**REDboard**

**TWEET –** Keep your eyes and mind open, as the REDboard project makes Hull’s every day spaces impossible to ignore (104 characters)

**50 WORDS –** REDboard sees contemporary art break out of the confines of traditional gallery space to bring 12 Hull billboards to life over the course of 2017.

Inspired by the four seasons and reflecting the very spaces they inhabit, billboards across the city will be transformed into platforms for artistic excellence, as well as playing host to site-specific cultural events. (58 words)

**100 WORDS –** REDboard sees contemporary art break out of the confines of traditional gallery space to bring 12 Hull billboards to life over the course of 2017.

Inspired by the four City of Culture seasons and reflecting the very spaces they inhabit, each month, billboards across the city will be transformed into platforms for artistic excellence, as well as playing host to site-specific cultural events.

Where local talent is showcased throughout Made in Hull, Roots & Routes will welcome the work of international artists from Rotterdam, Reykjavík, Aarhus and Freetown. Freedom launches a rallying ‘open call’ for submissions, whilst works celebrating the importance of Hull bring the year to a close as part of Tell the World.

So keep your eyes and mind open, as the RED Gallery of Contemporary Art makes Hull’s every day spaces impossible to ignore. (132 words)