**EVENT – NICCY HALLIFAX, Producer : Made in Hull**

Hull UK City of Culture 2017 is an incredible opportunity for this remarkable place and CEO and Director Martin Green wanted its spirit and voice to shine through the 365 day cultural programme. He also wanted to ensure that everyone living here has an opportunity to participate.

As the opening event *Made in Hull* is designed to do just that. Not only does it tell the story of this city over the last 75 years, it takes place over seven days, kicking off on 1 January, and it's free, meaning that we are able to invite all 260,000 people living in the city to attend.

*Made in Hull* to some degree takes its cue from son et lumière, using the city as a canvas utalising sound and projection, but in a creatively different, more dynamic and interesting way, which is why Sean McAllister was approached. As a brilliantly insightful documentary filmmaker, who comes from Hull, Sean is renowned for work focused on events in the Middle East and brings a singular vision to the curation of *Made in Hull*. I was brought in to help realise and produce his ambition for this unique event, which will transform the historic city centre over the seven evenings.

With a core creative team including production designer Ala Lloyd, lighting designer Durham Marenghi, sound designer Dan Jones and writer Rupert Creed, we have been identifying some immensely talented local, national and international artists. They are now in the process of creating art pieces involving light, sound, projections, archive material, animation and artistic installations that responds to Hull's history, and its fine architecture and public spaces. It will be an unmissable experience, with a trail that you can join from any point around the city centre and take at your own pace. There are large scale pieces and intimate pieces, there are thought provoking elements, some really beautiful uplifting moments and some that just make you smile.

When looking at events in the public realm we have to consider that overall there are dozens of events taking place as part of Hull 2017 and each will have its challenges, for example, planning for the weather, getting the right permissions, crowd management considerations, the right technologies to use and so on. A key issue for Hull 2017 has been the commitment to ensuring that the city, its heritage and people are at the heart of what is going on throughout the year. As well as a very positive council, we have been able to involve community and other organisations in Hull, such as the Warren Young People's Project, Open Doors and Hull University.People living in Hull were right behind the city's bid to be UK City of Culture and their support has been unstinting since 2013 when it won. Since then there has been a huge amount of work to nurture that enthusiasm, including community roadshows in parks and shopping centres, a major learning and schools programme, a drive to recruit as many as 4,000 volunteers, liaising with local businesses and so on. Hull 20l7 has also been supporting local cultural activity, such as popular annual events like the Humber Street Sesh and Freedom Festival, as well as ensuring that local artists are involved in events that are taking place throughout the year – including Made in Hull.

Hull 2017 as a whole has also attracted incredible support from more than 60 funding partners in the private and public sectors. With *Made in Hull*, we have been working with some terrifically enthusiastic organisations, including Yorkshire Film Archive, Hull History Centre, Pathé, BFI, BBC, Hull Maritime Museum, John Frost and Getty Images to name a few.

When looking at the structure for delivery *Made in Hull* is being created in-house, with the core creative team led by Sean McAllister. I work on the team as Producer and conduit from creative to technical and with the director of technical and operations for Hull City of Culture, Chris Clay we have a really great team. We have procured the event agency Ground Control, to deliver on the technical and operational implementation of the event, but we all hold one vision.

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