**Hull Beermat Photography Festival curated by Martin Parr**

**TWEET:** Hull – home to photography exhibitions you can pour your pint on (66 characters)

**50 WORDS:** World-renowned photographer Martin Parr turns traditional exhibition style on its head with a new festival curated specifically with social settings and social media in mind.

Forget glass cubes, silent galleries and red ropes brandishing DO NOT CROSS signs. Instead, picture images of Hull shot and submitted via Instagram and then printed onto beermats strewn across the city’s pub tables. (59 words)

**100 WORDS:** World-renowned photographer Martin Parr turns traditional exhibition style on its head with a new photography festival curated specifically with social settings and social media in mind.

Forget glass cubes, silent galleries and prohibitive red ropes brandishing DO NOT CROSS signs. Instead, picture images of Hull shot and submitted by the public via Instagram and then printed onto beermats strewn across tables in 15 different venues throughout the city.

Touch them. Critique them. Or simply just enjoy them – and maybe a pint or two too. (84 words)

Please confirm that we can name Martin Parr, it’s ok if not.