**FILE NOTE**

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Project Hull 2017, ‘Paper City’/ G F Smith

Meeting 30th June 2016

Location Made Thought, 9 Rathbone Place, London

Purpose Review objectives, brief, artists’ selection & programme

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Present Ben Parker, Made Thought BP

Raffaella De Tommasi, Made Thought RDT

Jo Pitts, G F Smith JP

Hazel Colquhoun, Hull 2017 HC

Andrew Knight, Hull 2017 AK

Circulation Sam Hunt, Hull 2017

Hannah Williams Walton (Hull 2017)

**CONTEXT**

In 2017 the eyes of the world will be on Hull when it fulfils its role as the UK City of Culture and delivers a yearlong programme of transformative art and culture.

As part of its offer, under the programme title ‘Look Up’, the city centre’s public spaces will provide the inspiration and stage for a series of temporary artists’ works, created especially for Hull. ‘Look Up’ will

* Challenge perceptions of place and practice
* Be temporary in nature, transformative in effect
* Capture people’s imagination and stimulate debate
* Explore who or what makes a city’s identity

G F Smith was founded in Hull in Hull in 1885, is still based in the city and has gone on to become a world-leading and highly respected brand in the specialist coloured and textured paper, and graphic design markets. Phil Alexander, one of the Joint Managing Directors, expresses the company’s commitment to quality paper *it is a natural and sustainable product that can enrich us by providing an outlet for creativity and provides that sense of touch and feel and the ownership of something tangible and beautiful.*

Hull 2017 and G F Smith, working in partnership, will invite and engage selected artists to contribute to ‘Paper City’, a series of temporary installations created with paper supplied by G F Smith.

The works will be exhibited from (date tbc)

**OBJECTIVE**

The objective of ‘Paper City’ is to commission artists, designers and architects to create ambitious and imaginative installations in remarkable places that

* remind people of the beauty and power of paper in a ‘digital first’ world
* colour and transform the city in surprising ways
* celebrate ‘freedom to play’

**PROCESS**

Selected artists personally invited by letter (with a copy of G F Smith book ? title). Invitation etc., uses G F Smith papers, process to reflect GFS values.

Invitation refers to the high level of media promotion which will be secured for Paper City.

Artists invited to Hull, hosted visit to G F Smith facilities and potential sites for installations, discuss their response to the invitation (brief) and decide whether they wish to confirm their ‘Expression of Interest’. Each artist paid an honorarium to cover expenses.

Should artists wish to work collaboratively with other creatives this will be supported, but within the budget parameters which will be common to all artists.

Follow up from visit will be through artists developing, in dialogue with Paper City’s Artistic Directors, proposals for review and agreement. All artists to work to a common budget figure to cover fees and all costs, inc. expenses.

Artists will be formally engaged on the basis of a Commission Agreement (with Hull 2017), may consider phased payments linked to proposal agreed, work made, work installed etc..

The process, of invitation/creative development/fabrication/display and response, is critically important to the project– need to consider how this is captured, conveyed and recorded with ‘legacy’ items.

**SELECTED LIST**

From review of ‘long lists’ agreed to recommend inviting the following;

Max Lamb [www.maxlamb.org](http://www.maxlamb.org)

Leo Fitzmaurice [www.leofitzmaurice,com](http://www.leofitzmaurice,com)

Made Thought [www.madethought,com](http://www.madethought,com)

Bruce McLean [www.forartssake.com/bruce-mclean-making-an-exhibition-of-myself-in-print](http://www.forartssake.com/bruce-mclean-making-an-exhibition-of-myself-in-print)

Matthew Picton [www.mathewpicton.com](http://www.mathewpicton.com)

Jacqueline Poncelet [www.poncelet.me.uk/](http://www.poncelet.me.uk/)

Raw Edges (Yael Mer & Shay Alkalay) [www.raw-edges.com](http://www.raw-edges.com)

Joanna Sands [www.joannasands,co,uk](http://www.joannasands,co,uk)

Bethan Laura Wood [www.woodlondon.co.uk](http://www.woodlondon.co.uk)

Richard Woods [www.richardwoodsstudio.com](http://www.richardwoodsstudio.com)

Note; further consideration to be given to architectural practices demonstrating imaginative approach to colour.

If any of the shortlist are unable to accept invitation, then we revisit long list on basis of ensuring we maintain breadth and depth within the overall project.

**IN SEARCH OF THE WORLD’S FAVOURITE COLOUR**

*One of the most common questions asked of a child is – what is your favourite colour?*

*What is the world’s favourite colour and why?*

Made Thought/G F Smith are currently considering an online, inter active survey to collect data which will enable an informed answer to this question. The output will provide a specific (mean) colour and colour values. MT/GFS plan to document age, location and other key survey details which identifies trends, for example does colour choice change with age (do older people bias darker shades), etc.

Having identified the world’s favourite colour GFS will then be able to use it in the creation of a specific run of paper to give physical form to the answer. ‘Paper City’ could be produced and promoted within the context of the question and launched with the answer. The world’s favourite colour announced in the UK’s City of Culture!

**EASTCASTLE STREET**

GFS are developing a new marketing facility in London and there is potential in looking at ways in which this could be used as part of the overall ‘Paper City’ project – e.g. a vr link to Hull 2017.