#### Project Name: WHERE ARE WE NOW?

***Project Ref: HULL2017-JUN-WAWN***

Dates: 10th – 11th June

Location: Multiple locations across Hull

Lead Partner: Hull 2017

Partner: Neu! Reekie!, Hull 2017, guest curator

Now entering their 6th year of programming, Neu! Reekie! is a writers’, musicians & artists’ collective, DIY record label and independent publishing house. They showcase a unique fusion of spoken word, animation, film and music and they are coming to Hull to produce the festival: Where Are We Now?

The title WHERE ARE WE NOW is a homage to the maestro / magic maker David Bowie but also aims to tackle head-on the fractured state of the UK at the moment - no politicians, just provocations through pertinent and ground breaking arts and culture - the voices that unite us.

As the UK lurches into uncharted political terrain, fracturing along geographical and social fault lines, schisms are opening up which suggest increased tension and volatility lie ahead. Neu! Reekie!, Scotland’s most cutting edge arts collective, pose the question: Where Are We Now?

Mixing it up with hip-hop, live music, film, animation, poetry, spoken word, literature, visual art, street theatre and staged happenings representatives from Scotland, England, Northern Ireland and Wales will debate and explore their own relevance.

A high octane programme of concerts, salons, exhibitions, provocations and lively debates around a radical film festival will light the fuse.

The film program will be both important to frame the identity, direction and scope of the weekend Festival. Screening 20-25 documentary and feature films (with shorts where appropriate) to create a cultural tapestry or snapshot of where the UK is at in 2017, and where the boundaries and dominant narratives are being challenged. These will involve hosted screenings featuring directors, participants and guest curators, followed by discussion and debate.

Neu! Reekie! has always had a visual identity to our shows, with a filmic integrity running through our events. ‘Where Are We Now’ will stand testament to this.

Within the Festival new works will be commissioned and unveil bespoke collaborations between film-makers and headline music/spoken word acts. We also have plans to assemble archive footage and film provocations that followed by panel discussions, debates and reactive performances. Film installations using unique spaces within Hull and outside projections represent some of the more experimental elements of the program.

Working with guest curators – who come with an international reputation – will be invited to collaborate with some of our headline acts. The resultant film program will be provocative, responsive to social flux, and attempt to question/deconstruct/dismantle the dominant social, political, cultural & sexual narratives.

**Aims:**

* To develop Hull’s film programme content
* To develop audiences (new and existing) for Hull’s film programme
* To develop marketing and publicity activity for film exhibition in Hull.

**Audience Target:**

**Marketing and Audience Development Plan:**

Neu! Reekie! Is an established brand that has been delivering events since December 2010 and since that date Neu! Reekie! has produced over 90 shows, each 2-3 hours in length, conceptualised from scratch, never repeating the same show twice. The majority of shows are sold out before doors open.

Neu! Reekie! are presenting the festival *Where are we Now?* to Hull in 2017 and with a fan base of 10,000 followers on social media and 3,500 email subscribers, they have a strong platform to advertise their festival in Hull, combined with the Hull 2017 Marketing platform and extra PR and marketing activities.

**Marketing:**

National, Regional and Local:

1. The event is in the Hull 2017, Made in Hull, Season Guide.
2. The event was mentioned at the Hull 2017 press launch on 21st September
3. The event is on the Hull 2017 website. When tickets go on sale there will be a direct link to their box office.
4. Hull 2017 will be providing social media content to their 68,000 fans and followers.

Local:

4. The event will be advertised on X number of posters - TBC

5. The event will have X number of Press releases - TBC

6. The event will have X number of flyers distributed - TBC

**Marketing contacts:**

TBC (Hull 2017)

Kevin Williamson and Michael Pederson (Neu! Reekie!)

**Payment Timeline:**

Payment 1: 80% January 2017 to contract holder.

Payment 2: 20% September 2017 to contract holder.

**Project Update procedure:**

Contact: Anna Plant

Please keep Anna Plant (FHN) up to date with how the project is proceeding. If there are any major issues with the project, for example: the event will not happen or the programming has to change, please inform as soon as you become aware.

**Reporting Deadline to FHN:**

4 weeks after the event: 3rd July 2017

**Project delivery:**

Project Manager: TBC (Hull 2017)

Programming: Kevin Williamson and Michael Pederson (Neu! Reekie!)

 Mark Cousins (Guest Curator)

**Project Deliverables**

* Signed contract between Hull 2017 and Neu! Reekie!
* KPIs completed
* Evaluation table completed
* Copy of marketing materials

**Contract Signatory:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Date:**

**Email:**