a location for art installations from external artists?]

**Concept**

Reflecting on This is a Freedom of Expression Centre, 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 the start of the project, This is Freedom of Expression Centre, how involved were staff and students in influencing the final artwork and programme of events?

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

How did this change over the course of the project’s development, if at all?

On reflection, how appropriate was This is a Freedom of Expression Centre for your space at HSAD, both practically and thematically? [Probe: What was particularly successful and why? What was particularly challenging and why? What were the main surprises?]

**Audiences**

Reflecting on the project, how successful was it in attracting the audiences you wished to reach? [Probe: audience numbers; audience demographics; residents vs. visitors]

What, if anything, would you have done differently in terms of engaging audiences with the project?

**Marketing & Communications**

How effective do you feel the marketing and communications were for This is a Freedom of Expression Centre? [Probe: What methods seemed to work most effectively, if any, in attracting people to the exhibition and events? What changes, if any, would you like to have seen in relation to the marketing and communications of the project?]

**Technical & Logistics**

Overall, how was the planning and organisation for the technical and logistical aspects of the project? (e.g. preparing site, staffing and volunteers, get-in, get-out) [Probe: What improvements could have been made?]

**Project Management**

How effective were the Hull 2017 Team and curators Hazel and Andrew in project managing This is a Freedom of Expression Centre? [Probe: Was there adequate support/communication? How did this aspect work well? What improvements could have been made?]

How effective were the staff and student team at your venue for the roles and responsibilities assigned to them for This is a Freedom of Expression Centre? [Probe: How effectively do you feel they supported and communicated with Hull 2017, Hazel and Andrew, and the artists involved? What has worked well? What improvements could have been made?]

**Successes & Challenges**

What do you feel were the main successes of This is a Freedom of Expression Centre? [Probe: audience reaction; partnerships; staff development; student engagement]

And what do you feel were the main challenges? [Probe: audience reaction; partnerships; staff development; student engagement]

What were the most exciting things about This is a Freedom of Expression Centre?

**Knowledge and skills**

What was your role in This is a Freedom of Expression Centre? [Probe: Please give a brief description of your responsibilities]

How has working on This is a Freedom of Expression Centre 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 HSAD impacted on the professional development of staff and students? [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 This is a Freedom of Expression Centre has changed perceptions of HSAD 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?]

**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 external 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?