**Hull 2017/GF Smith**

**Paper City**

**Progress Report 09.06.17**

1. **Summary**

Eight artist/designers/architects commissioned to create new works, using Colorplan paper, for ‘Paper City’ to be installed in and on accessible spaces around the Fruit Market. The public presentation will take place from 30 June to 9 July inclusive, with the 29th hosting day time previews (GF Smith Trade) and the launch of ‘The World’s Favourite Colour’. In the evening of 29th June there will be a combined public launch of ‘Paper City’ and Hull 2017’s Season 3 at Humber St Gallery.

The artists and their sites are as follows:

|  |  |  |
| --- | --- | --- |
| **Artist** | **Location** | **website** |
| Lazerian | 66-68 Humber St | Lazerian.com |
| Made Thought | 66-68 Humber St | Madethought.com |
| Max Lamb | 66-68 Humber St | Maxlamb.com |
| Jacqui Poncelet | 5 Pier St | Jacquiponcelet.com |
| Bethan Laura Wood | Smokehouses | Bethanlaurawood.com |
| Joanna Sands | Block C, C4di | Joannasands.com |
| Adam Holloway | Block C, C4di | Adamholloway.com |
| Richard Woods | Elevations, Humber St & Pier St | Richardwoods.com |

**2. Artists’ Selection and Briefing**

The artists commissioned were selected through a collaborative research and discussion process between Hull 2017, GF Smith and Made Thought. The brief was developed by Hull 2017 in consultation with the partners and issued to the selected artists January in 2016. An initial artists’ site visit to the Fruit Market area was held on February 7 2017.

The brief is attached at Appendix 1

The artists were selected on the basis of their creative practice and previous work, commissioned and self – generated. In particular we looked for an inventive approach to materials and colour, and willingness to embrace a temporary, site-specific project. We also aimed to range across the spectrum of creative professions, and so included fine artists, designers, makers and architects. The approach to the artists was issued as an

*invitation to enjoy the freedom to play through the creation of a temporary, site specific, installation using the Colorplan paper range by G.F Smith.*

Hull 2017 drafted, issued and managed commission contracts for each artist, with staged payments according to work carried out, and linked to the timescales required in the brief. Hull 2017 manages all payments to the artists[[1]](#footnote-1).

1. **Proposals**

Proposals were developed by the end of March 2017, with one exception, Bethan Laura Wood who came late to the project. The proposed works range from a giant anatomical fish, to hand folded shapes placed on the floor. A panel of GF Smith, Hull 2017 and Made Thought representatives reviewed the proposals, and the Hull 2017 curators took feedback and comment back to the artists to assist in the realisation of each project. Some of the proposals have developed through further iterations, and with the benefit of more testing and research. A summary of the proposals is at Appendix 2.

1. **Making and Management**

GF Smith’s contribution to ‘Paper City’ includes an allocation of Colorplan paper, at no cost, to each artist and provision of applied processes, such as laminating and embossing, as reasonably required. The sample room and other GF Smith personnel have worked directly with the artists and provided an excellent service, along with support from Head of Brand, Emily Axten.

Through April and May, the artists have experimented with samples to refine their ideas and approach to fabrication. The final implementation will differ between artists, with some making entirely off-site and transporting up to Hull to install, and some making or assembling the work in the space in which it will be shown.

Liaison with and management of the artists has been led by Hull 2017 with GF Smith providing all specialist assistance and advice on paper provision.

1. **Spaces**

Securing spaces for the project has been more challenging than anticipated through the increased demand in the commercial market for sites on Humber Street – however this endorses the decision to house ‘Paper City’ within the Fruit Market. Although some spaces originally identified were ‘lost’, Hull 2017 have been able to secure enhanced co-operation from the lead developers and sufficient suitable, spaces in very good locations were secured by mid May. H2017 has negotiated and agreed licenses and terms for using the spaces, and is managing a programme of small works to make the spaces suitable for the artists’ works and accessible to the public.

1. **Production Management**

Hull 2017 is managing all aspects of production, making spaces ready, managing contractors, collating artist schedules, agreeing requirements such as power and lighting, access, deliveries, etc. Hull 2017 also created a dedicated accommodation booking website for the artists to allow them access to our partner hotels at special rates so that they could tailor their visits and stays.

Hull 2017 volunteers will provide welcome/information/invigilation across all sites for the duration of Paper City. We will be appointing a dedicated event manager/volunteer coordinator who will be on site throughout the project. At least one of the senior production/curating staff from Hull 2017 will also be on site at all times throughout the project. Humber Street Gallery will provide a signing in point and comfort station for the volunteers and any of the artists who require it.

1. **World’s Favourite Colour**

This project has become an intrinsic part of Paper City, driven by GF Smith and Made Thought, with marketing/communications input from Hull 2017. The reveal of the colour will take place during the day of 29th June in Humber St, and the ground floor of Humber St gallery will be painted entirely in the World’s Favourite Colour for the launch day and evening.

1. **Marketing and Communications**

The partners and their respective PR agencies have worked closely together since the project inception on marketing and communivations. As well as the specific World’s Favourite Colour campaign, the teams have produced some early briefings, articles and press releases. GF Smith have commissioned a special map and magazine for their trade visitors on the day of the 29th June, and have commissioned studio photography to create a bank of PR assets. Hull 2017, in collaboration with GF Smith and Made Thought, are providing onsite signing and interpretation, an event leaflet/map and digital content across their web and social media platforms. Wayfinding from the station and the dressing of 66-68 Humber St are in joint discussion and development. The PR teams are inviting specific journalists up from London for the 29th daytime event, and interest from local and national press and media is already being generated following the issue of the detailed press release in late May.

1. **Project Team**

**Hull 2017:**

Andrew Knight, Hazel Colquhoun curators

Sam Hunt, Executive Producer

Hannah Williams Walton , Producer

Haitham Ridha, Assistant Producer

Ben McKnight, Head of PR

Phil Batty, Head of marketing

Sarah Moor, Marketing Co-ordinator

David Watson, Head of digital

Eleanor Churchill, digital content producer

David Sinclair, Humber St Gallery

Elinor Unwin, Evaluation and Monitoring

Harriet Johnson, Anna Route, volunteer management

Liz Draper, Emma Hepworth, partnerships and development

**GF Smith**

Emily Axten, Head of Brand

Phil Alexander, Joint Managing Director

John Haslam, Joint Managing Director

Gareth Sheekey, Finance Director

Sample Room

Shay

Made Thought

Camron PR

1. **Key Documents Issued**

**MOU Hull 2017 &G F Smith**

**Hull 2017 Co-operation Agreement (with G F Smith)**

**Paper City Brief**

**Artists’ Agreements**

1. **Budget and payment schedule**

**GF Smith contribution (to overall budget of £165,000)**

|  |  |  |
| --- | --- | --- |
| A | Commissioning of 7 new installations | £70,000 |
| B | Commissioning of 1 new installation by Made Thought | £10,000 |
| C | Hosting initial visit to Hull for selected creatives, to include return travel, accommodation, site visit to Fruitmarket, visit to GF Smith | £1,750 |
| D | Site preparation/technical costs/power/consents/rental/specific production assistance and equipment | £12,000 |
| E | Contribution to marketing/coms | £2,500 |
| F | Contribution to launch event | £15,000 |
| G | Provision of Colorplan paper for artists | £7,500 |
|  | **TOTAL** | **£118,750** |

Of the sums set out above, those at items A (£70,000), C (£1,750) and D (£12,000) totalling £83,750, to be paid to Hull 2017 in order for Hull 2017 to carry out these tasks/actions.

**Payment Schedule is agreed as follows:**

£41,875 upon signature of the Agreement between Hull 2017 and GF Smith

£34,875 on 31 March 2017

£7,000 prior to Hull 2017 making final payment to each Artist

1. Ex. Made Thought who are contacted directly by G F Smith [↑](#footnote-ref-1)