* What is the genesis of Made in Hull, what was the process of arriving at the idea?

The starting point happened before I arrived, Martin Green the CEO and Director of Hull City of Culture 2017 approached Sean McAllister, the award winning documentary film director, with the idea to use Hulls iconic buildings and archive footage together to create an opening event that was inspired by the character of Hull. From this the creative core team made up of Ala Lloyd, Durham Marenghi, Rupert Creed and Dan Jones started to write a narrative and look at locations for large scale art pieces that spoke to the audience and were displayed across some of the iconic or hidden gems of the city. When I arrived the team started to look at possible artists, it was important that the artists we commissioned had the experience to use the medium but also where up and coming in their fields. What we have commissioned is a great mix of local, national and international talent and that’s important too.

Sean and the team having spoken to the artists about the event and their work then wrote each one a brief around topics that inspired and that interested him about Hull. Whilst the commissions use the inspiration of the city, the answers and pieces are very much the artists view of what inspired them about the narrative. Working with the team we have now developed a trail with no starting or end point but instead something that you take at your pace and that reaches out to all the residents of Hull, Yorkshire and beyond. There are large scale pieces and intimate pieces that eb and flow across the streets of Old town area. The aim is clear and there are some really beautiful uplifting moments and some that just make you smile. It is a one team approach using a documentary as a starting point and bringing it into a live public art arena.

* Are there any particular challenges about working on a city of culture event? How do you deal with these?

There are challenges to be solved with every event, but its this creativity of making sure we answer these challenges in unexpected and interesting ways that gets me up in the morning. Outside events with no physical parameters are always interesting, especially when the streets are already in use. One of the most important parts of the producers role is to listen first, then consider and find solutions as well as look at the overall piece and help be the conduit between the creative visionaries and the technical and production teams.

The general reaction in the city has been very positive towards this project and the companies running the venues and spaces have been very accommodating to our sometimes challenging requests. Coupled with a very positive city council who manage also some of the museum and art centers we are using as canvases, all have made the process easier.

* Are there any brands you are engaging with to help Made In Hull come to life?

We have been luck enough to work with me really great brands in archive in particular, Yorkshire Film Archive, Hull History Center, Pathe, the BFI, BBC North, BBC, Maritime Museum (Hull), John Frost and Getty Images have all been very engaged and really we could not have asked the artists to create their pieces without them. The archive footage provided by these organizations and companies sits as a central source of inspiration and as part in some cases, of all the pieces.

We have also had the pleasure of engaging with some of the community based centers and organisations such as The Warren Young Peoples Project, Open Doors and Hull University, who are and continue to be involved in the commissioned pieces of the project.

* Are there any event agencies which you’re working with to help stage the event?

The set up has been designed so that the creative is in house and measured and delivered by Hull City of Culture and the Core Creative team lead by Sean. Then myself as the Producer and The Director of Technical and operations for Hull City of Culture Chris Clay. Layered alongside this we have procured the event agency Ground Control, who have been brought in to deliver on the technical and operational implementation of the event. Ground Control have experienced personnel in delivering complex culture lead projects and it has been great to work as **one team** on this event.

-      How do you really engage the local community in Hull to get

behind the event

We have great Marketing, Comms and digital teams at Hull 2017 along with a very active education and community engagement team. The strategy being used for this project has been tried and tested prior to this event, as the programming team has actually been delivering, to great success, several pre 2017 events. This piece in particular, because its inspired by Hull and its people we hope really resonates with them. Its free and deliberately designed to be over 7 nights, thus allowing all to come. We have placed out several social media requests for photos and footage from the community and have had a great response so in fact the city really is part of the art.