

Look Up: Learning & Engagement Plan

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1. GENERAL OVERVIEW

1.1. THE ARTISTIC PROJECT

A year-long programme of artists' works made specifically for Hull's public places and spaces. Designed to challenge people's perceptions of Hull and offer different ways to experience the city.

Look Up will present a series of new artworks to intrigue and inspire throughout 2017, created in partnership with organisations including The Deep, GF Smith and Royal Institute of British Architects.

Featured artists include:

- Nayan Kulkarni
- Bob and Roberta Smith
- Michael Pinsky
- Tania Kovats
- Claire Barber
- Sarah Daniels; and
- Claire Morgan

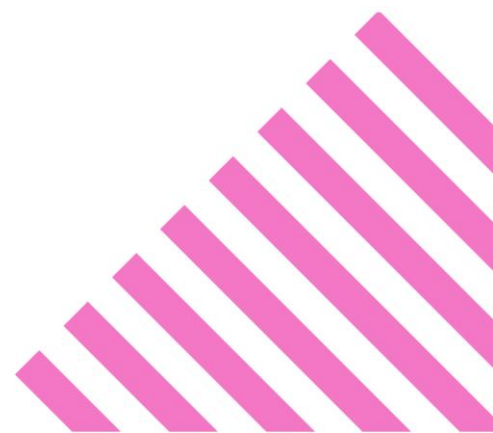
This document will focus predominantly on the activity that forms part of the Made in Hull season, which will include works by Nayan Kulkarni and Michael Pinsky.

1.2. LEARNING OBJECTIVES

Look Up presents a unique opportunity for audiences of all ages to explore, re-interpret and investigate the public places and spaces in which they live and visit.

It is hoped through an all-ages approach to learning and engagement we utilise Look Up to achieve the following learning objectives:

- Extend audiences understanding of the work through creative exploration and coherent interpretation of a series of new commissions
- Provide a platform for audiences to investigate the built environment around them and the role art can play in public spaces
- Showcase the different practices of artists commissioned as part of Look Up
- Build confidence and the appetite in audiences to have opinions on temporary art installations
- Act as the stimulus for the discussion and debate that gives audiences the opportunity to reappraise their appreciation of the everyday spaces and objects around
- Through the scale and ambition of Look Up, to unlock the imagination of audiences about the extent to what can be achieved with through an intervention into the public realm
- Build audiences for visual arts amongst residents and visitors to Hull



2. CHILDREN & YOUNG PEOPLE

‘No Limits’ - the learning programme of Hull 2017 - is a blend of a formal school resources and activities or projects that are designed to stimulate the creativity of young people in their community, home or when out with friends.

The section will outline the companion projects and resources that Hull 2017’s learning team are planning to deliver that will support children and young people’s interpretation and experience of Look Up.

2.1. COMPANION LEARNING PROJECTS

As with the main artistic programme, where possible the learning programme should be artist-led in its delivery and creation. The following are the current proposed companion projects that complement Look Up:

- “Architecture Ambassadors” - delivered by the RIBA
- “FuzzFeed” - delivered by MyPockets
- “Pipe Dreams” - delivered by Dom Heffer
- “The 16 Thousand” - delivered by A Hallows of Xceptional Design, inspired by Claire Twomney
- “Creative Challenge” - delivered by Hull 2017, curated by 64 Millions Artists

These projects are designed to bring to life the learning objectives whilst also representing creative and artistic experiences for children, young people and the adult support network.

As a brief overview of each of these projects:

ARCHITECTURE AMBASSADORS

The Royal Institute of British Architects (RIBA) has agreed to deliver its national schools and young people programme in Hull across the Academic Year 2016/17. The programme promotes the value of architecture by helping school children aged 7 to 18 develop the understanding and confidence to interact knowledgably and joyfully with their built environment.

Over 3 academic terms, the Architecture Ambassador Schools Partnerships will bring together 30 Yorkshire-based architects or architecture practices to work with classes in at least 30 Hull schools.

This will be in the form of a classroom-based participation project that infuses the built environment into the curriculum and uses Look Up as stimulation for this discussion. Example projects will be devised by the RIBA Learning Manager in consultation with Hull 2017 and the curators of Look Up.

At the core, the participation projects must be responsive to the City of Hull, reflective of the artistic programme for Hull 2017 and respond to the national curriculum. Projects should be developed for each of Key Stages 2-5

Commissioned as part of this agreement will be advice and guidance on how architecture can support learning across the curriculum and suggestions as to how to make complex architectural ideas accessible to all.

An experienced curriculum researcher and resource writer will spend 10 days producing learning content that will link the Architecture Ambassador Schools Programme into key strands of the Hull 2017 artistic programme. These resources will utilise the built environment surrounding proposed Look Up locations to contextualise the installation work and enrich learning.

RIBA has granted Hull 2017 access to its digital and physical archive covering Hull to support this.



FUZZFEED

FuzzFeed is an online comedy series running throughout 2017 that utilises puppet caricatures of a selected group of secondary-age pupils to comment on and interpret key aspects of the Hull 2017 artistic programme.

Originally commissioned as FuzzBox for BBC 3, this digital commission will help break down barriers to the artistic programme by contextualising the work through the voices of everyday young people.

The plan is to release at least 1 episode per month, and we would envisage Look Up to form one of the experiences that the cast participate in.

PIPE DREAMS

Devised by the three David Ross Academy Trust schools (Wold, Ainthorpe and Endike) and delivered by local artist Dom Heffer, Pipe Dreams will see pupils create striking installations hang in our around the built environment of their school as an extension to Look.

Dom has been based in Hull for 15 years and practices as part of Kingston Art Gallery (KAG). His work consists of large scale paintings, installation and film; playing with notions of infrastructure and the hidden workings of things. The final installation will be realised through a series of creative workshops in which students learn new techniques and work together to design and assemble the installation before being placed in its final home by the artist.

THE SIXTEEN THOUSAND

Still in a research and development phase, this is a standalone project that seeks to engage all 2-5 year olds in the city in a piece of creative expression. However, it has been included in this plan as there are a number of synergies with some of the proposed Look Up installations.

Working with socially engaged artists a child will anonymously represented and exhibited for the city's visitors and inhabitants to see. Each child is represented by an individual piece, collectively this creates an installation.

Clay is the stimulus and is the basic tool used for the young person to express creativity. Developed using the Reggio Emilia approach (learning through experimentation), this project at its core is about process, manipulation and developing motor skills in young people. The clay itself becomes the third teacher in this project, with the physical outcome not necessarily being the fundamental to a participant's involvement.

Taking inspiration from the work of Claire Twomney; who specialises in large scale ceramic installations to communicate relationships that happen between people, place and object, the vision is that works of all 16,000 early years children in the city is then presented as part of R&R as a reflection of the processes and organic materials that make up Claire Morgan's Look Up commission.

CREATIVE CHALLENGE

The yet-to-be-named 'creative challenge' is a collaboration between Hull 2017 and 64 Million Artists. Everyone is a born an artist, and this project celebrates that principle. Every Monday throughout 2017, a new challenge will be set by the communities and young people of the city.

This challenge will be a simple act of creative expression that could be completed in under 15minutes. It may relate to colour, sound, visual exploration, discovery or thought. It is envisaged that at least one of these creative challenges will be in response to a Look Up commission and will encourage interaction with the physical or built environment.

2.2. EARLY YEARS RESOURCES

There are no current plans for any additional early years' resources for the Look Up programme.

2.3. PRIMARY SCHOOL RESOURCES

All primary schools in the city have been given the opportunity to sign up to the formal packages attached to the No Limits learning programme. At three-different levels of engagement, these packages include a core suite of resources that draws inspiration from and utilised the artistic programme.

These resources include:

- A magazine for every primary school child in the city
- Access to Arts Mark for your school
- Downloadable lesson plan ideas and resources
- Trail maps for cultural activities across the city
- Event guides, workshop suggestions and pre-performance packs

As with the companion projects, these resources are designed to bring to life the learning objectives whilst also representing creative experiences for children in their own right.

The current plan for how Look Up will be threaded through these resources is as follows:

HELLO HULL

Hello Hull is a termly season magazine commissioned by Hull 2017 for primary school pupils, created by Studio Anorak, an independent kids publishing house who produce publications stocked by institutions include Tate Modern, National Gallery of Scotland and the Design Museum.

Working with a collective of carefully chosen children illustrators, the team will develop a 20-page magazine that can be used by teachers and parents as a central tool in the delivery of learning and engagement next year.

The magazine is designed to be a standalone piece of artistic content in its own right, that provides routes into key projects through the season rather than being an explicit guide to events and activities.

For example in season one:

- The illustrated story "A girl, a toad and a city" provides a journey through key city centre landmarks including Queen Victoria Square and Beverley Gate
- The page 'Look Up' uses silhouettes of Hull buildings and landmarks and asks children to identify them

The supporting teachers' notes will outline how these can then be used to introduce work that is part of the programme. The magazine also forms part of the accreditation for Arts Award Discover.

LESSON PLAN IDEAS & RESOURCES

The 'Made in Hull' primary school lesson plans are themed around the concept GREAT. Covering great people, products, places, dialects and art; a week of curriculum linked primary resources will give children the opportunity to interpret Look Up as they re-discover Hull.

Supporting this will be a primary school information sheet on planning trips to see Look Up installations throughout the year.

2.4. SECONDARY SCHOOL RESOURCES

Secondary schools across the city have access to the same formal packages attached to the No Limits learning programme as primary schools. However instead of a learning magazine, toolkits are targeted at specific subject areas and is focused more on project-based learning.

As part of our partnership with RIBA, an experienced curriculum researcher and resource writer will produce learning content that will link the Architecture Ambassador Schools Programme to Look Up.

These resources will utilise the built environment surrounding proposed Look Up locations to contextualise the installation work and enrich learning.

Example subject specific learning resources might include:

- How a mathematics teacher can utilise The Blade installation to explore geometry
- The technology behind Pinsky's work as part of an ICT class
- Art in the public realm as part of citizenship
- The physics behind wind energy and the shape of a blade
- Engineering process in the making of a wind turbine blade by hand

Rather than producing an extensive series of resources that may not be used, we will continue to collaborate with specialist teachers from across the city and sub-region to create resources that are suggested by Hull's education community as the artistic programme reveals itself.

This will be complemented by a range of behind-the-scenes editorial content that can be used to excite, inspire and enthuse secondary school pupils about the programme.

2.5. SPECIAL SCHOOL RESOURCES

As well as being able to draw down on appropriate resources from the primary and secondary school packages, special schools will be provided with a sensory box per season.

This will include a range of hands on resources, including an activity on sculpture and installation.

2.6. COLLEGE RESOURCES

Each of the city's colleges has a slightly different focus, from Hull College as home to Hull School of Art & Design, right through the likes of Wyke and Wilberforce.

For this reason a one-size-fits-all approach will not work. With specific enrichment activity already planned with HSAD, the focus of college resources for Look Up in Made in Hull will be targeted to a specific career subjects in particular:

- Engineering
- Travel & Tourism
- Technology

The resources will focus on using a site visit to the series of works as part of Look Up to extend learning that would typically form part of their A-Level or Degree Course.

3. PUBLIC PROGRAMMING & AUDIENCE ENGAGEMENT

3.1. INTERPRETATION

With Look Up being such a visible and publically accessible aspect of the Hull 2017 programme it is important that our approach to interpretation is consistent across all works.

- Physical and size appropriate interpretation panels / boards installed alongside the work, communicating the title, artist, practice being utilised and the meaning or narrative of the work in a language that is accessible to all audiences.
- An audio interpretation of the work that would be flagged through braille but is accessible at the location of the installation accessed using the individual's own technology
- Signposting to further interpretation online at hull2017.co.uk
- A printed publication, map or guide that contextualises each Look Up as part of a wider series of interventions in to public spaces.

We understand that in some sites this may be enhanced, but the above represents the minimal-level of interpretation we would like to offer audiences exploring the work.

The team are keen to explore the opportunity that 3D printing and the associated scanning technology might offer for delivering an interpretation of the work for visually impaired audiences.

3.2. EDITORIAL

Our approach to editorial follows the journey of the creation of a piece work through to its presentation and then the audience reaction.

Look Up presents more opportunities than most to follow this journey as a result of the ambition and scale of the individual works, as well as the fact that most are new commissions.

Where resources allow, we would therefore like to create digital content that captures:

- The process involved with creating the work
- The artist's perspective on the work
- The installation and reveal of the work
- The reactions to the work

In order to enable this to happen, the team will require key milestones for each installation and the curators and project team to facilitate access and interview rights.

3.3. ARTIST TALKS

For highly engaged audiences, we would like to provide the forum for at least one artist talk per installation. It is anticipated this would be a free-to-access ticketed session located in a venue close by or surrounding the installation. This session would be managed and facilitated by Hull 2017.

3.4. FACILITATED / LED-SESSIONS

It is recommended that we appointed a provider to deliver facilitated or led-sessions that can be accessed as a method of guided interpretation.

These facilitators would be briefed by the curators and have the opportunity to devise a session with input from each of the artists working on the commissions. The core audiences for this will be schools, the volunteer programme, hospitality sector and some of our corporate partners - although this may be open to the public if there is demand.

4. SECTOR & SKILLS DEVELOPMENT

4.1. EXPLORING PRACTICE AND PROCESS

To complement the artists' talks it is hoped we could offer a more practical session that allows the artistic community of Hull to learn from the practice and processes involved with Look Up.

This could include:

- Socialised discussions with the commissioned artist and a small group of artists with a similar or relevant practice (e.g. over a meal)
- Curatorial sessions on how the Look Up programme came together, the evolution of work from commissioning through to realisation and the hurdles overcome
- Production-focused workshops that uses real-life scenarios experienced by the Look Up team as a table top exercise for producers, production staff and emerging local artists.

Delivered as a very discreet aspect of the learning and engagement plan for Look Up this forms a key part of Hull 2017's contribution to the capacity building of the cultural sector of Hull.

4.2. CPDL PROGRAMME FOR TEACHERS

Hull 2017 is delivering 7 inspirational CPDL (Continued Professional Development & Learning) sessions to teachers and education practitioners across the academic school year 2016/17.

These are based around broad artistic themes and practice, with a final session on funding culture in schools.

All primary schools in Hull will be offered up to 2 places per a school as part of the CPD programme and secondary and special schools in Hull will be offered up to 3 places. In total this could equate to up to 200 individuals, with each session designed for between 20-40 delegates.

*One of these seven sessions is built around: **VISUAL ART, CRAFT & DESIGN***

It is as part of this session, that we would envisage Look Up being referenced. Each session is designed to support the following outcomes:

- experience inspiring and creative speakers, facilitators and practitioners
- teachers have the confidence and tools to disseminate the practice they will have engaged with in across CPDL sessions
- access to creative activities and resources that enable teachers to share this good practice with colleagues in their schools
- the opportunity to take away physical resources such as handout notes that can be complemented by digital content through our Hull 2017 platform
- provides learning opportunities that position culture in the context of place and the value it can bring to people, artists and communities

This will be an inclusive CPDL that can be access by anyone, at all levels of an educational institution

Support from Look Up artists would be welcomed in the form of speakers, video content or practice.

All schools participating in the Architecture Ambassadors programme will also be supported by RIBA CPD accredited training sessions that focuses more intensely on how to teach using architecture and the built environment.

4.3. UNIVERSITY PROJECTS

It is our intention to work with key subject areas across the University to embed the Look Up programme as part of the wider learning around relevant degrees and subject areas.

The Hull 2017 is also working on a programme with the University PGCE students to embed the practices and resources underpinning the primary learning programme into their existing training.

5. AUDIENCE DEVELOPMENT

5.1. RECOMMENDATIONS

To be detailed - *top 2 recommendations of other events to see whilst visiting Look Up.*

Look Up will be a key pillar in the wider learning and engagement activity for visual art in the city next year. We will therefore be working hard to cross-promote Look Up through the marketing of Humber Street Gallery and other visual art strands of the artistic programme.

5.2. COMMUNITY DEVELOPMENT

Given that the majority of the Look Up commissions are based in the heart of Hull City Centre, we feel two immediate audiences for engagement will be:

- The residents of Hull City Centre
- Business owners and employees working in Hull City Centre

We would suggest developing engagement materials targeted at these groups that might offer a more personalised interpretation of the work. This will build positive advocates amongst the individuals who are most likely to have day-to-day contact with visitors or be the most vocal about the proximity of their home to the work.

From a broader community development angle we will look to utilise Look Up as a call-to-action for groups in the neighbourhoods of Hull to visit the city centre. In doing this, we will package the experience of Look Up alongside the wider offer of the season.

5.3. PREVIEWS

Work in public spaces can be controversial and provoke debate. This is of course a good thing, but taken too far, can cause the general public to lose sight of the original intentions of the artist.

Given that a number of the Look Up works will appear overnight or be installed in a short-period of time, it is important that we provide a number of key stakeholder groups with the opportunities to experience a preview or first-view of the work.

Current plans include:

- Providing the workers involved in manufacturing one of the major pieces with the option to be a part of the installation of the work
- Engaging the tourism, hospitality and retail sector in first-look activity around the installation date and the opportunity to hear the work interpreted by a member of the team
- Sneak-peak exclusive content for volunteers and teachers engaged with official Hull 2017 programmes and initiatives
- Associated stakeholder and partner events

Any preview plans must be agreed in advance with Hull 2017's PR team along with the artist and Look Up project team.