Learning meeting w/HCAL Minutes – 05/06/17

Attending: Sara Black, George Vasey, Sacha Craddock, Lily Mellor, Ian Read, James McGuire, Phil Batty, David Alcock

* Curators to meet with HCAL separately to discuss a rehang of Explore Art
* Learning programme/key dates to be sent out in a teaser before the end of term – First week of July – with intro to TP, about the artists, what’s on etc. Distributed to mailing lists and first branded/collateral comms.
* Junior Open from mid-Nov for 6 weeks – HCAL to confirm
* All comms comes through one channel as a team so that we don’t overlap/send confusing information. Make sure booking on to things is co-ordinated. Are we ticketing?
* Could we open on New Year’s Day? Targeting families – what would the cost be?

Turner Intense

* Identify days that we offer/are available for booking so we don’t have to block out the studio for another whole week
* Could do half a day with the artist (a day in the life) and half a day by themselves in the studio
* About you as an artist, not just you as a teacher. Inspiring them to inspire others. Main emphasis to be on contemporary art, not just TP
* Don Heffer for a day in the life, or Dawn Brookes (print based, Scarborough) – could have a separate brainstorming meeting to think of artists that link with TP methods/themes
* £1250 to deliver 5 days, 250 per day for planning – Put cut off dates to tell artists whether they’re needed OR if there is a gap then we cover the costs and offer it to other groups for free. Comms that they have to book it before the exhibition opens.

Masterclasses

* Suggestion that they be renamed – Turner Workshops or Turner Studio.
* Film-based class – participants could use their Iphones or we could supply disposable cameras? Could be liked to Rosalind’s work. Could be shared on Social Media – Sodium to lead?
* Would be good to target a younger audience that these classes aren’t capturing at the moment. Could be because of the charge - £47pp at the moment inc. lunch with 15 people = £705
* Possible heavy concession for students, disabled, low wage/no wage etc.

Supper Club

* Thematic dinner in an interesting space, old stables above the funeral parlour.
* How would it be catered?
* Everyone who comes does something for a short time, everything equal and participatory, a mix of people sharing something on a theme in a non-hierarchical way
* Need to cost for this

Turner//Return

* Want hack and host to help programme
* TP symposium: key year in the TP history (could bring in people from the uni) – separate event to Turner Return or talks built in? Discussion about the role of the exhibition, contemporary art connected to things that are happening in that era.

Late Night Thursdays

Giving visitors incentive to go, populating the quiet late night openings at Ferens.

* Film Screenings – regular to create a rhythm throughout the programme, late openings. Ask the artists to pick a film to screen.
* Could set up a deal with the café
* Future Ferens to write/lead tours on a Thursday eve (they meet 18:00 – 19:30 already) – Sacha and George to meet them and find ways for them to work with the programme inc. Junior Open

To Do

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| **What** | **Lead** | **Deadline** |
| Put print and design and internal deadlines/events inc. artist in my house in to schedule | Lily to work with Sara, Ian and Phil |  |
| Cost for Supper Club | Sara and Ian |  |
| Cost for opening on New Year’s Day | Sara and HCAL/David |  |
| Confirm Ferens Christmas opening hours | Sara and Lily |  |
| Think up early morning target audiences - Toddler Club on un-used Tues mornings? Etc. | Ian and James |  |
| Write copy 50/100 words on each project using season guide template for first piece of collateral (outlining engagement offer as a whole for TP) | Ian/Everyone | **Copy: 16th June 2017**  Design: 26th June 2017  Print: 3rd July 2017  Lands: 10th July 2017 |
| Confirm Junior Open dates | HCAL/David |  |
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