**2017 HELLO TURNER X ANORAK**

***Private & Confidential***

***Proposal V3 August 17***

**BACKGROUND**

This document has been created to scope and ballpark the work involved in the creation of a pack of 24 cards that will be handed out to families at the Ferens Art Gallery during Turner 2017.

*The deliverables and costs are based on a brief discussed between 2017 City of Culture and Studio Anorak.*

**DELIVERABLES**

* 24 double sided x A5 full colour cards
* Each card will have one main illustration (based on the categories below) and some spot illustrations for each of them.
* Design of 24 x cards to reference loosely tarot cards.
* The cards will be divided into 4 packs of 6 based on the following themes:
	+ The Artist
	+ The Critic
	+ The Technician
	+ The Collector
* Studio Anorak will provide instructional copy. 2017 City of Culture will be required to provide any messaging copy/logos and trademarks.

**TASKS**

* **Design and illustration**
	+ Up to 2 x rounds of sketches for each card
	+ Up to 2 x rounds illustration
	+ Up to 2 x rounds design
	+ Artwork and make ready to print
* **Project Management**
	+ Writing briefs for illustrator + communications
	+ Communications with external suppliers such as printers.

**CONCEPTS**

We propose that each card contains the following information:

Front: a drawing of the category (artist/collector/critic/ technician) with each their own colour palette. Logos. A short description of what each category is about. The pack of Artist will carry one illustration of an artist with 6 variations: change of hair/colour palette change.

Back: instructions for the challenge and space for recording activity.

We are proposing the following mechanics for each category: draw, read/write, something physical/interactive.

 **The Artist <pack of 6 cards>**

* I am an artist: Pick your favourite piece of art. Pretend you are the artist. Explain to someone why you did it and why you should win the Prize.
* Performance art: use your body to become a piece of art. Lie down on the floor with your legs in the air and ask people if they think you are a masterpiece.
* Draw what you see: choose a piece you like and draw it as you see it.
* Tell the story: pick your favourite piece of art and make up a story based on the artwork.
* Get inspired: create your own piece of art based on your favourite one here in the Gallery.
* A day in the Life of: read about the artist behind your favourite piece of art and imagine what he does every day. <comic style treatment>

**The Collector <a 6 card pack with maybe fake Hull Pounds notes…>**

* I want them all: Borrow a grown-up’s phone and take a picture of every single piece of art in the gallery. Share your photographs on digitull.
* I buy: Decide how much you would want to spend for each piece of art in the gallery and record that here. <each piece of art is shown on the card and children have to record the amount>
* Going, going, gone: organise an auction for your favourite piece of art. Gather your friends and family, stand in front of the artwork, describe it and get your pals bidding! <this could work like a silent auction where the participants write their top budgets unto a piece of art, away from the others’ prying eyes and the ‘auctioneer’ reveals the highest bidder.>
* My gallery: you are the lucky owner of one of these pieces of art. Draw here where you will put it in your very own gallery/house.
* Sell, sell, sell: pick a piece of art, draw it on this card and write 5 facts about why it deserves to be sold for the highest possible amount.
* I collect this: record here the things you collect at home, how many you have in your collection and why you like collecting them.

**The Critic <a pack with a beard drawing on the front>**

* Stand in front of a painting, put this beard on, stroke your beard and look thoughtful for as long as you can. Time how long you can stay that way. 20seconds = 10 points. 30 seconds = 100 points. 1 minute = 1000 points. Extra 100 points for saying “mmh’ 20 times. Show your score to a volunteer for your chance to pick up a new challenge.
* Describe the Art: Here is a list of words. Circle the ones that you think are true about your favourite piece of art. <list would include fun/ simple/ odd/colourful/bright/happy/dull/cool etc…>
* Colouring Art: pick your favourite piece of art, study the colours carefully. Fill the page with the same colours you see in it.
* Feeling Art: describe how your favourite piece of art makes you feel. <we can give children prompts>
* Invite someone you know to have a debate with you – choose sides: like and they don’t like. Study the art carefully. Ask a volunteer to decide who wins the debate. Prompts: look at colour, shape, what it is trying to say and how it makes you feel.
* Rate the art: go round each piece of art available here and rate it: 5 stars from outstanding to 1 star for meh.

**The Technician <a pack of 6 cards>**

* How long? Measure your favourite piece of art using your hands or thumbs, or feet. <shows a blank box for the piece of art and underneath an opportunity to record in hands/thumbs and feet or we could have a ruler on the side of one of the cards and children have to measure it using the ruler..>
* Displaying Art: Find an alternative way to display the art around the room: draw it here. <a gallery room with walls where children will need to draw the art in the order they like>
* Travelling Art: The Ferens Gallery and the City of Hull have kindly lent two of these pieces to Aarhus Museum of Art. How will the pieces travel overseas? Draw here how you would pack them and how they would be transported.
* Frame this: Draw frames around each of these paintings.
* Count this: count the number of times you see the colours red, blue, orange, black. Count the number of art pieces you see in the gallery. Count the amount of people in the gallery.
* What is it about? Pick your favourite piece of art and write the blurb that appears underneath the painting or next to the installation.

**ILLUSTRATORS**

Ben Javens <http://www.benjavens.co.uk/>

Rob Flowers <http://robflowers.co.uk/>

Lauren Humphrey <http://lauren-mh.tumblr.com/>

Jay Wright <https://www.blinkart.co.uk/jay-wright>

Pearl Law <http://pearlillustrates.com/>

**BUDGETS**

Illustration £1,200

Design £400

Project management £150

***Total £1,750 for the 24 cards***

**EXCLUSIONS AND ASSUMPTIONS**

* This scope and costs cover one illustrator only and one designer.
* Out of scope: printing
* Illustration rights cover this activity only. Any other usage will require artists’ permission and further scope.
* This scope includes a fee for project management, communications with client and third parties.
* Out of scope: alteration to the strategy past approval of theme and creative route.
* Out of scope: photography or animation
* Out of scope: resizing or design work for advert for outdoors or print campaign
* Costs for any extras are not included in these budgets. Any items not mentioned in this proposal are not included in these budgets.
* All costs shown are excluded of VAT.