**Turner Basics – KF early notes**

The Turner Prize is awarded to a British artist under 50 for an outstanding exhibition or other presentation of their work in the preceding year.  Every other year, the prize leaves Tate Britain and is presented at a venue outside London. For 2015, that venue will be Tramway in Glasgow. The Turner Prize award is £40,000, with £25,000 going to the winner and £5,000 each for the other shortlisted artists.

**Timeline**

Exhibition open – Oct 2017
Awards ceremony – Dec 2017
Exhibition closes – Jan 2018

**Budget**

£40,000 fee to Tate to cover their organisational costs
£40,000 prize money.

All exhibition costs to be covered by Hull.

**Set up**

Tate to contract with COC.
COC contract with Ferens

**Nominations and Awards**

Jury is selected by Chair Penelope Curtis.
Is it public nominations and jury nominations?
Awards Presenter is decided by “mutual approval”. Approach made by Tate. Hull 2017 must budget and pay for this.

**Communications**

PR handled by Bolton and Quinn. Tate does initial press pack and event.

Media partner – first refusal agreement with Guardian. Tate lead on approach.
Broadcast partner is set up year-by-year but first refusal agreement with Channel 4. Tate lead on approach.

Hull 2017 does marketing and catalogue

**Business Partnerships**

Hull 2017 can seek sponsor although must fit in with Tate values. Approaches should be run past Gemma first.

**STAFFING**

Curator – Tate says 2 x FT curators May-Oct

* Sits in on Jury deliberations (which curator?)
* Input to Tate PR
* Hull Curator then leads on delivery

**LEARNING FROM GLASGOW**

They have an initiative to provide free transport to schools to go to the museums and galleries

Tate has been pretty conservative about education and outreach

Using brand of Tate to build audience - would this work in Hull?

Glasgow worked on a reading age of 7. Democratic access.

They have a marketing plan and an engagement plan which they are happy to share with us.

Many artists turn it down. Artists have about 2 months to turn around their designs for submission.

Risk is that we don’t know about the content until this stage so that it might be, for example, inappropriate for children.

Preview or Private View? Can focus on this instead of awards ceremony for bigger pull.

Wraparound activity.

They brought other galleries and arts organisations in to connect. Particularly with outside visitors coming into the region – connect to Yorkshire sculpture park, Hepworth, Tetley etc. Welcome to Yorkshire conversation.

What is the debate in this season?

Bolton and Quinn doing national and international. Glasgow did local and regional.

Tate has a person to manage the individual conversations with the artists around PR.

Jo Walmsley is Project manager and will share. 80% on it since January. Full time from June / July onwards.

Evaluation and economic impact around Turner specifically. How are they capturing the new people coming to Turner? Interactive terminal thing?