**John Grant’s North Atlantic Flux: Sounds From Smoky Bay**

Some of the most innovative musicians from Scandinavia and Iceland came to Hull for a four-day live music festival in Spring 2017. ‘John Grant’s North Atlantic Flux’ ran from the 28th April to the 1st May 2017 across 6 venues and brought together Hull’s strong musical scene with its historic connections to the Nordic countries. Critically acclaimed American singer-songwriter John Grant curated the festival and gathered together 47 acts, including GusGus, Susanne Sundfør, Lindstrøm, Sóley, Sykur, Prins Póló, Nordic Affect, Ragga Gisla, Fufanu, and Ghostigital. The festival included 8 new commissions.

The quality of the music, eclectic programme and collaborative working between John Grant, Curated Place and Hull 2017 all contributed to the success of the event. The partnership with John Grant, as curator of the festival, drew large audiences to his exceptional performance, as well as saw him integrate himself entirely in the festival by attending as much of the programme as he could. His extensive networks, exceptional knowledge of the music industry and overall passion for music particularly Nordic artists made him the ideal curator for this festival.

1131 audience members attended the festival’s performances overall, with a third of these being Hull residents and 38% being overnight visitors to Hull. Postcode data indicates that 4% of audience members were from overseas, though this may be an underrepresentation as the survey was conducted in English. 35% of visitors had not been to Hull before attending North Atlantic Flux.

53% of audience members agreed or strongly agreed that the event introduced them to Nordic music for the first time and 93% agreed or strongly agreed that the event increased their knowledge of Nordic music.

“There was this lovely chilled out vibe not only in the venues but the entire city. I left feeling happy and relaxed, and of course educated in all things Nordic.” – Audience Member

Over a fifth of attendees planned on also attending other Nordic events and exhibitions taking place in Hull during the same weekend. The international element of the festival enabled Curated Place to raise additional funding support from Arts Council England, Nordic Culture Point, the Icelandic Embassy in the UK, and the Culture Fund of the EU.

“It was a beautiful and flawlessly curated festival in some of Hull's most interesting and unexplored buildings. It gave Hull a sense of place in its Nordic identity and John Grant has done a great service to the city.” – Audience Member