

Davy and Kristin McGuire



Cardboard City

Land of the Green Ginger, Hull 2017



Davy & Kristin McGuire

Our Idea - Overview



In our 2016 *Little People*, we took our miniature filmed characters out of their paper dioramas and pop-ups books and put them into the "real world" and onto the "streets", where they would have to interact with everyday objects and humans .

We were inspired by the borrowers and the street art of Slinkachu, and wanted to explore how our tiny characters would survive in Hull and ways they would re-use and re-appropriate the waste and detritus of the Hullensian giants.

We created 4 individual scenes, which showed the Little People going about their everyday life.

We were very happy with the public's response and the ways in which the Hull 2017 team created excitement and intrigue in the lead-up to the project with footsteps, tiny clothing and cars.

Our vision for Hull, City of Culture 2017 will use the *Little People* pilot project as a launchpad to do something bigger in the lead-up, size, content, duration and ambition that invites Hullensians to visit or take part in the project. Augmented reality has a magical quality as it transforms spaces and everyday existence into something mysterious and uncanny.

The Idea - Lead-up period

For 2017 we want the lead-up activities and spectacles to be bigger - in both their duration and their geographical reach. These will take place around the Bingo Hall and also new neighbourhoods that may not have known about the *Little People* pilot project.

1. Animating the Carlton Theatre building. For two weeks before *Cardboard City* launches, we would project fireworks in the arch of the bingo hall, and have music playing from inside. This would happen in the evening each day, until the doors finally open to the public.

2. We may also have smoke and construction sounds coming from the Bingo Hall. This would add to the idea that the little people are building and preparing the Cardboard City for the people of Hull to come and see.

3. As in the pilot project, we will put tiny footprints around Hull. We would use a stencil and spray paint on the floor this time for ease. We'd like these all over Hull to generate more mystery and intrigue.

4. We'd spray paint tiny graffiti tags around Hull.

5. We'd place small clothes around Hull, as done for the pilot project. These would be placed around Hull, in a bigger area than before. They would have the Carlton Theatre name and date that the project will launch.

5. At different points in 2017, we would place the existing pilot project individual vignettes around Hull (could possibly appear near other projects). We'd like to teach a technician in Hull how to set these up, this will mean they can appear more frequently without us needing to be on site, and will also allow the Hull 2017 team to decide more spontaneously when and where to place them.



The Idea - Cardboard City

Carlton Theatre is a massive, iconic building that is now shrouded in mystery and memories. With the building's mystery and the curious and confident locals, we are confident that as soon as the doors of the Bingo Hall open the Anlaby locals will make their way inside with little encouragement.

Cardboard City will be a celebration of human ingenuity, survival and spirit. Inside the Bingo Hall we want to create a giant and spectacular cityscape inhabited by little people that suggest they've been there since the Bingo Hall first shut its doors. As well as the giant cardboard centrepiece, there will be numerous detailed vignettes that show different aspects of the little people's life. We want to focus on how the little people have collected the everyday waste from Hull and reused and recycled it, adapting its intended purpose for their own existence.

The audience will be lead through a maze of suburban sprawl, which is illuminated by buildings, train tracks, street lights and detailed scenes of little people going about their everyday life. This labyrinth will eventually open out into the centrepiece - a giant cityscape, a bustling and spectacular hive of activity made of the re-appropriated detritus and quotidian objects.

We will use projections to illuminate windows, animate characters and breath life into otherwise still and inanimate objects. Wherever possible, we would like to film local characters and the inhabitants of Hull, and make them the little people of *Cardboard City*.

Our vision will be more detailed than the following three pictures, and by using laser cutting we can achieve a great level of detail in cardboard.



The Idea - Cardboard City



The Idea - Individual Scene Ideas



In *Cardboard City* we'd use 18 projectors to create scenes inside *Cardboard City*. Each projector can display up to 2m of video projection, depending on the level of detail in the particular scene. The individual scenes are not yet in development, but here are some of our initial ideas.

1. Miniature Brownies pub

2. A fairground, this could include a waltzer record player, a ferris wheel bicycle wheel and a bingo ball dispenser ride. This could tie with the Hull City Fair - using names and popular rides as inspiration.

3. Waterpark using drain pipes as waterslides.

4. Shipping port with ships made of takeaway dishes.

5. A botanical garden made of houseplants.

6. A zoo containing hamsters and goldfish in fishtanks

As well as having vignettes containing individual characters in specific scenes, we will fill the city with crowds, commuters and city dwellers, LED lights going on and off behind window, and sounds effect so that *Cardboard City* seems like a vibrant, fully functioning city.

The Idea - Hullensian Characters

We would like include as many people from the local area as miniature character within Cardboard City.

We would like to work closely with the team at Hull City of Culture, in order to find and approach the people for this.

Bu shooting the locals, this would create hype and anticipation about the project.



The Idea - Moodboard



Slinkachu



Shaun Tan



Slinkachu



EVOL

Locations - The Carlton Theatre, Anlaby Road



Little People took place around the abandoned Carlton Theatre Bingo Hall, which holds a special place in locals' hearts. In 2017 we will open the doors to the Bingo Hall as the Little People take over the interior on an impressive scale.

Carlton Theatre is a busy thoroughfare in an area full of bars and pubs and is situated next to the "infamous" pub called Brownies which is notorious in the area for all kinds of naughtiness. This location for *Cardboard City* means that our audience won't just consist of the usual well behaved arty crowd but also excited partygoers, regular drunks, homeless people, and chancers who were out to steal whatever they could.

Timings - September / October

The lead-up activities can start at any point during the year. For the two week before the grand opening we would like fireworks projected in the arch, and smoke and sounds effects coming from the theatre.

Hull City Fair is 7th - 15th October, we would like to overlap our project with this event.

Because we can control the lighting inside Carlton Theatre, the cardboard city can be viewed day or night and potentially for 24 hours a day. This would allow us to reach as many members of the public as possible, but will only be decided with consultation of Hull City of Culture.



Delivery Plan

October 2017- Launch Cardboard City

September 2017 - Lead-up activities around Hull.

August 2017- Set components made (not yet assembled), all video footage filmed, edit complete.

June/July 2017- set construction, editing, compositing, animation.

May/June 2017- set design stage 2, filming in Bristol and Hull, prop making

March/April 2017- initial stage design, develop vignette ideas, visit Hull, measurements and plans of space.

March 2017- location confirmed, initial ideas shared with Hull team.



Budget

	units	days	months	price per unit	price per day	price per month	estimate spend	in kind
Equipment								
Projector	12			700 £			8.400 £	
Projector - in kind	6						0 £	2.400 £
Media player - multiple output	1			5.000 £			5.000 £	
Computer							2.500 £	
Lighting							TBC	
Sound system							TBC	
Camera				3.000 £			3.000 £	
Fees								
Project Manager			4			1.500 £	6.000 £	
Studio Assistant			4			1.000 £	4.000 £	
Video Editing and Animation		40			350 £		14.000 £	
Junior Composer		40			150 £		6.000 £	
Technical Consultant		5			200 £		1.000 £	
Theatre Technician			1			2.000 £	2.000 £	
Composer							2.000 £	
Director		10			350 £			3.500 £
Actors	10	1		150 £			1.500 £	
Set Designer							TBC	
Set & materials								
Set - materials & build							20.000 £	
Laser cutting							6.000 £	
Digital Ware								
Stock 3D animation footage							1.000 £	
Sound effects							1.000 £	
Filming								
Studio in Bristol		5			350 £		1.750 £	
Studio in Hull (possibly air bnb)		5			200 £		1.000 £	
Studio lights - in kind								400 £
Green screen material							300 £	
Costumes & props							500 £	
Overheads								
Trailer/documentation		2			150		300 £	
Studio Rent			4			750	3.000 £	
Insurance			4			£100	400 £	
Adobe Creative Suite			4			£40	160 £	
Travel								
Train travel to Hull							600 £	
Car hire and petrol to Hull							200 £	
Accommodation								
Core team in Hull							0 £	
Installation								
Per diems	3	10			30 £		900 £	
Contingency 10%							4.625,5	
Total							97.135,5	

For more information about our work please visit our website:

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