**Land of Green Ginger: Behind the Story**

Recently, thousands of residents were wowed by 7 Alleys. Created by outdoor performance company **Periplum,** the event transformed Hull's East Park in a triumphant fusion of music, fire, live performance and pyrotechnics, bringing the East Hull urban legend to life for the local community.

7 Alleys was connected to the mysterious packing crates which were reported to have been found in an underground vault in Hull City Centre, bearing the stamp “To Hull from Land of Green Ginger.”

Hull 2017 has now stepped forward to confirm that 7 Alleys and Land of Green Ginger are flagship projects in the City of Culture curated programme. This groundbreaking, community engagement project, funded by Spirit of 2012 Trust, invites the residents of Hull to immerse themselves in a magical, citywide story which is inspired by and celebrates the spirit of Hull.

Taking the form of a series of “Acts of Wanton Wonder”, Land of Green Ginger is developed and delivered by artists working both individually and in collaboration to transform and animate the everyday places where people live. The programme intends to bring art and culture into neighbourhoods outside the city centre, infiltrating daily life and providing an escape from the mundane. It is the antidote to boredom, provoking astonishment and wonder and delight.

Hull 2017 Executive Producer, Katy Fuller, the creative lead on the project said:

“Central to developing our programme of world-class arts and culture is a commitment to ensuring that Hull residents, wherever they live in the city, will have an opportunity to experience and participate in this important year.

“7 Alleys is one of many events – or Acts of Wanton Wonder – that are planned throughout the year. They are designed to transform neighbourhoods into places of delight and curiosity, fuelling the imagination and leaving lasting memories.

We started last year, with a series of pilot projects – including a sound installation which transformed a bus stop on Beverley Road and the tiny people glimpsed around the edges of the Carlton Theatre on Anlaby Road. From these, the artists developed their ambitious projects for 2017.”

While 7 Alleys was targeted at people in the surrounding area, with some residents receiving invitations hand-delivered by a horse and carriage, people across the city were encouraged to follow the wider Green Ginger story. After the initial discovery of the cache of crates, a group of local experts called The Green Ginger Fellowship, was called in to investigate the contents.

Through the Fellowship’s investigations the public are encouraged to dive into the Land of Green Ginger narrative, keeping their eyes peeled for hints and clues which indicate where the next Act of Wanton wonder may take place and what form it will take.

To keep up to date on the latest curious happenings, follow:

* [www.greenginger.org](http://www.greenginger.org)
* [www.facebook.com/greengingerfellowship](http://www.facebook.com/greengingerfellowship)
* <https://twitter.com/GreenGingerHull>

**ENDS**

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**NOTES TO EDITORS**

**About Hull UK City of Culture**

**Hull UK City of Culture 2017** is a 365 day programme of cultural events and creativity inspired by the city and told to the world. Hull secured the title of UK City of Culture 2017 in November 2013. It is only the second city to hold the title and the first in England.

**Divided into four seasons**, starting with **Made in Hull**, this nationally significant event draws on the distinctive spirit of the city and the artists, writers, directors, musicians, revolutionaries and thinkers that have made such a significant contribution to the development of art and ideas.

Hull 2017’s second season, **Roots and Routes**, runs from April to June and explore Hull’s unique place as a gateway to Europe and one of the world’s busiest ports. Its maritime history and global connections inspire the stories of the city; this season of work will also celebrate Hull’s international links, including Rotterdam, Reykjavik and Freetown.

**Freedom** runs from July to September. Building on the legacy of Hull-born anti-slavery campaigner William Wilberforce MP, *Freedom* will explore the concept of freedom in all its many forms. The final season, **Tell the World** will run from October to December.

The Culture Company was set up to deliver the Hull 2017 programme and is an independent organisation with charitable status. It has raised £32 million, with over 70 partners supporting the project, including public bodies, trusts and foundations and local and national businesses.

Key contributions are coming from: **Host City** – Hull City Council; **Principal Partners** - Arts Council England, BBC, Big Lottery Fund, East Riding of Yorkshire Council, Heritage Lottery Fund, KCOM, KWL, Spirit of 2012, Yorkshire Water and the University of Hull; **Major Partners** –Associated British Ports, Arco, BP, the British Council, British Film Institute, Green Port Hull, Hull Clinical Commissioning Group, MKM Building Supplies, P&O Ferries, Paul Hamlyn Foundation, Sewell Group, Siemens, Smith & Nephew and Wykeland Group. The National Lottery has contributed more than £10m of this funding, making it the largest single funding body for Hull 2017.

68 per cent of the funding is dedicated to public facing activities, including the widest range of cultural events in every corner of the city, with a further 11 per cent for legacy and contingency. More than £5 million is being invested in volunteering, learning and community engagement. £1.6 million is being invested to ensure a legacy after 2017. This includes capacity building, such as supporting existing events so they can grow, staging curtain-raiser events, developing future programming for after 2017 and building a new platform to support a unified ticketing system for the city.

Hull 2017’s International Partners are: Aarhus, Denmark, which is European Capital of Culture 2017; Reykjavik, Iceland; Rotterdam, The Netherlands; and Freetown, Sierra Leone (twinned with Hull). These relationships are reflected in a number of events throughout the year.

For information go to [www.hull2017.co.uk](http://www.hull2017.co.uk)

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