



# Hull UK City of Culture 2017

## Look Up

Coverage Report

31<sup>st</sup> August 2016 – 7<sup>th</sup> Jan 2018

# *Look Up* Activity Summary

On Sunday 8<sup>th</sup> January, the artist Nayan Kulkarni transformed the historic heart of the city with *Blade*, a monumental artwork that challenged the way people saw and experienced Queen Victoria Square. This was the first installation in *Look Up*, a year long programme of artists' works made specifically for Hull's public places and spaces.

It was followed in February by Michael Pinsky's *The City Speaks* which transformed Hull's Tidal Barrier into an interactive artwork. Chris Dobrowski's *Washed Up Car-Go* followed in March which was the first of three co-commissions with The Deep.

In April, the first installation, as part of *Roots and Routes*, was Claire Barber's *The Train Track and the Basket* which took over Hull Paragon station. *Paper City* then ran from 30 June to 9 July. This ten day exhibition celebrated colour using the specialist paper, Colorplan, from Hull company G. F. Smith. The World's Favourite Colour, voted for by the public, was also announced as Marrs Green.

A cluster of *Look Up* projects took place around the end of July/beginning of August with Bob and Roberta Smith's "*This is a Freedom of Expression Centre*", Claire Morgan's *Elephant in the Room* and *Bleached* by Tania Kovats, the second co-commission with The Deep.

RIBA and Hull 2017 put architecture centre stage with *Hall for Hull*, which transformed Trinity Square in front of Hull Minster from the 1 October as part of the *Tell the World* season. Finally, a projection of sound and light by acclaimed UK artists Heinrich and Palmer, *Floe* virtually remodelled the architecture and façade of The Deep in the last *Look Up* commission of 2017 from 8 to 10 December.

# Coverage Highlights

3,026

- Total coverage volume
- Across print, online and broadcast

4bn

- Total readership
- Across print, online and broadcast

£5m

- Estimated AVE
- Across print, online and broadcast

# Coverage Highlights

80

- National newspaper pieces in print
- Including Times, Daily Telegraph, Guardian, Express and i

1,370

- Mentions across TV and Radio
- Syndication across regional BBC stations

1,532

- Online news pieces
- Including BBC, Mail Online, Guardian, Dezeen and Aesthetica


806

- Articles by local news publications
- Including Hull Daily Mail, BBC Look North and ITV Calendar

2,934

- Click-throughs to [Hull2017.co.uk](http://Hull2017.co.uk) from online editorial





*Blade*  
Coverage Highlights



# Broadcast Highlights





# Print Highlights



METRO Monday, January 9, 2017

## What the HULL is that...?

Thar she blows! Huge turbine blade is art statement by city

by DAVE HOGGINS

THIS is the giant work of art that will dominate the middle of Hull, marking its year as UK City of Culture.

The 250ft-long wind turbine blade is being unveiled in Queen Victoria Square, where it will overlook the City Hall and passengers on double-deckers passing beneath.

"In a way it might remind you of a giant sea creature, which seems appropriate with Hull's maritime history," said Martin Green, director of the city's artistic programme.

Commissioned from artist Nayan Kulkarni, Blade was created by workers at the city's Siemens factory.

Jonny Mace, CEO of Siemens UK, said: "When people see our blades close up they often comment on how beautifully crafted they are. This installation will enable many thousands of people to appreciate that beauty and scale in the very heart of the city."

Mr Kulkarni said Blade – the world's largest handmade fibreglass component cast as a single object – will "force us to shift around its subaqueous edges, our sight taking the place of the breeze".

Traffic lights and lamp posts were moved yesterday as the 25-tonne work was set up. It will remain until March.

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## theguardian

### Massive turbine blade gets Hull's year of culture rolling



Sculpture celebrates city's much-needed new factory  
 Production line artwork follows week-long event

Hannah Ellis-Peterson

A wind turbine blade, stretching nearly 75 metres (250ft) and weighing 28 tonnes, has been installed as a sculpture in the centre of Hull, the first artwork marking the city's year as UK's capital of culture.

The work, titled The Blade, was the first turbine blade off the production line from the recently opened Siemens factory in the city but has been appropriated as a celebration of its industrial foundations.

It is hoped The Blade will help maintain momentum that has already built up around the inaugural city of culture event. Last week, 342,000 people visited the long-neglected Yorkshire city to see Made in Hull, sound and light installations projected on building across the city every evening over seven days.

It made Hull the most visited attraction

in the UK last week, beating the British Museum and Tate Modern.

After the finale of Made in Hull on Saturday night, attended by more than 100,000 people, The Blade made an equally emphatic statement. Once installed at an angle from the pavement and pointing into the sky, the work occupied almost all the space above Queen Victoria Square.

Turning an industrial rotor blade into a piece of public art was the work of artist Nayan Kulkarni. "I knew how many negotiations and deals had gone into getting Siemens to open their plant in the city, and the impact it would have on the area, so it felt almost self-evident to ask them to donate a blade," said Kulkarni. "You didn't need to make a new sculpture, there was one already being made right here."

The decision last year to open the Siemens factory in Hull brought 1,000 new

jobs and provided a much needed economic boost for the area.

"I knew about its physical size and form, and the meaning it would have when you are out in a public space like this, but what I didn't realise was that these turbine blades were beautiful and slippery and organic," said Kulkarni.

"As as soon as you take it out of the factory context it becomes something arabesque and sculptural, almost like a whale bone or a fish. In the factory they call them wings."

It left the factory at 2am yesterday and took almost four hours to travel the four miles to Queen Victoria Square, through tight corners and the narrow, winding lanes of the city centre. A team of 70 put the sculpture, worth £350,000, in place, elevated five metres above the ground, a process that took all day.

The Blade is the first of the city's Look Up art commissions and will remain in the square until March. From early morning, crowds gathered to stare at the vast structure.

Made in Hull, conceived by Bafta-winning Hull film-maker Sean McAllister, comprised 12 light and sound projections, which referenced everything from the city's fishing past and flattening in the war to football, nightlife and the vital role of immigration over its history.

McAllister and Martin Green, the director of Hull 2017, decided not to have an opening ceremony but launch with a week-long event. McAllister said: "We had a big task convincing people that the city of culture is for everyone but last night it was just jammed packed. I was showing John Prescott round and he said he had never, ever seen anything like this in Hull."

Picture: SEAN SPENCER / HULL NEWS

The blade is moved through Hull city centre overnight before being unveiled yesterday, inset

## Giant blade cuts a dash in city of culture

By Anna Baehrmann

AN ART installation made from a gigantic wind turbine blade has been unveiled as part of Hull's year as UK City of Culture.

The 250ft-long rotor blade weighs 28 tons – approximately the same as four adult male elephants. "Blade" was designed by artist Nayan Kulkarni and built in Hull's new Siemens factory. Siemens has invested £170million

in the city, where it is developing offshore wind turbines.

More than 50 traffic lights and lampposts had to be removed as the artwork travelled through the streets to Queen Victoria Square.

The blade was installed across the square, forcing passers-by to stop, change direction and take a

look. It rises to over 16ft at its tip – allowing double-decker buses to pass beneath it.

Martin Green, chief executive of Hull 2017, said: "It's a structure we would normally expect to see out at sea.

"It might remind you of a giant sea creature, which seems appropriate with Hull's maritime history."

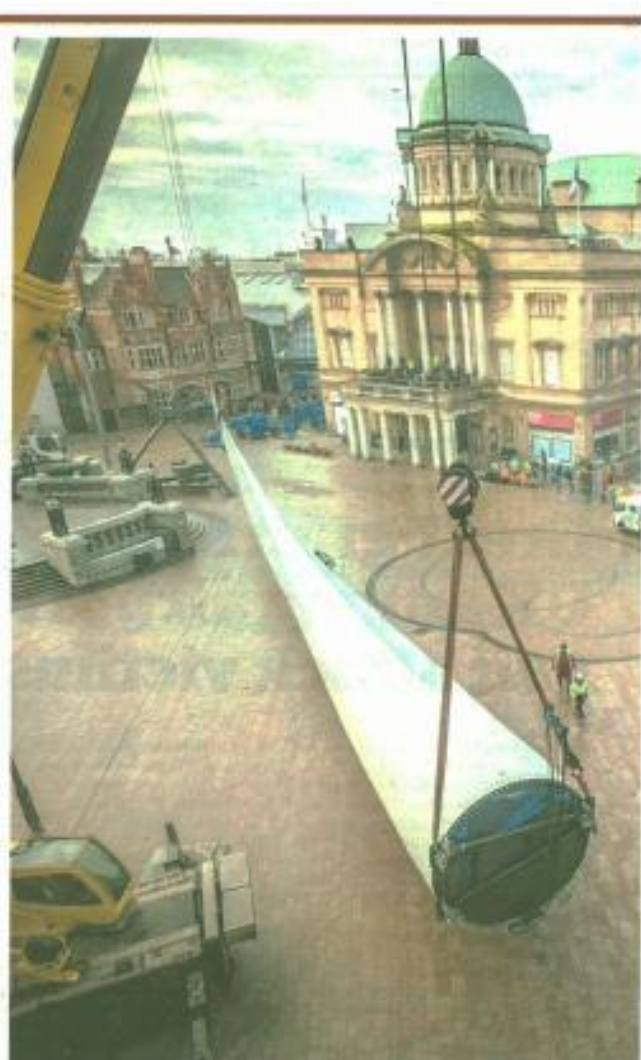






# Print Highlights

## The Observer



### Cutting edge art for Hull

A massive artwork was erected in the centre of Hull yesterday. Blade - a 250ft-long wind turbine blade that weighs 28 tonnes - was commissioned from the artist Nayan Kulkarni and created by workers at the Siemens turbine blade factory in Hull. Organisers say the B75 rotor blades are the world's largest handmade fibreglass components to be cast as a single object. Kulkarni said: "The twisting wing speaks of movement, but not of freedom."

Arts, pages 36-37

## Hull's year in the spotlight: art, crowds and, from today, a giant turbine blade

As City of Culture, Hull will reflect its fishing port past and its future as a manufacturing hub

by Vanessa Thorpe  
Arts and Media Correspondent

Dancing light displays, pop-up art, packed streets, an upended whale in a shopping centre and, this morning, a giant rotor blade in the central square. Hull is, unusually, the focus of national attention in its year as UK City of Culture and this weekend will unveil a massive installation in the city centre.

Late into the night a group of artists and engineers hidden in a row of Portakabins carried out the final tests in a secret plan to bring a 75-metre propeller blade designed for an offshore wind turbine into the middle of the city. The object was due to be placed on its side - cutting across Queen Victoria Square - in the early hours, after slowly being transported from the new Siemens plant east of the city, where it was built by a team whose members were sworn to silence. If the wind blows too hard, they will try again next weekend.

"This will be a huge intervention in a public space, probably the biggest ever," Nayan Kulkarni, the artist behind the project, told the Observer. "It is partly about what this new industry means for Hull, but the challenge of just showing it can be done is a big part of it, too."

Yesterday afternoon many citizens of Hull said a sorrowful goodbye to the Made in Hull light and sound show, the public art display that launched the city's new cultural dawn. An estimated 230,000 visitors came to watch the projected lights and see the art installations dotted around the streets. Most restaurants, from cafes to expensive bistros, were fully booked. Long queues cooled outside the best chip shops.

"This is fantastic. It's already had an incredible impact. This is my fourth time round," said Matt Jukes, the city council's chief executive, when he spotted Made in Hull's curator, the film-maker Sean McAllister, on Friday night. "You have set a very high bar."

"So, where do we go from here?" joked McAllister. If the engineers' calculations paid off, Hull residents woke up today to something more astonishing. The fibreglass rotor blade, the biggest single manmade component in the world and one of the first produced at the Alexandra Dock factory, will have transformed the square where, hours earlier, thousands crowded to watch the last night of animated illuminations by artist Zolt Balogh.

Balogh's dramatic displays were projected on to the walls of the Guildhall and surrounding buildings and his soundtrack featured, among others, the voice of Pine Young Cannibals lead



The We Are Hull light show at the Maritime Museum. Below, crowds enjoy the new year's day fireworks. PA, THOMAS ARCHER



singer Roland Gift, who lived in Hull as a teenager. Listening to the music reawakened on Friday was his sister, artist Heide Gift, who created one of the pop-up installations - a replica of a well-known vintage shop their late mother, Beulah, once ran on the city's Princes Avenue.

"She died exactly five years from the day we set up this installation about here," she said. "It has been good to overwhelm people remembering the shop."

Such local characters, rather than the city's famous names, were the focus of Made in Hull, although the images of homegrown stars appeared in the light show; singer Tracey Thorn's picture swam up in the vapour trail of the biplane of pioneer aviator Amy Johnson. The great men of Hull, from poet



Philip Larkin, whose statue has him skipping through the station forecourt, to the abolitionist MP William Wilberforce, are also to be honoured, but there is also an effort to tell a wider cultural story.

"Hull has its own voice," said Martin Green, artistic director of the culture year. "It's maritime, it is about music, about counterculture, and about the renaissance of the city."

"Say what you like, this is our place," said a spectator on Friday, defending Hull from the archetypal "cray town" label stuck on it in 2003 by the *Elle* magazine. Yet the star has become the city's best PR angle. Would it have been news if Hush or Harrogate were dubbed a city of culture? It is news, though, when the

chosen city is notorious for having been blighted by the Blitz and then by post-industrial joblessness.

Two artists, Claire Morgan and Tania Kovats, will be marking pieces that underline the city's maritime history. In the 19th century, Hull's whaling ships accounted for 40% of the British fleet. The trade died away and, after the coal wars of the 1970s and the containerisation of the docks, around 15,000 fishing jobs disappeared. Morgan aims to bring a vast, upended, upside-down whale shape to the interior of Princes Quay shopping centre, while Kovats will highlight the threat to the marine environment with a piece at the soon to open Humber Gallery.

Preparations for the year have meant upheaval, with wholesale repaving and improvements to public spaces. The work has disrupted the sly removal of lighting and street furniture to provide space for the delivery of the turbine blade. No one noticed.

Kulkarni has been involved with improving the look of Hull since 2013 and was in the city when Siemens, the German electronics and engineering con-

glomerate, signed up to develop Green Port Hull, investing £200m. His idea to use a blade to emphasise the city's geographical edge was inspired by Larkin, who wrote that Hull was "in the world, yet sufficiently on the edge of it to have a different resonance".

To Kulkarni, the blade looks, from different angles, like a fish and a bone. He said he saw his artistic job as "to resist the push towards the empty icon", instead creating art that stands for something. "In the square, it will break the natural 'desire line' for pedestrians and will be high enough at the tip for buses to pass underneath. It should be difficult to deal with."

Andrew Knight, co-curating the project, called Look Up, worked on the logistics of bringing in this "abnormal load" and said that "holding it down is the issue". The blade, said Kulkarni, "wants to fly", so the wind factor is important.

For resident Lucy Marshall, 39, the arrival of the City of Culture is a long-overdue recognition of Hull's art and culture scene. "It didn't just start on 1 January. We just haven't been given a platform to show it before," she said. "It is almost overwhelming. People are coming away quite emotional and inspired. There is a sense that this is what we do in Hull. We support each other. We are Hull and we are proud."

### ON OTHER PAGES

Laura Cumming: A whale of a time in Hull Critics, *The New Review*, 25-26



# Print Highlights



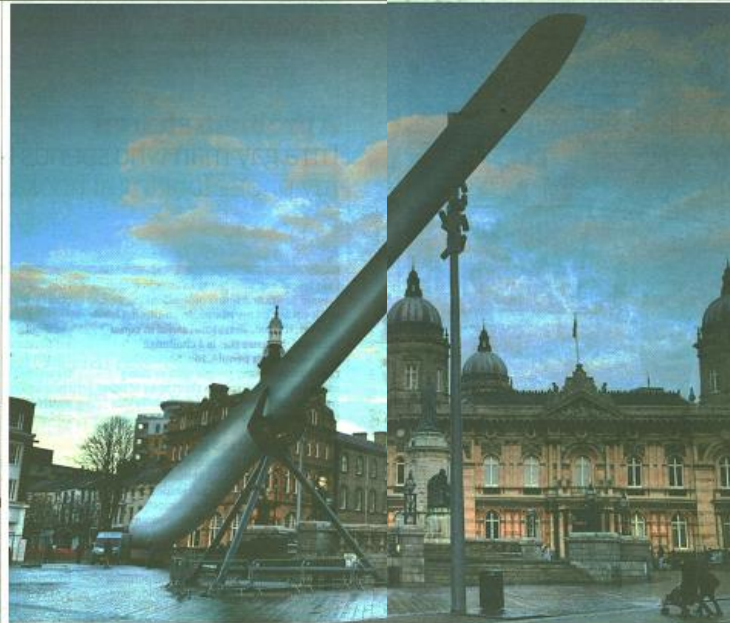


# Print Highlights

Arts

## 'Wreckers of civilisation'

A giant blade pointing to Primark, scenes of frenzied sexual hijinks, type-your-own street signs ... **Adrian Searle** hits Hull to find the city of culture's best visual art



**A** small, gilded panel of Christ, flanked by saints Paul and Peter, has just gone on display in the Fezens Gallery in Hull. This quiet, static image, painted around 1320 by Pietro Lorenzetti of Siena, was acquired by the newly refurbished gallery in 2013. There they stand, cut off at the waist. The painting is a quiet little thing, the centrepiece of a display of early Renaissance works, both borrowed and from the gallery's collection. It is a great room. On the opposite wall is a small alabaster carved relief of the Resurrection of Christ, a so-called "Nottingham Alabaster" carved in about 1450. It has lost most of its polychrome finish, and is as bare as naked flesh. What a lively, grim little object it is; how fragile it makes us seem.

Outside, a gleaming white rotor blade for a wind-turbine is propped at an angle across Queen Victoria Square, the sharp end pointing vaguely towards Primark. The blade, manufactured in Hull by Siemens, was installed with much fanfare and ado last month, marking the start of Hull's year as UK city of culture. We go from the early renaissance to the ready-made in a few easy steps.

Conceived by artist Nayan Kulkarni, the blade itself is impressive enough - though claims that this is somehow on a par with Richard Serra's monumental Tilted Arc (which cut across Manhattan's Foley Federal Plaza until, after much protest, it was removed in 1989), or Marcel Duchamp's appropriated objects must be treated with caution.

The fat, cylindrical end of the blade is housed in a horrible grey MDF structure, while the tip is supported by a giant clamp on a tripod. Underneath lie oblong boxes, big enough to sit on, though each bears a sign telling us not to climb or stand on the benches, though that is exactly what you want to do, to get a raised view of the slanted, soaring blade. An elegant, lovely piece of engineering, it is somehow diminished by being shorn of its function. It is only big.

Duchamp, visiting the Paris Aviation Show in 1919 with sculptor Constantin Brancusi and coming face-to-face with an aircraft propeller, supposedly remarked: "Who could do anything better than this? Look, could you do that?" Another version of the story has Brancusi exclaiming: "Now that's what I call sculpture!" Bigging it up in the square is not enough.

Down at the docks, a small lectern stands on the quay. You can climb up and give a sort of improvised lecture, typing messages that appear, as if by magic, in lights on the side of the enormous Tidal Surge Barrier a few hundred yards away. A commission by Michael Pinsky, *The City Speaks* is programmed with a limited vocabulary, so as not to recognise rude words. I don't know if references to Brexit are allowed, or personal comments about our politicians, as our own European surge barrier goes into operation.

The streets of Hull were once a bit less well-mannered. "Coom are fab and kinky, Coom are in the police files, Coom are plotting your

**Genesis P-Orridge underwent surgery in an attempt to become his wife**

outhern, Coom are messiahs, Coom are wise, Coom are stupid, Coom are an orgy. Coom have a frightening view of reality." So reads a list of 1001 Ways to COUM. It goes on, at great length, across a wall of the new "pop up" Humber Street Gallery in the heart of Hull docks - in the same building that, in the early 1970s, was the home of COUM Transmissions, founded by Hull University dropout Genesis P-Orridge in 1969 and soon joined by Cosy Fanni Tutti and a gaggle of pseudonymous misfits (Spy-doe, Foxrot Echo) whose names are as silly as the things they did.

COUM enlivened the local arts scene with renegade performances, happenings, concerts and outrages. They were never just a band. In one dark space at Humber Street Gallery, these individual members of COUM are presented as video portraits, reminiscing about the good old days as artistic and sexual outlaws.

Maybe you had to be there - when COUM supported Hawkwind in 1971; when they celebrated Britain joining the European Community in 1972; when they performed in Amsterdam in 1974; or when their Prostitution exhibition at London's ICA in 1976 led Tory MP Sir Nicholas Fairbairn to call them

"wreckers of civilisation", an epithet COUM probably enjoyed.

The show ends just as COUM transmogrified into the industrial band Throbbing Gristle. For all the ramshackle performances, the art remains obscure: a sort of mad, post-hippy, proto-punk moment, just before what was called "underground" culture became mainstream. It all has the feel of nostalgia. COUM was barely an art movement at all, and an unoriginal one at that. It was more a way of life. The music, which still has a cultish following, may have been more significant.

By the end of the list of the group's undoubted qualities - "Coom are odious", "Coom use squeaky Durex",

**Sky slicer ...** *clockwise from above, The Blade, by Nayan Kulkarni; COUM perform Bollocks in the Breeze in 1974; Michael Pinsky's The City Speaks; a Sarah Lucas work on show at Humber Street Gallery*



"Coom decompose the impossible" - I am flagging, COUM are coming, again, and again. Or not coming, in the case of Genesis P-Orridge, desperately masturbating in a fuzzy, degraded video footage from a 1974 performance. Even with the help of a vibrator in his bottom he isn't quite getting there, wherever there was. Here he is again, bleeding and staunching himself. I missed the bit where he tries to insert his penis into a bottle.

I could have done with more performance material. Instead, 22 vitrines crowd the galleries, all stuffed with flyers, statements, notes, lists, drawings and grainy photographs. There's more on the walls, none of this tide

of paper and oddments annotated or given any sort of context. Explanations, we are told, will come later. Postcards and manifestos, handwritten performance prop lists, leaflets and contact sheets, an old tambourine and a PVC strap costume, a black leather diamante eye-patch and g-string, angry notes - these all comes from Cosy's private collection and from Tate Archives, which purchased P-Orridge's collection some years ago. Unless you are a hardcore fan, these relics are an undoubted slog.

P-Orridge, born Neil Megson, went on to transform himself into his wife, Jacqueline Breyer, and goes by the name of Genesis Breyer P-Orridge. The pair underwent bouts of surgery in an attempt to fuse themselves, physically and psychically, into a dual being, each resembling the other. Breyer died in 2007, aged 37, from stomach cancer.

This April, Faber & Faber publish Cosy's autobiography, *Art Sex Music*. The story of COUM, and its later manifestations, have proceeded with various members. The story is more interesting sociologically than it is artistically, a sort of Spinal Tap with sex and gender issues, bad blood and amateur-hour performance art, augmented with Botox and breast implants, as well as ideas from Fluxus and Viennese actionism.

Whatever they did may well have been anarchic, subversive and even shocking, but the shock has evaporated. You can access videos of people doing weird things to themselves and to each other with a few taps of your smartphone - and watch it all in HD. Wandering the streets of Hull in a gas mask and a clown's outfit wouldn't raise an eyebrow nowadays. People would probably ask if you were doing it for charity. What the exhibition lacks is precisely what made COUM interesting - that is to say, what they actually did. Much went unrecorded or was lost. You had to have been there. Sadly, being here now is not enough.

For more on Hull's year as UK City of Culture, go to [hull2017.co.uk](http://hull2017.co.uk)



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# Online Highlights

theguardian

## Hopes for sustaining Hull's cultural momentum rest on the Blade

Vast turbine blade, made at Siemens factory, is the first artwork commissioned to mark Hull's year as UK's city of culture



A 75-metre-long wind turbine blade, commissioned from Nayan Kulkarni and created at the Siemens factory in Hull, is installed at Queen Victoria Square. Photograph: Danny Lawson/PA

For drivers heading east on the A63 near [Hull](#) in the early hours of Sunday morning, it may have been something of a shock. A 75-metre-long object resembling a giant pointed tusk, perched on two slow-moving lorries, is a rare sight on the Yorkshire roads.

This was the Blade, the vast turbine arm that has been installed in the centre of Hull, the first major artwork commissioned to mark its year as [the UK's city of culture](#).

It is a title that, despite only being one week in, has already brought major benefits to the long-neglected Yorkshire city. The opening project, Made in Hull, in which light and sound installations were projected on buildings across the city every evening, brought in 342,000 visitors. It made Hull far and away the most visited attraction in the UK last week, beating both the British Museum and Tate Modern.

TheObserver

## Hull's year in the spotlight: art, crowds and a giant turbine blade

As City of Culture, Hull will reflect its fishing port past and its future as a manufacturing hub



A huge wind turbine blade is installed at Queen Victoria Square in Hull. Photograph: Danny Lawson/PA

Dancing light displays, pop-up art, packed streets, a sculpture marking the city's whaling past and, this morning, a giant rotor blade in the central square. Hull is, unusually, the focus of national attention in its year as [UK City of Culture](#) and this weekend will unveil a massive installation in the city centre.

Late into the night a group of artists and engineers hidden in a row of Portakabins carried out the final tests in a secret plan to bring a 75-metre propeller blade designed for an offshore wind turbine into the middle of the city.

The object was due to be placed on its side - cutting across Queen Victoria Square - in the early hours, after slowly being transported from the new Siemens plant east of the city, where it was built by a team whose members were sworn to silence. If the wind blows too hard, they will try again next weekend.

"This will be a huge intervention in a public space, probably the biggest ever," Nayan Kulkarni, the artist behind the project, told the *Observer*. "It is partly about what this new industry means for Hull, but the challenge of just showing it can be done is a big part of it, too."

Yesterday afternoon many citizens of Hull said a sorrowful goodbye to the Made in Hull light and sound show, the public art display that launched the city's new cultural dawn. An estimated 230,000 visitors came to watch the projected lights and see the art installations dotted around the streets. Most restaurants, from cafes to expensive bistros, were fully booked. Long queues coiled outside the best

# Online Highlights



## Huge rotor blade artwork installed in Hull for City of Culture 2017

8 January 2017 | Humberside

Share



A 250ft-long (75m) rotor blade forming a new art installation has been lifted into position in Hull.

"The Blade" is the first in a series of temporary commissions marking Hull's year as UK City of Culture.

The 28-tonne structure will remain on display in Queen Victoria Square until 18 March.

The artwork was transported from the Siemens factory on Alexandra Dock, where it was made, through the city overnight in a complex operation.

More than 50 items of street furniture had to be removed to allow it to reach the square.

It arrived on Sunday morning and large crowds gathered to watch it slowly lifted into its final position by late-afternoon.



ITV REPORT 8 January 2017 at 9:03am

## Huge wind turbine blade artwork to be unveiled in Hull



The 250ft-long blade is slowly transported to Hull. Credit: Hull 2017/Thom Arran

A massive art work is being unveiled in the centre of Hull - the latest spectacular contribution to the city's UK City of Culture programme.

A 250ft-long (75m) wind turbine blade is being erected in Queen Victoria Square, between the Ferens Art Gallery, City Hall and the Maritime Museum.

Blade has been commissioned from multimedia artist Nayan Kulkarni and created by workers at the Siemens factory in Hull.



The massive blade is winched into place. Credit: ITV News



Culture > Art

## Massive artwork taken through streets of Hull

The blade is 250ft long

Sunday 8 January 2017 |  0 comments



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The artwork has been commissioned by multimedia artist Nayan Kulkarni PA

A massive artwork is being unveiled in the centre of Hull - the latest spectacular contribution to the city's UK City of Culture programme.

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Organisers say the B75 rotor blades are the world's largest handmade fibreglass components to be cast as a single object and the one being placed into the centre of Hull is one of the first to be made by workers at the German tech giant's new plant on



## UK City of Culture: Hull unveils giant 'Blade' wind turbine art installation

AN ART installation made from a gigantic wind turbine blade has been unveiled as part of Hull's year as UK City of Culture.

By ANNA BAEHRMANN

PUBLISHED: 21:05, Sun, Jan 8, 2017 | UPDATED: 21:24, Sun, Jan 8, 2017



Traffic lights and lampposts had to be removed so the turbine could be moved

The 250ft-long rotor blade weighs 28 tons – approximately the same as four adult male elephants.

"Blade" was designed by artist Nayan Kulkarni and built in Hull's new Siemens factory. Siemens has invested £170million in the city, where it is developing offshore wind turbines.



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# Online Highlights



29 SHARES 1 COMMENT BY DAVE HIGGINS 17:03, 8 JAN 2017 | UPDATED 17:33, 8 JAN 2017

## Incredible 250ft-long wind turbine compared to 'giant sea creature' is erected in Hull city centre

Blade, the first main event of the city's tenure as UK City of Culture 2017, attracted 300,000 people as it was erected



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A massive **artwork** has been erected in the centre of Hull as it was announced that more than 300,000 people visited the first main event of the city's tenure as UK City of Culture 2017.

29 SHARES Blade - a 250ft-long (75m) wind turbine blade - has been being erected across Queen Victoria Square, right in the heart of the city, between the Ferens Art Gallery, City Hall and the Maritime Museum.

The piece has been commissioned from multimedia artist Nayan Kulkarni and created by workers at the Siemens turbine blade factory in Hull.



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## WHAT THE HULL? Huge 250-ft long wind turbine blade is being unveiled in the centre of Hull as part of the city's City of Culture programme

BY SUN REPORTER | 8th January 2017, 5:01 pm



COMMENT 0W

A GIGANTIC wind turbine blade is being erected in the centre of Hull – the latest stunt to come from the city's UK City of Culture programme.

The bizarre 250ft-long (75m) blade is being unveiled in Queen Victoria Square, between the Ferens Art Gallery, City Hall and the Maritime Museum.



The 250-ft turbine blade was hoisted into position in the early hours of Sunday morning



## In pictures: Hull welcomes 250ft art work turbine blade

By PRESS ASSOCIATION PUBLISHED: 16:41, 8 January 2017 | UPDATED: 16:42, 8 January 2017

Share 98

A massive art work has been erected in the centre of Hull as it was announced that more than 300,000 people visited the first main event of the city's tenure as UK City of Culture 2017.

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The piece has been commissioned from multimedia artist Nayan Kulkarni and created by workers at the Siemens turbine blade factory in Hull.



The pieces was moved into place



The work began in the early morning



# Online Highlights



## Stunning 75-metre blade sculpture arrives in Hull city centre by surprise

By HDMJCampbell | Posted: January 08, 2017

By James Campbell

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Comments (2)

A huge wind turbine blade has been lifted into Hull city centre this morning in the latest mind-blowing [installation](#) for the [City of Culture](#) celebrations.

It has been made at the Siemens plant at Alexandra Dock and forms a new sculpture, called "Blade", which will transform Queen Victoria Square for the next three months.

The 75-metre-long Blade is so big, it crosses the square from Savile Street to Carr Lane. At its tip, it rises to a height of more than five metres and, when in place, it is expected that double-decker buses will be able to pass beneath it.

The Blade, which is one of the first to be made by workers at the Siemens factory in Hull, began its journey to the city centre at 1am this morning.



## Hull's Blade Sculpture is wider than Angel of the North

By Hull Daily Mail | Posted: January 08, 2017

By Paul Johnson

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Comments (0)

The sheer scale of [Blade](#) makes it one of the biggest artworks in the [United Kingdom](#). It is 75 metres long and weighs 28 tonnes.

By comparison, Antony Gormley's Angel of the North measures 54 metres wide from tip to tip - although the famous sculpture near Gateshead also [stands](#) at 20 metres tall.

Nelson's column in Trafalgar Square is just under 52 metres high, while Hull's own equivalent, the Wilberforce Monument, reaches nearly 34 metres.

**LIVE: The latest updates as Blade transforms Queen Victoria Square**

The ArcelorMittal Orbit, at the Queen Elizabeth Olympic Park in London, is 114 metres tall, while the spiky 'B of the Bang' in Manchester rises to 56 metres.

The Blade sculpture was transported into Hull city centre on Sunday morning and was unveiled as a [surprise gift from Siemens](#) to the people of Hull. It will transform Queen Victoria Square for the next three months.

## THE YORKSHIRE POST

### Blade of glory: Crowds flock to see giant rotor in Hull city centre



Published: 12:01 Sunday 08 January 2017



IT APPEARED so unlikely, it generated rumours on social media that it had been faked with computer-generated images.

As people woke up to the latest City of Culture event in Hull, they could have been forgiven for thinking they were dreaming. Because slowly inching its way into Hull city centre was a 250ft turbine blade on the back of a machine operated remotely by two men working away on boxes as they walked alongside.

4 comments



HAVE YOUR SAY



Date: 8th January 2017. Picture James Hardisty. Installation of a 75m long Siemens Balde into Queen Victoria Square, Hull, by artist Nayan Kulkarni.



# Online Highlights

## Belfast Telegraph

### Hull welcomes 250ft art work turbine blade for UK City of Culture 2017

PUBLISHED  
08/01/2017



## Evening Echo

### HULL HAS A NEW PIECE OF ARTWORK, COMING IN AT A MASSIVE 75 METRES LONG AND 28 TONNES



SUNDAY, JANUARY 08, 2017

As pieces of public art go, Hull definitely hasn't gone down the "shy and retiring" route. Instead, they've installed an absolutely huge wind turbine blade into the city centre, measuring 75 metres long.

"Blade" is Hull's latest spectacular contribution to their UK City of Culture programme. The piece was designed by multimedia artist Nayan Kulkarni and was built by workers at the Siemens factory in Hull.



(Danny Lawson/PA)

Kulkarni said: "This ready made artwork, 75 metres long, will divide the square forming a temporary impediment to a free flow. Carefully positioned it will force us to drift around its arabesque edges, our sight taking the place of the breeze. The twisting wing although inert and at rest in the street, speaks of movement, but not of freedom."





# Online Highlights



## In pictures: Hull welcomes 250ft art work turbine blade

Sunday 08 January 2017



Blade will remain in Queen Victoria Square until March 18.

A massive art work has been erected in the centre of Hull as it was announced that more than 300,000 people visited the first main event of the city's tenure as UK City of Culture 2017.

Blade – a 250ft-long (75m) wind turbine blade – has been being erected across Queen Victoria Square, right in the heart of the city, between the Ferens Art Gallery, City Hall and the Maritime Museum.

The piece has been commissioned from multimedia artist Nayan Kulkarni and created by workers at the Siemens turbine blade factory in Hull.



## Hull has a new piece of artwork, coming in at a massive 75 metres long and 28 tonnes



Sunday, January 08, 2017

As pieces of public art go, Hull definitely hasn't gone down the "shy and retiring" route. Instead, they've installed an absolutely huge wind turbine blade into the city centre, measuring 75 metres long.



"Blade" is Hull's latest spectacular contribution to their UK City of Culture programme. The piece was designed by multimedia artist Nayan Kulkarni and was built by workers at the Siemens factory in Hull.





*Blade* destall  
Coverage Highlights



# Online Highlights

England Regions Humberside



## City of Culture rotor blade moved out of Hull centre

20 March 2017 Last updated at 09:54 GMT

A 250ft-long (75m) rotor blade which was installed in the centre of Hull has been removed.

"The Blade" was the first in a series of temporary commissions to mark Hull's year as UK City of Culture.

The 28-tonne structure, designed by Nayan Kulkarni, was placed in Hull's Queen Victoria Square in January.

Read more

Huge rotor blade artwork installed in Hull for City of Culture 2017

17 March 2017 at 8:09am

## Last chance to see massive blade on display in Hull as part of UK City of Culture celebrations



The installation being erected in the city centre. Credit: Hull 2017/Thom Aron

The 250ft-long wind turbine blade that is on display in the centre of Hull will be removed this weekend.

The blade, commissioned by multimedia artist Nayan Kulkarni, was one of the first to be made by workers at the German tech giant Siemens' new plant on Alexandra Dock.

It's been on display in Queen Victoria Square, between the Ferens Art Gallery, City Hall and the Maritime Museum, since January as part of the UK City of Culture celebrations.

Organisers had to move more than 50 items of street furniture, such as traffic lights and lamp posts, to get the 28-tonne blade in place.

Last updated Fri 17 Mar 2017

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England Regions Humberside

## Hull Blade: Researchers reveal why sculpture looked fake

27 May 2017 | Humberside



People accused photos of The Blade of being "fake" when the structure was installed in January

Scientists have revealed why photos of a turbine blade art installation in Hull looked like "clumsy fakes", even though they were genuine pictures.

The 250ft-long Blade was installed in Queen Victoria Square in January to mark the start of Hull's year as UK City of Culture 2017.

It was removed in March.

University of Lincoln scientists said a "trick of the light" made photos of the Blade look like it had been superimposed.

Researchers said light reflections made some people think the 25-tonne installation, designed by artist Nayan Kulkarni, was unreal.



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Tests on other tower blocks after the Grenfell Tower fire have shown some cladding is combustible.

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### Features



Why so few women headline music festivals



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The woman making her country a

# Online Highlights

## This is when Blade will leave Hull and how it will be moved

By [HDMJCampbell](#) | Posted: March 12, 2017

By James Campbell

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There is just one week left to get that selfie with the [hugely popular Blade installation](#) before it is dismantled and moved to its new [home](#) of.

The Mail revealed earlier this week that [the huge structure will take pride of place at the Siemens factory on Alexandra Dock](#), off Hedon Road in east Hull.

The 75 metre long offshore wind turbine blade has been a huge hit with residents and visitors alike in Queen Victoria Square [after arriving in the city centre in January](#) as part of the City of Culture celebrations.

Check out these hilarious Hull Blade pictures:



## Drone footage beautifully captures Blade leaving Hull city centre

By [Hull Daily Mail](#) | Posted: March 25, 2017

By Sophie Kitching

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This cinematic drone footage beautifully captures the journey of the Blade as it left Hull city centre at the weekend.

On Sunday, the bolts were unscrewed, and like a giant Airfix model carefully taken apart, workmen dismantled the Blade and took it away from Queen Victoria Square to its new home at Siemens Factory in Hedon Road.

And the whole journey was filmed on drone by [Octovision Media](#).

The Blade has become the most photographed object in Hull, with the artwork, the first of the Look Up exhibition for [City of Culture](#), being welcomed by the vast majority of the city.





# *The City Speaks* Coverage Highlights



# Broadcast Highlights



# Online Highlights

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### Hull City of Culture: The City Speaks lights up tidal barrier

© 2 February 2017 | Humberside [Share](#)



Words spoken on a microphone are electronically transcribed and illuminated on the landmark

An interactive light artwork has been installed in Hull illuminating the city's tidal barrier.

The installation involves people's words being projected on to the barrier's west tower.

Titled The City Speaks, it is the second in a series of temporary commissions marking Hull's year as UK City of Culture.

HULL DAILY MAIL TUE 7.8 °C Partly Sunny

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### Hull's tidal barrier transformed for City of Culture artwork - but what happens if you swear?

by HDM|Campbell | Posted: February 02, 2017 By James Campbell

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#### Hull's tidal barrier lights up with words for City of Culture...

WATCH HULL TIDAL BARRIER LIGHT UP

Comments (5)

It is a practical structure that has helped protect thousands of homes from flooding but now Hull's tidal barrier has become part of the city's latest fascinating artwork.

It has become a giant book on which the people of Hull can express their thoughts to the rest of the city in glowing lights.

**PROMOTED**

Who do you think will win, lose or draw? Take the Bing football quiz and win great prizes every week. [Take the quiz](#)

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Called City Speaks, it is the latest major art project for City of Culture which launched on Thursday.

The interactive artwork is part of the year-long project Look Up which aims to challenge and change the way people see and experience the public spaces of the city. It is the second installation after the arrival of Blade in Queen Victoria Square.

But, with people's words projected onto the barrier within seconds, what happens if what they decide to say is not so pleasant?

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# Online Highlights

## City of Culture 2017: Speakers' Corner gets a 21st century reboot as new work unveiled in Hull



Artist Michael Pinsky and poet Dean Wilson on the first night of The City Speaks. Picture: Sean Spencer/Hull News & Pictures Ltd

Published: 21:57 Friday 03 February 2017



A major new commission challenging the way people see and experience public spaces has been unveiled in Hull as its City of Culture 2017 programme continues.

Poet Dean Wilson and artist Michael Pinsky spent Thursday evening reading poetry, which was translated to text and relayed on the west tower supporting Hull's Tidal Surge Barrier.

1 comments

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Home > Arts > Michael Pinsky Transforms Hull Tidal Surge Barrier

To search, type and hit enter



### Artist Michael Pinsky Transforms Hull Tidal Surge Barrier

Written by *IT News* // No comments



### Artist Michael Pinsky Transforms Hull Tidal Surge Barrier

'The City Speaker' Artwork Aims to Give New Voice to Hull People

In a major new commission for Hull UK City of Culture 2017, the artist Michael Pinsky is transforming Hull's tidal surge barrier in 'The City Speaker'. It is an interactive artwork that contributes to the year-long project, 'Look Up', challenging and changing the way people see and experience the public spaces of the city.

'The City Speaker' functions as a 21st century Speakers' Corner. Here, speaker public speaking takes on epic proportions as spoken words are translated to text and relayed on the west tower supporting Hull's Tidal Surge Barrier.

A steel lectern located on the payable of Humber Dock provides a platform for members of the public to broadcast their thoughts and feelings. A microphone captures their words and sends them to a data processing cloud which transcribes these words into a scrolling dot-matrix text scrolling the Tidal Barrier. The pitch and the tidal barrier perfectly slips at each end of Humber Street, allowing the speaker to see their own speech being displayed across Hull, embedded into one of the city's architectural icons.

**“ Principles of resistance and protection lie at the core of 'The City Speaker' ”**



The Mountain Goats - Andrew Eldritch is Moving Back to Leeds!



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A person with dark, wavy hair is looking down into a large, light-colored shell. The shell is filled with a variety of small, smooth stones and shells in shades of white, grey, and brown. The person's hand is visible, reaching into the shell. The background is softly blurred, showing what appears to be a car wash or a similar industrial setting.

*Washed Up Car-Go*  
Coverage Highlights

# Broadcast Highlights



BBC  
RADIO HUMBERSIDE



## The 2017 Show



# Print Highlights

HULL DAILY MAIL

16 Thursday March 30 2017

hulldailymail.co.uk 1144 681 52

## HULL City Of Culture 2017

### CULTURE DIARY



MUST SEE

#### Francis Bacon

Five iconic paintings from Irish-born painter Francis Bacon are on public display at Ferens Art Gallery. The Francis Bacon: Narcissus System exhibition is supported by a £70,000 grant from the Heritage Lottery Fund. Bacon's widely acclaimed masterpiece *Head VI, 1949* will be the centrepiece of the display accompanied by four others from his *Scrambling Pope* series.

**WHEN:** Monday to Saturday from 10am to 5pm, and Sunday from 11am to 4.30pm. Until May 1.



MUST SEE

#### Hollywood Icons

The brainchild of lens-based artist Quentin Bajour, *Hollywood Icons*, has recreated iconic moments from Hollywood films, including *Car! Away*, above, with the people of Hull and the East Riding. The exhibition of images, curated by Alan Raw, is taking place at Hull International Photography Gallery in Ferens Quay shopping centre.

**WHEN:** Tuesday to Saturday from noon to 5pm, and Sunday from noon to 4pm. Until April 2. Entry is free.



VIEW ON VIDEO @hulldailymail.co.uk



## Look what's washed up at The Deep's car park!

Three cars are filled for Look Up's third major installation *Washed Up Car-go* by artist Chris Dobrowolski

By Sophie Kitching  
@sophie.kitching@hulldailymail.co.uk

**T**hree cars have been filled with sand and pebbles from the beach and are turning heads at The Deep.

The art exhibition is the third major installation for City of Culture's Look Up project and is called *Washed Up Car-go* by artist Chris Dobrowolski. Its arrival follows the ever-popular *Blade* in Queen Victoria Square and *The City Speaks* at Hull's Tidal Surge Barrier.

Hull 2017 has co-commissioned the installation in partnership with The Deep and consists of three cars, each containing a small section of "beach", placed in the car park. Dobrowolski says he wants to highlight culture of mass consumption, recasting the high tide and line of debris and pollution washed ashore within the specially modified cars.

Louise Kirby, operations manager at The Deep, said she hopes the installation will send out a clear message. She said: "Chris's work is really inspiring and through this installation, we hope to fur-



**BEACHED CARS:** Visitors look at one of three cars in the car park at The Deep, filled with pebbles to raise awareness about the coast. Pictures: Peter Harbour

ther The Deep's own message about plastic pollution and what you can do to combat this evergrowing problem."

All the pebbles and sand, along with waste such as bike tyres and plastic, have been gathered from the Humber and Holderness coastline.

While studying in Hull, Dobrowolski spent most of his time building different vehicles to use to try and "escape Hull". He said: "Often with concep-

at the devastating impact plastics are having on the world's oceans. Dobrowolski hopes his work will force spectators to question the life cycle of a product once bought, used and disposed of.

Sam Hunt, executive producer for Hull UK City of Culture, said it is a great way to look at the issue.

"Chris Dobrowolski's *Washed Up Car-go* is a characteristically subversive look at one of the world's significant and growing ecological issues, taking visitors to The Deep by surprise and luring them through this playful installation to consider major issues around our co-consumption of plastic," he said.

*Look Up* is a year-long programme of temporary artworks commissioned by Hull UK City of Culture 2017, specifically made for Hull's public spaces and places, co-curated by Andrew Knight and Hazei Colquhoun.

To date, *Look Up* has brought Nayan Kulkarni's *Blade*, which has now been removed from Queen Victoria Square, and Michael Pinsky's *The City Speaks*, which will remain in place on Hull's Tidal Surge Barrier until the end of the year.

During seasons two and three, *Look Up* sees commissioned works popping up in shopping centres, train stations, car parks, streets and public squares, by artists including Bob & Roberta Smith, Tania Kovacs, Claire Morgan and Claire Barber.

# Online Highlights

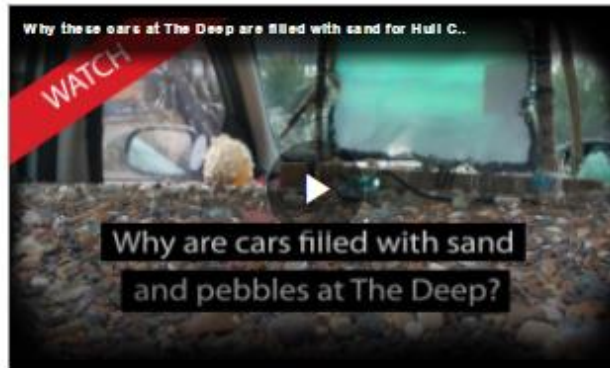
**Hull Daily**  
**MAIL**

## Cars filled with sand and pebbles for Hull City of Culture's Look Up exhibition

By Hull Daily Mail | Posted: March 29, 2017

By Sophie Kitching

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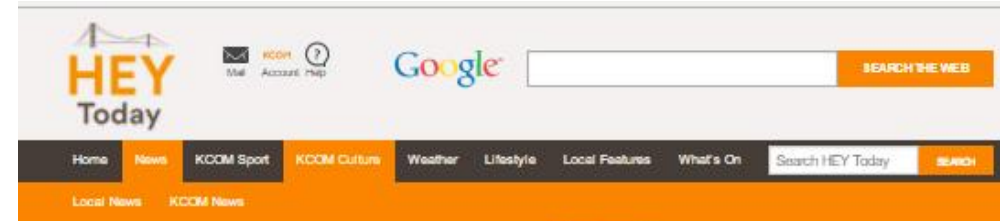
Comments (0)

Three cars have been filled with sand and pebbles from the beach and are turning heads at The Deep.

The art exhibition is the third major installation for City of Culture's Look Up project and is called Washed Up Car-go by artist CHRIS DOBROWOLSKI.

Its arrival follows the ever-popular Blade in Queen Victoria Square and the The City Speaks at Hull's Tidal Surge Barrier.

Hull 2017 has co-commissioned the installation in partnership with The Deep and consists of three cars, each containing a small section of "beach", placed in the car park.



## Washed Up Car-go brings the beaches of Hull to The Deep's car park



Published: Tuesday 28th March 2017 by Courtney Farrow

Comments (0)

Chris Dobrowolski's Washed Up Car-go is part of Hull 2017's Look Up series. We caught up with the artist to find out more about the installation.

As part of Look Up, different artists will take inspiration from the activity, the people and the location of our city.

Each will focus on its own topic and have a unique style. Chris's installation touches on themes of consumerism and marine pollution.

"I have transformed the interiors of three ordinary cars into a high tideline of three beaches around Hull," explains Chris.

"I use toy animals in a lot of my work, and so each car features plastic toys."

The cars also house a film projection that brings together the artwork, highlighting the effects of plastic pollution.

"For example, the beach inside the Renault Clio has a toy Renault Clio, which projects a film. The sound, in the meantime, comes from



Local News



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# Online Highlights


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## Washed Up Car-go Artwork Shows at The Deep, Hull


Written by [H. News](#) 0 comments



### Washed Up Car-go from Hull Artist Opens at The Deep – Part of Hull City of Culture's 'Look Up' Programme

Hull UK City of Culture 2017 is co-commissioning a number of Look Up artworks in partnership with The Deep. Each artwork will be very different, and will take place within different seasons of the Hull 2017 programme. All have taken as their inspiration and starting point, the work, people and location of The Deep.

Washed Up Car-go, the first of these co-commissions at The Deep, has been created by artist Chris Odrozowski, who studied at Hull School of Art and Design. It consists of three cars, each containing a small section of beach, placed in the car park of The Deep. With this work, Odrozowski aims to highlight the disposable culture of mass consumption, increasing the high tide and low of debris and pollution washed ashore within these specially modified cars.



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## Hull Paragon's new-look windows revealed for Hull 2017 Look Up project

By **Hull Daily Mail** | Posted: April 07, 2017

By Sophie Kitching

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The latest installment of **Hull 2017's** Look Up is here.

And, if you regularly pass through **Hull** Paragon, it is hard to miss.



Claire Barber's installation, The Train Track and the Basket, is made from digitally printed vinyl panels installed on each of the large exterior facing arched windows within the First World War memorial entrance at the station.

The installation, which explores "transmigration" and the notion craft skills and belongings traverse transport routes alongside people, is the latest work in the series of public art commissioned by **Hull 2017** to make people look at and experience the city in new ways.

**Hull Daily**  
**MAIL**

# *The Train Track and the Basket* Coverage Highlights





# Broadcast Highlights

**BBC**  
RADIO HUMBERSIDE



**BBC**  
LOOK NORTH





# Online Highlights



## The Train Track and the Basket arrives at Paragon Interchange



Published: Monday 10th April 2017 by Courtney Farrow

Comments (0)

Claire Barber is the latest artist to contribute to the Look Up series, with her installation *The Train Track and the Basket*.

The art encircles the main entrance and exit of Paragon Interchange and is really quite striking.

"My work is partly inspired by social narrative painting made at the time of transmigration, which captures loss, lament and excitement at a new beginning," Claire tells us.

"It explores the idea of looking at what people take with them on a journey, both as luggage and in terms of their culture and craft skill."



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## Hull Paragon's new-look windows revealed for Hull 2017 Look Up project

By Hull Daily Mail | Posted: April 07, 2017

By Sophie Kitching

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The latest installment of Hull 2017's Look Up is here.

And, if you regularly pass through Hull's Paragon, it is hard to miss.



Claire Barber's installation, *The Train Track and the Basket*, is made from digitally printed vinyl panels installed on each of the large exterior facing arched windows within the First World War memorial entrance at the station.

The installation, which explores "transmigration" and the notion craft skills and belongings traverse transport routes alongside people, is the latest work in the series of public art commissioned by Hull 2017 to make people look at and experience the city in new ways.

NEWS

## The Train Track and The Basket by Claire Barber exploring transmigration

10 April 2017

Newsdesk



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Between 1848 and 1914, more than two million people arrived into Hull by ship from mainland Europe, and left by train to the transatlantic ports of Liverpool and Southampton, seeking new lives in the New World. This mass movement of people, many of whom were in Hull for just a few hours, ended abruptly with the outbreak of the First World War.

Claire Barber's installation at Hull's Paragon Interchange Station, *The Train Track and the Basket*, explores this example of transmigration and the notion that craft skills and belongings traverse routes of passage, alongside people. It is the latest work in the series of public art commissioned by Hull 2017 to make people look at and experience the city in new ways.

Claire said, "My work is partly inspired by social narrative painting made at the time of transmigration, which captures loss, lament and excitement at a new beginning. Particularly the idea of looking at what people take with them on a journey, both as luggage and in terms of their culture and craft skill."

Many people passing through Hull used large woven baskets to carry their belongings on their journey and brought skills such as double cloth weaving, while absorbing the skills of others. They adapted their techniques to the materials available to them in a new country. There are a number of basket weaving patterns and skills in North America today that can be traced back to northern Europe.

Hull's railway station today, with its constant movement of people, mirrors the weaving process: the action of double weaving, layers crossing over layers, countless patterns created every time people enter and exit. As individuals weave in and out, carrying luggage that reflects who they are, they too add and take new influences in an ever-changing space.

The *Train Track and the Basket* is made from digitally printed vinyl panels installed on each of the fourteen large arched windows within the entrance at Hull Paragon railway station.

"I am very interested in communicating textile processes diagrammatically and their fusion with the sequential documentation of train tracks. I have taken multiple photographs while walking systematically along train platforms. These images are then joined together to be used like a fibre through the work. The ensuing woven abstraction allows people to linger in the space of transmigration rather than through the personal and private space of a displaced person."

The images on the windows also make reference to the materials that make the baskets, the plants and seeds that migrate along train tracks, and the final destination of the people who passed through the station during that time.

# Paper City Coverage Highlights





## The results are in: world's favourite colour revealed - but is it green or blue?



66 3 Comments



Young children catch paper helicopters falling from the sky as the world's most popular colour of Marrs Green is revealed during the exhibition 'Paper City' as part of Hull UK City of Culture 2017. CREDIT: CHRISTOPHER FLEWING



### Hiker's paradise: Ziller Valley

Discover five of the best visitors attractions in the Ziller Valley, whether you love animals, music or nature. Read more.

Sponsored

By Sarah Skayton, science writer and Rozina Sabur

28 JUNE 2017 - 10:02PM

**I**t is the world's favourite colour - but nobody can decide whether it is actually blue or green.

The shade was chosen after a six month global survey and named Marrs green, after Annie Marrs, a UNESCO worker from Dundee.

Miss Marrs, a fine arts graduate said she picked the shade to match the rich blue, grey and green tones which 'dance' on the River Tay, in her home city.

The competition organised by Hull 2017 UK City of Culture and paper merchant GF Smith invited people to select their favourite shade online by hovering over an infinite palette of shades with their mouse until they landed on the colour they found most appealing.

# Online Highlights



## INDEPENDENT

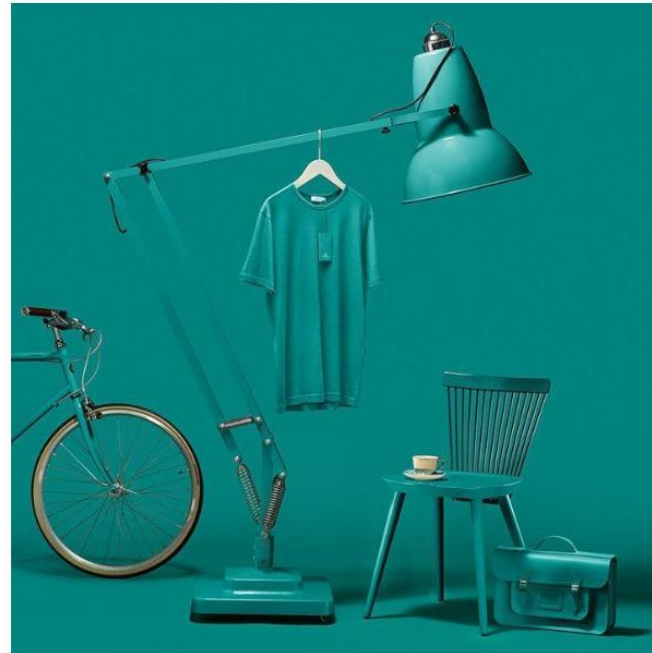
Culture > Art > News

### A deep teal is the world's favourite colour, according to survey

Christopher Hooton | @christophhooton | Friday 30 June 2017 11:16 BST | 0 comments



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### Marrs Green revealed by GF Smith as "world's favourite colour"



Alice Morby | 5 July 2017 | 17 comments

A shade of teal inspired by the landscape surrounding Scotland has been named the World's Favourite Colour, following an international survey carried out by paper company GF Smith.



GF Smith announced its World's Favourite Colour with an explosion of paper helicopters over Hull

The colour, named Marrs Green, was found to be the most popular shade worldwide based on thousands of responses GF Smith gathered through an online survey. People taking part were asked to choose their favourite hue from a range of public suggestions.

## The world's favourite colour revealed

By [Julia Sagar](#) July 03, 2017 [Graphic design](#)

The results of a major global survey are in: but is it blue or green?



**G F Smith** has announced that the world's favourite colour is a rich teal hue, named Marris Green. Some 30,000 people in over 100 countries voted for their favourite colour from a selection of public submissions, as part of a major global survey conducted over six months by the paper company.

Suggested by Dundee-based UNESCO employee Annie Marris – who said she was inspired by the blue, grey and green tones of the River Tay – Marris Green has been added to GF Smith's Colourplan paper range.



Introducing Marris Green, the world's favourite colour according to GF Smith

## THE WORLD'S FAVOURITE COLOUR: ACCORDING TO GF SMITH

*Following a global survey, the paper company announces Marris Green as the world's favourite colour, via its Paper City exhibition in Hull featuring paper-based installations from a host of artists and designers*

By [Creative Review](#) 30/06/2017

Paper company GF Smith conducted a global survey with thousands of people spanning 100 countries worldwide voting for their 'most-loved colour' from public submissions. The winner? 'Marris Green', a teal-ish hue suggested by Dundee-based Annie Marris who works for the city's UNESCO City of Design + Place Partnership. GF Smith has temporarily added the colour to its Colourplan paper range.



1 of 4 < >

The winning colour was announced via a cascade of paper helicopters over Humber Street in Hull (see above), which tied in with GF Smith's activities as part of Hull City of Culture (the company was founded in Hull in 1885). In addition, a pop-up shop will sell a range of British products, specially customised in the colour. Tokyo Bike, Anglepoise, Sunspel, Cambridge Satchel Company, H Furniture, Richard Brendon and Plain Pins have all contributed products to the shop which will be transferred to GF Smith's London Show Space from July 12.





# Online Highlights



THE REPORT  
This Is the World's Favorite Color



A collection of African masks pops against a teal wall in fashion designer Stefano Pilati's *Paris duplex*. The paint color is similar to the one a British company has just named the world's favorite.

Photo: Björn Wallander

Any aesthete knows that, far from the ROYGBIV learned in childhood songs, the world has an infinite number of colors. Each year, *paint companies* and fashion forecasters alike jostle to name the trending ones, aiming to drum up excitement for *a new shade* each year. Well, one British paper company has aimed to settle the matter once and for all, conducting a wide-reaching survey to name the "world's favorite color." The result? A deep shade of teal.

Paper company *G. F Smith* announced the results last week, with Marrs Green taking the top honor. The hue, a rich teal with dark undertones, takes its name from Annie Marrs, the fine arts graduate who submitted it for consideration. The results come from a six-month online poll conducted by the *Hull City of Culture 2017*, the UK's second annual designated culture city. The contest saw more than 30,000 votes. As a reward, Marrs will have her color made into a line of paper for G. F Smith. It will also be prominently featured at the Hull Paper City exhibition, a celebration of the city's cultural designation, later this year.

## House Beautiful

This has just been voted the World's Favourite Colour

This teal shade helps us to 'reconnect with the natural world.'



GUY ARCHARD



BY OLIVIA HEATH 1 JULY 2017

159



Marrs Green has been voted the World's Favourite Colour.

The findings follow a global survey by papermakers G. F. Smith, where thousands of people spanning over 100 countries worldwide voted for their most loved colour.



# *Freedom of Expression Centre* Highlights



# Print Highlights

## HULL DAILY MAIL

16 Monday August 7 2017 hulldaily mail.co.uk 01482 424242

### HULL City Of Culture 2017

**CULTURE DIARY**

#### Larkin: New Eyes Each Year

YOU can learn all about the life and work of poet Philip Larkin during a City of Culture exhibition.

Larkin: New Eyes Each Year is an exhibition at the University of Hull, where Larkin spent three decades as Rector.

The free exhibition will run until October 1. Visit [www.hull.ac.uk](http://www.hull.ac.uk)



**SIGN FOR THE TIMES:** Artist Bob and Roberta Smith has installed the sign on the roof of Hull School of Art and Design.





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### Artist spreads the message of Freedom in city

12m sign installed on Hull School of Art and Design heralds month of activity. **Craig Jones** takes a look

Artist Bob and Roberta Smith has installed a 12 metre sign on the roof of Hull School of Art and Design.

It reads: "This is a Freedom of Expression Centre".

In a joint project with the school, and as part of the Hull 2017 Lock Up programme of public art installations, the sign heralds a month of activity exploring the nature of modern protest, the role that art and arts education have in reinforcing the democratic process and the freedom and restrictions that artists experience around the world.

This is a Freedom of Expression Centre encompasses an exhibition, including a new Bob and Roberta Smith artwork that is more than 14 metres long, plus workshops, talks and a special performance by the artist's Aquatic Band on Saturday September 2.

During the Freedom Festival, there will also be a conversation between Bob and Roberta Smith and Blair Imani on Sunday, September 3.

Bob and Roberta Smith said: "It's a huge honour to share this new work."

"This is a Freedom of Expression Centre has been inspired by two key experiences of mine.

"Firstly, the past five years as an advocate for the arts, exploring why democratic societies generally support and defend the arts, while repressive regimes curb them.

"The second experience was an interview I conducted with a Black Lives Matter activist, Blair Imani, while making a BBC 4 programme on protest.

"You can see Blair's inspiring interview in the exhibition.

"Blair's interview took us on a journey from New York to Louisiana and into the heart of a story that is rarely revealed in the news media."

Work in the exhibition by fine art students at Hull School of Art and Design will include installation and process-based participative pieces resulting from a Bob and Roberta Smith talk earlier this year.

Martin Green, director of Hull 2017, said: "Hull has a long history of championing human rights and freedom.

"At a time of change in the UK, Bob and Roberta Smith's This is a Freedom of Expression Centre is a reminder of the important role that art and artists have in commenting on issues of the day and challenging the status quo and will be a thought-provoking part of our Freedom season."

The Freedom of Expression Centre at Hull School of Art and Design will run until Sunday, September 3. To find out more, visit the City of Culture website.

# Online Highlights

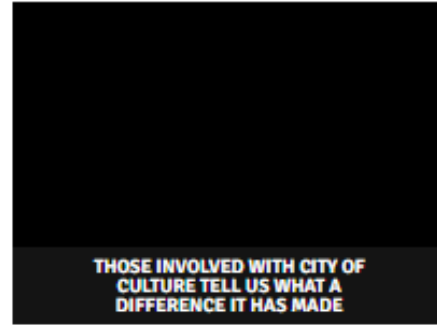
What's On · What's On News · Freedom Festival

## Artist spreads the message of freedom in Hull with 12m sign on Hull School of Art and Design

There will be an event supporting the city's Freedom Festival

26 SHARES | 1 COMMENT | BY CRAIG IONES 12:50, 4 AUG 2017 | UPDATED 13:50, 4 AUG 2017

Enter your postcode to see news and information near you. Community updates, Crime Statistics, Local News & Events and much more...

Artist Bob and Roberta Smith has installed a 12 metres long sign on the roof of Hull School of Art and Design. It reads: "This is a Freedom of Expression Centre".

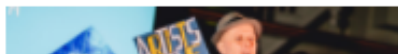
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### Wish You Were Here

Nominate a community hero for a golden ticket to this year's FEASTival

During the Freedom Festival, there will also be a conversation between Bob and Roberta Smith and Blair Imani on Sunday, September 3.



### RECOMMENDED

- Kitchen Space Saving
- What is vaginal seeding? The new childbirth trend parents are being warned about
- 33 pictures of a wild night out on Newland Avenue
- The sexiest accents in the UK have been revealed - and Hull people might be offended
- LOTTO RESULTS: Winnings

## ART



EXHIBITION

### Bob and Roberta Smith 3 Aug 2017 - 28 Sep 2017

#### Hull School of Art & Design

Hull  
England, United Kingdom  
Location details



- Save Event (1 person)
- I've seen this (2 people)
- Add to my calendar (iCal, Outlook or Google)
- Share (Via Twitter, Facebook or Email)

Patrick Brill OBE RA, Better known by his pseudonym Bob and Roberta Smith, is a British contemporary artist, writer, author, musician, art education advocate and keynote speaker.

#### About

He is known for his "slogan" art. He will present an exhibition of work including a new large scale piece based on an interview with Blair Amani who he will be interviewing again as part of Hull's Freedom Festival.

Read more

#### Art form

#### Twitter

@hullcollegegrp

#### Website

www.hullcollege.ac.uk/courses/higher-education/art-design





*Elephant in the Room*  
Highlights

# Broadcast Highlights



**BBC**  
RADIO HUMBERSIDE



## The 2017 Show



# Print Highlights

HULL DAILY MAIL



## Elephant in the Room artwork

A STRIKING, large-scale artwork modelled on the Greenland Right Whale, also known as the Bowhead Whale, has been suspended in the central atrium of Hull's Princes Quay Shopping Centre, as part of the UK City of Culture 2017's Look Up programme of public art.

Artist Claire Morgan is creating the major new artwork, called Elephant in the Room, which highlights Hull's relationship with the sea and concerns about the environment and sustainability.

Created over several days in full view of shoppers visiting Princes Quay, the completed artwork is on show now.

**WHEN:** Until October 15 at Princes Quay Shopping Centre.



Here is "The Elephant in the Room" by Claire Morgan in the atrium of a shopping centre. I went to the top floor to see it, then descended escalators. At the bottom it was clear that the hundreds of bits of paper tied to long threads only mark the surface of the whale, not its innards - transporting and hanging it without breaking those threads was a precision job. So it is the ghost of a whale, diaphanous, not really there; the stench and value of a whole whale's oil, blubber, meat and bone all gone, left with a sketch. I love the effort to create this thing, and the gentle reaction of it in the air currents.



# Online Highlights



## There's a humongous Bowhead whale in Princes Quay



Published: Tuesday 8th August 2017 by [Courtney Farrow](#)

Comments (0)

*Elephant in the Room* is a brand new art installation in Princes Quay Shopping Centre.

The piece is part of the Hull UK City of Culture 2017 Look Up programme. We spoke to artist Claire Morgan to find out more.

"The installation hangs in the main atrium of the shopping centre," Claire tells us. "It is made from thousands of torn fragments of paper that are suspended on threads, which takes the form of a 14-metre-long Northern Right Whale."



The Northern Right Whale is the historical name for the Bowhead Whale, which has already been immortalised early on this year at the Hull Maritime Museum's (fellow audio-visual) installation. The piece could be viewed at the Queen Victoria Square venue until March 2017.

The inspiration behind Claire's art was her desire to make something that connected with the history of the location:

"The shopping centre sits on stilts in the water of the original Princes Dock. There is a lot of romanticism about fishing and maritime history, but actually an important part of the history of Hull was the whaling



# Online Highlights

HULL DAILY MAIL

## Elephant In The Room - Claire Morgan



886  
SHARES



1



You can enjoy the Claire Morgan session

**When?** All week

**Where?** Princes Quay

**How much?** Free

This striking, large scale sculpture in the form of a whale, is hand made from over 12,000 fragments of paper. Come and see this incredible sculpture in the Princes Quay atrium.

**Week five (August 21)**

**Alphabet Adventure**

rumoresdenuvens

terça-feira, 24 de outubro de 2017

parolismos e finezas



Elephant in the Room – Claire Morgan – Hull UK City of Culture 2017 (Photo by Tom Arran)

Lembrava-me um amigo, aqui há dias, que a cultura não tem que ver com as artes, mas com uma fórmula mais abrangente de estar [Edward B. Tylor: cultura é "todo aquele complexo que inclui o conhecimento, as crenças, a arte, a moral, a lei, os costumes e todos os outros hábitos e capacidades adquiridos pelo homem como membro da sociedade"].

Algumas pessoas desenvolvem, durante a sua vida e por motivos que não vale a pena enumerar aqui, uma insegurança que as leva a considerar a sua cultura sempre aquém do que outras culturas fazem ou desenvolvem. A galinha dos vizinhos parece-lhes sempre mais gorda que a sua.

Temos então os parolismos, que são aqueles considerandos que levam as pessoas a aclamar cegamente o que se faz "lá fora" como o cúmulo do moderno e desenvolvido. E a desdenhar o que se desenvolve à porta como coisas sem valor e sempre abaixo dos modelos de outras bandas e outras culturas.

*Bleached*  
Highlights



# Broadcast Highlights

**BBC**  
RADIO YORK



Hull 2017 UK City of Culture Celebrating culture on the BBC

Home Clips Programmes Weekly Guide Festivals

**BBC**



These new sculptures were made with coral from The Deep.

**BLEACHED: Coral from The Deep turned into art** This clip is from

Sculptor Tania Kovats has taken plaster casts from coral to make a point about the need to protect our oceans.

28 July 2017  
© 2 minutes



Hull 2017 City of Culture

# Print Highlights

HULL DAILY MAIL

HULL City Of Culture 2017



**CULTURE**DIARY

**MUSTSEE**

**Bleached sculpture  
by Tania Kovats**

BLEACHED is a new sculpture created by artist Tania Kovats as her response to the beauty of coral and its fragile position in the world's ecosystem.

The new work is the second commission in a collaboration between The Deep and Hull 2017 as part of Look Up, a series of temporary artworks being installed throughout Hull's City of Culture year.

Tania first visited The Deep in spring 2016 and was captivated by its coral exhibit, describing it as an "underwater world of intensely rich colour and endlessly fascinating forms" and a "landscape of dreams".

**WHEN:** Until September 17 at C4Di@ The Dock and The Deep.



# Online Highlights



JULY 26, 2017

LOOK UP PROGRAMME IN HULL : BLEACHED BY TANIA KOVATS



Did you know Hull is the UK City of Culture 2017? To mark the occasion, [The Deep](#) are co-commissioning a series of artworks around the city in partnership with Hull 2017.

[Look Up](#) is a year-long programme of temporary artworks made for the city's public spaces and places. Each piece is unique and will take place within different seasons of the Hull 2017 programme. All have taken as their inspiration and starting point the work, people and location of The Deep.

Tania Kovats is one of the artists participating in this programme. Tania is a British artist who makes sculpture, installation, drawings and time-based works that explore our understanding and experience of landscape and the role of landscape in the formation of identity. Some of her works, included [Tree](#), a permanent installation for the Natural History Museum; and [Rivers](#) where she collected the water from one hundred rivers around the UK, housing her water collection in a boat house in Scotland. Her current work involves a network of people globally collecting water from all the world's seas.



## ARTUPDATE

Pippy Houldsworth Gallery: Tania Kovats Solo Exhibition, Hull UK City of Culture, 29 July – 17 September 2017

26 Jul 2017



ANETE SOODA  
LIVE LOVE LIFE PHOTOGRAPHY

Home FINAL MAJOR PROJECT - END OF LIFE HELLO ABOUT ME



August 20, 2017



2

### MY CITY OF CULTURE - MY HULL - WEEK 34

I am just going to pretend that it is Monday, although clearly I have broken the routine FIRST TIME IN 34 WEEKS by doing this on Tuesday.  
My excuse - Bank Holiday and unexpected health issues.

The week was something between a recovery and back to work mode... so I packed in dose of culture in one day, predicting that no other days will be suitable.

I had a plan:  
TIGER RAGS - THE FABRIC OF HULL CITY AFC

BLEACHED BY TANIA KOVATS

THE DINOSAUR EXPERIENCE HULL @DINOSTAR

THE HOUSE OF KINGS AND QUEENS



*A Hall for Hull with Trois  
points de vue*  
Coverage Highlights





# Broadcast Highlights

**BBC** Yorkshire and Lincolnshire



# Print Highlights

HULL DAILY MAIL



18 Friday August 18 2017

hulldaily.co.uk

## HULL City Of Culture 2017

### CULTUREDIARY

MUST SEE



#### Bill Bailey's Cabinet Of Curiosities

HAVE you ever visited a museum and wondered what the story is behind the random items in this weird and wonderful world? Now is your chance to discover amazing artefacts. Exploring a quirky collection of stuff, the exhibitor draws on the comically witty talents of Hull's youngsters, joined by one of Britain's best-loved comedians, Bill Bailey. And you might just find out the equally unusual truth behind the collection, too. It has been produced along with the Burton Constable Hall Foundation and the Broadland Curious Collections project, supported by the Heritage Lottery Fund. Bill Bailey's involvement is supported by Hull City Council.

**WHEN:** 10.30 September 1, Hull Maritime Museum opens from Monday to Wednesday 10am-5pm, Thursday 10am-7.30pm, Friday and Saturday 10am-5pm, Sunday 11am-4.30pm. Last entry is 30 minutes before exhibition time.

MUST SEE



#### Larkin: New Eyes Each Year

YCM can learn of about the life and work of poet Philip Larkin during its City of Culture exhibition.

Larkin New Eyes Each Year is an exhibition at the University of Hull where Larkin spent these decades as librarian, a role he led on the site of one of Hull's most influential realties.

Examining his love of music, unseen letters, photography and personal possessions, Larkin New Eyes Each Year explores connections between Larkin's life and work in Hull and the writing that led to his being awarded as Britain's best-loved poet.

The wider exhibition programme includes artists' responses to Larkin's life and work, and questions about how we choose to present ourselves.

**WHEN:** The free exhibition will run until October 1. Visit [www.ycm2017.co.uk](http://www.ycm2017.co.uk)



## Huge art installation will transform part of the city

Sixteen galvanised steel columns are

coming to Hull. **Craig Jones** reveals

what they will look like and where

**P**lanning permission has finally been approved for a huge art installation to come to Hull city centre.

Commissioned by The Royal Institute of British Architects (RIBA) and UK City of Culture 2017, A Hall For Hull is part of the Look Up programme, and will transform Trinity Square with 16 galvanised steel columns.

Arranged in a grid formation in front of Hull Minster, visitors will be able to go inside each of the six columns and experience varying light conditions and even art exhibitions.

The outdoor structure will be open to the public from the fourth session of Hull's City of Culture year, entitled 'The World', and will become of the main features for the occasion of 2017.

Marie Bak Mortensen, RIBA head of exhibitions, said: "Our local architects Peter van Hill (inhabitant and Swissair architect) and Vaziri will be designing the outdoor structure. Peter van Hill (inhabitant and Swissair architect) and Vaziri will be designing the outdoor structure. Peter van Hill (inhabitant and Swissair architect) and Vaziri will be designing the outdoor structure."



**A HALL FOR HULL:** Visitors to Trinity Square will be able to go inside each of the six columns and experience varying light conditions and art exhibitions.



abundance of practice of monumental architecture - carefully considered to the scale of Hull Minster and its surrounding square," he said.

"Visual and physical contradictions merge to visitors to Trinity Square will be met by improving, iconic steel columns that are open to the sky and whose perforations create a feeling of lightness.

"Adding Vaziri's fluidist artwork that heightens the view of A Hall For Hull, effortlessly blends the commission's aim to push the boundaries of how we observe art, architecture and public spaces and to facilitate unique experiences for residents and newcomers to the city. "I look forward to seeing this installation unfold in situ as

RIBA takes its programme outside its dedicated gallery spaces in London and Liverpool."

Hull 2017 and RIBA have been working closely with Hull Minster to develop the project.

Sam Hunt, executive producer at Hull 2017, said: "The Hull 2017 Look Up programme is about making people see and experience this amazing city in new and exciting ways."

"A Hall For Hull will certainly do that, creating a new way of looking at and viewing Trinity Square and observing Hull Minster. It is helping kick off our fourth session and we hope that it will encourage even more people in and to the heart of the city."

### WEB BITES

Your views from ...

hulldaily.co.uk

/hulldaily

@hulldaily

## Art installation coming to Hull

Planning permission has finally been approved for a huge art installation to come to Hull city centre.

From Facebook:

**Carol Anthony says:** I'm looking forward to it. I have been in town more times this year than the past 20. It's great to see all the people out and about, streets bustling. Some people would be bitter whatever, so glad that I am a "glass half full" person.

**Teresa Bottomley says:** OK I'm an optimist. Have a look, art is all about talking. Some may like, some may not, it's not there permanently. I love that Hull City of Culture is trying very hard with new and different things. Go with the flow.

**Chris Butler says:** Forget the art, bring our market back. You'll bring in more trade and custom than you would art enthusiasts, we already have an art gallery for that.

**Callum Golding says:** We have just opened up the beautiful square, a lovely seating area would have been better. It will detract from the beauty of the church.



**Gill Paddock says:** We've only just nicely got the mirror pools installed. What's the point of obscuring them?

**Ben Eckles says:** That would just take away the beauty of the church and I know arts subjective and all but that thing's an eyesore.

**Pam Robinson says:** The front of Hull Minster is beautiful now! Why waste such a lot of money and spoil it?

**Stuart Canty says:** I'll reserve judgment until I see it. But I hope it's not permanent because I fear it may be rubbish.

**Susan Harrison says:** It will look an eyesore, leave it as it is. It will only get spoilt by spray paint and graffiti.



# Print Highlights

## The Observer

### The Romans are still doing it for us...

A handsome installation in Hull and a candy-coloured miniature cityscape at Sir John Soane's Museum use the language of classical forms to say something new

Rowan Moore

@RowanMoore



#### A Hall for Hull

Trinity Square, Hull until 11 Nov

#### The Roman Singularity

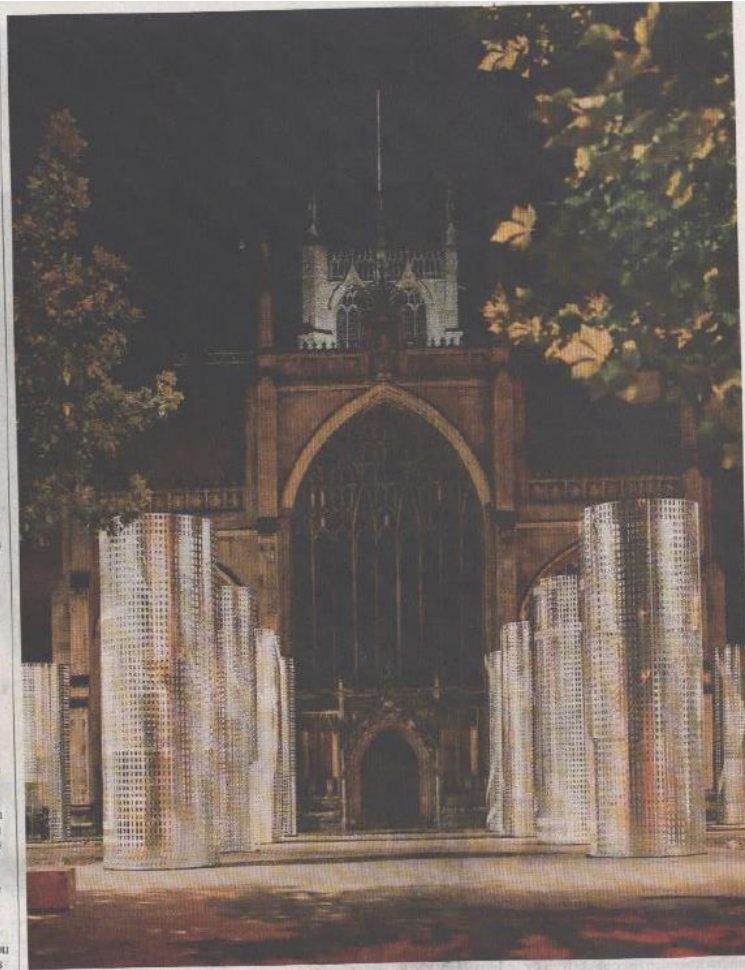
Sir John Soane's Museum, London WC2, until 10 Dec

Bubbling beneath the surface of contemporary architecture is a certain restlessness, a craving that this art form recover its art, its ability to stir, provoke, enthral, speak. Which also means that it should do so with complexity and contradiction, in different registers, like music, with nuance and wit as well as oomph – not, in other words, the depthless sugar rush of much that gets called “leonic”. And not its usual alternative, in the two-party system of architectural style: the careful, dutiful sobriety that at best can produce a subtle poetry of space but at worst is no more than managerial.

This craving looks to the past for inspiration. The rise in nostalgia for brutalism shows a wish for forms that can emot. Beyond that architects look

Bronstein, which contrive to make 1980s neo-Georgian look fascinating. In Hull, as part of its year as City of Culture, the Chilean architects Mauricio Pezo and Sofia von Ellrichshausen, together with the Swiss artist Felice Varini, have been asked to make **A Hall for Hull**, a temporary “urban room” in the city's Trinity Square. It's an intelligent and open-minded commission, made jointly by the RIBA and the City of Culture organisers, to bring these architects from so far away. The couple's reputation has been growing for a while now, but they are not so established that the choice would be boring or predictable.

You wouldn't call Pezo von Ellrichshausen postmodern, and they say they don't want to make direct references to the past, but they do give their work a charge that comes from antiquity. They have made what they call a “hypostyle” – that is, a recreation of an ancient pillared hall – “without a roof”, with 16 six-metre-high columns arranged in a grid of four rows of four. The columns are stout-ish cylinders, which if made of masonry would have Egyptian or Romanesque majesty, but instead are made of relatively light sheets of galvanised steel, perforated with grids of rectangular openings. You can go inside them, through doorways

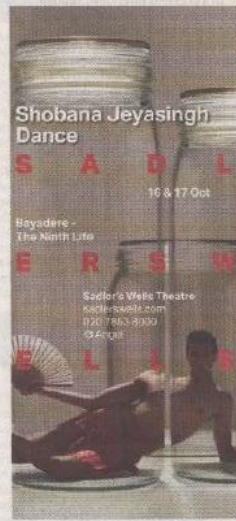


also look at 1980s postmodernism – often gauche and risible, and rapidly degraded by the embrace of the more cynical end of the property business, but nonetheless a previous attempt at plundering history for its communicative power. There's a surge of small signs of these feelings, such as an exhibition of photographs by Hélène Binet of the impassioned stonework of Nicholas Hawksmoor at Large Glass in north London, and a show at the Riba of delicate drawings by the artist Pablo

The installation does a version of what other Pezo von Ellrichshausen projects do, especially the Pill House that helped launch their reputation, where spectacular coastal surroundings are framed and intensified by regular and strong-minded architecture. Here, the things framed are historic fragments of Hull: the almost-cathedral that is Hull Minster; the grammar school where the poet Andrew Marvell was educated; a statue of said poet; and the brightly coloured pediment of Trinity House, the 18th-century home of a centuries-old guild and charity for seafarers.

A Hall for Hull has handsomeness and presence. It has a play of substance and lightness whereby the solid-looking columns become light. It is also a bit itself – once you are invited into the hypostyle, and then into one of the columns, you somehow want it to give a bit more. You feel a bit like Keyore, when given a burst balloon and an empty honey-pot by Piglet and Winnie-the-Pooh. Luckily, there is some more: Varini has painted the columns with white lines, which look inscrutable and arbitrary until you find that, from certain positions, they combine to make patterns of circles and squares. They give a different way to engage, not less because the effect works better in selfies than in the flesh, but the whole is still a touch too cerebral to be really moving.

“A roof” is not what you would call the work of architectural designer Adam Nathaniel Furman, although he has been accused of being both fascist and kitsch. In Sir John Soane's Museum in London, in what was a basement kitchen, he has installed a tableful of gaudy objects, a miniature cityscape of towers and follies larded with columns, domes and pediments. They come in pink, baby blue, bright yellow, pillarbox red and lime green. They



Cerebral: A Hall for Hull by Pezo von Ellrichshausen and Felice Varini, a temporary installation outside Hull Minster. Photography by Thomas Arran

### The columns are stout-ish cylinders, which if made of masonry would have Egyptian or Romanesque majesty



An imaginative reconstruction of the Eternal City: Adam Nathaniel Furman's The Roman Singularity at Sir John Soane's Museum, London. Photography by Gareth Gardner

embrace superfluity and redundancy. An accompanying video weaves animations of the objects with film clips of Roman decadence and excess.

This is a show called **The Roman Singularity**, made of the fruits of a year spent by Furman at the British School in Rome. There he would go on long walks, soaking up the city's superabundance of architectural history, its promiscuous combinations of ancient, medieval, baroque and 20th century, sometimes in the company of a historian called Aristotle Kallis, before interpreting his experiences through drawing, story-writing and computer modelling. He would then send data files to 3D-printing companies such as Telson in Omaha, Nebraska, which would turn Furman's drawings into ceramic objects that would then be sent back to Rome.

It is an engaging technique, futuristic

and venerable at once, in which digital precision is subverted by the slipping and warping (and sometimes catastrophic collapse) of clay in the kiln. It's perfect for Furman's aim, which is to make something modern by recombining the past. Rome, he says, has been continually reinvented by architects, artists and film-makers, people such as Federico Fellini or the painter Giovanni Paolo Panini, who make their own imaginary version of the city, which version then creates its own reality. He cites Piranesi's plan of the Campo Marzio, a reconstruction of an ancient Rome that never precisely existed but which in its monumentality was “more Roman than the Romans”.

Furman's objects are his own imaginative reconstruction of the Eternal City. They will, he hopes, recapture classicism from those traditionalists who think it should be dry and academic. “It should be a vibrant, creative, lively thing,” he says. And so he puts the camp back into the Campo Marzio, reviving the sensuality and extravagance that have been fundamental to Roman architecture for more than two millennia. He also believes he is following in the footsteps of Sir John Soane, in whose house he is exhibiting, a re-combinator of genius, and in the next room to the table of follies stands a totem made of stacked-up classical elements, an inverted Ionic capital, abused cornices and mis-scaled arches. This is Furman's version of Soane's pastiche, which did much the same thing 200 years ago.


Furman's installation is small. It doesn't immediately tell you how its playfulness would work if scaled up to the size of actual buildings. But as a sign of hope in the creative intelligence of architecture it is more potent than many more sprawling shows.



# Online Highlights

**Aesthetica** Magazine Shop Awards Directory Advertise About

Progressive Constructions



The 2017 City of Culture has partnered with Royal Institute of British Architects (RIBA) to commission Chile-based architects Pezo von Ellrichshausen and Swiss artist Felice Varini to design a structure for the centre of Hull. With the support of the British Council, the project has been developed through a competition with a site-specific brief, selected from a pool of 18 emerging and established UK and internationally based creators.

Forming Part of the Look Up public art Programme, Hull for Hull brings a grid made of 16 galvanised steel columns to the front steps of the historic Hull Minster. The work transforms its environment with reflective perforated surfaces. Audiences are encouraged to interact with the six-metre-high structure; the geometric shapes carefully constructed to challenge its viewers' perceptions. As Marie Blok, Marketing, RIBA Head of Exhibitions, notes, the selected work "effortlessly fulfils the commission's aim to push the boundaries of how we observe art, architecture and public spaces and to facilitate unique experiences for residents and newcomers to the city."

The scheme was enabled by the City Council's £25 million injection into the public realm improvements programme and its objective is to breathe new life into a historic part of an increasingly vibrant city. Sam Hunt, Executive Producer, Hull 2017, comments: "The Hull 2017 Look Up programme is about making people see and experience this amazing city in new and exciting ways." The work, opening 1 October offers an innovative and memorable experience of a city making its mark in the creative community.

For more information: [www.hull2017.co.uk](http://www.hull2017.co.uk)

Credits:  
1. Pezo von Ellrichshausen, Cien House, Concepción, Chile, 2011.

Posted on 22 August 2017

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**Progressive Structures**  
Barcelona plays host to an exposition of the role of a relatively new process.



**Rediscovering Domesticity**  
Elmgreen & Dragset occupy the former textile gallery at the Victoria.



**Androgynous States**  
Reminiscent of fashion booths, the layout of the Hepworth's latest show.



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**Pezo von Ellrichshausen + artist Felice Varini to design steel-column installation for Hull UK City of Culture 2017**

By **Juana Iwaida** Aug 18, 17 8:10 PM EST


Facebook Twitter LinkedIn +8



Pezo von Ellrichshausen, 1:25 scale model, printed paper, 100 x 100 x 24 cm, 2017.


Out of 18 competitive teams, Pezo von Ellrichshausen and Swiss artist Felice Varini were chosen to design a temporary public art installation for the **Hull UK City of Culture 2017** in Hull, England. Their winning proposal, "A Hull for Hull", features 16 perforated, galvanized-steel columns, which will be specifically arranged in a grid formation in front of Hull Minster to highlight the symmetry of the church's facade.

Visitors can occupy any of the 6-meter-tall columns to experience various lighting conditions created from the perforations. The rigid geometry of the installation will be carefully distorted by the artwork of Felice Varini, who's known for his playfully mind-bending art installations.



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# Online Highlights

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Thursday, 17th August 2017

## RIBA and Hull 2017 put architecture centre stage in City of Culture year

The Royal Institute of British Architects (RIBA) and Hull UK City of Culture 2017 have jointly commissioned Chile-based architects Pezo von Ellrichshausen and Swiss artist Felice Varini to design an ambitious temporary outdoor structure in response to the historic heart of Hull.

A Hall for Hull is part of the Hull 2017 'Look Up' programme of public art installations and will transform Trinity Square with sixteen galvanneal steel columns arranged in a grid formation in front of Hull Minster to highlight the symmetry of its facade. Visitors to the installation will be able to inhabit each of the six-metre-high columns and experience varying light conditions created by perforations in the steel skin. The rigid geometry of the columns will be carefully distorted and redefined by the artwork of Varini, challenging perceptions of perspective and scale in this particular public setting.

The project, supported by the British Council, has been developed through an invited competition for an architectural and artistic collaboration, with a brief to create a temporary intervention designed specifically for the square. Hull 2017 and RIBA have been working closely with Hull Minster to develop the project. The built structure will launch on 1 October 2017, as part of the fourth season of Hull's City of Culture year, entitled 'tell the World'.

Marie Bak Mortensen, RIBA Head of Exhibitions, said:

"Pezo von Ellrichshausen and Felice Varini have developed an exceptional proposal, one where Varini's abstracted art applied to architectural space aligns with Pezo von Ellrichshausen's practice of monumental architecture – carefully considered to the scale of Hull Minster and its surrounding square. Visual and physical connections merge as visitors to Trinity Square will be met by imposing, static steel columns that are open to the sky and whose perforations create a feeling of lightness. Adding Varini's illusionist artwork that beguiles the viewer, A Hall for Hull effectively fulfils the commission's aim to push the boundaries of how we observe art, architecture and public spaces and to facilitate unique experiences for residents and newcomers to the city. I look forward to seeing this installation unfold in situ as RIBA takes its programme outside its dedicated gallery spaces in London and Liverpool."

Pezo von Ellrichshausen and Felice Varini were chosen from a pool of eighteen outstanding, emerging and established architects practising in the UK and internationally. Trinity Square has benefited from Hull City Council's £25 million public realm improvements programme. This latest transformation will build on the drive to bring new life to this historic part of the city.

Sara Hunt, Executive Producer, Hull 2017, said:

"The Hull 2017 Look Up programme is about making people see and experience this amazing city in new and exciting ways. A Hall for Hull will certainly do that, creating a new way of looking at and crossing Trinity Square and observing Hull Minster. It is helping kick off our fourth season and we hope that it will encourage even more people, both residents and visitors, to head to this key destination in the heart of the city."

The selected co-commission, supported by Wedge Galvanising, is intended to offer new and memorable experiences that capture the excitement in Hull during 2017. A Hall for Hull is part of 'Look Up', a Hull 2017 curated programme of temporary installations in public places and spaces around the city.

The final design was selected by a panel of experts which included:



© Pezo von Ellrichshausen, Hull pavilion, Hull, UK, 2017

Article submitted by  
Royal Institute of British Architects (RIBA)

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ArchDaily News Pezo von Ellrichshausen and Felice Varini Unveil Designs for a Civic Installation in the UK's 2017

## Pezo von Ellrichshausen and Felice Varini Unveil Designs for a Civic Installation in the UK's 2017 City of Culture

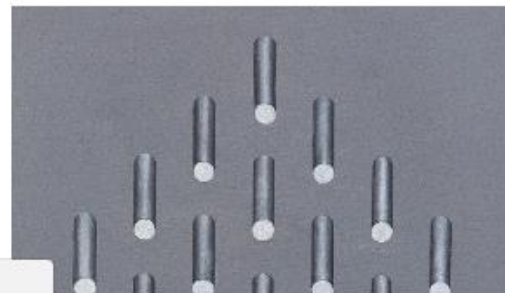
04:00 - 18 August, 2017 | by AD Editorial Team

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The Royal Institute of British Architects (RIBA) and Hull UK City of Culture 2017 have jointly commissioned Chile-based architects Pezo von Ellrichshausen and Swiss artist Felice Varini to design an ambitious temporary outdoor structure in the historic heart of Hull, a port city on the country's east coast. The project, which is part of the Hull 2017 'Look Up' programme of public art installations, will "transform Trinity Square with sixteen galvanneal steel columns arranged in a grid formation in front of Hull Minster to highlight the symmetry of its facade."



# Online Highlights

## Pezo von Ellrichshausen and Felice Varini's Urban Room Forges New Civic Space in Hull

04:00 - 4 October, 2017 | by AD Editorial Team

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A Hall for Hull with "Trois Points de Vue" by Chilean practice Pezo von Ellrichshausen and Swiss artist Felice Varini has been unveiled in the British city of Hull. Jointly commissioned by the Royal Institute of British Architects (RIBA) and Hull UK City of Culture 2017, the "monumental" outdoor installation has "transformed" Trinity Square [Hull] with sixteen galvanized-steel columns, arranged in a grid formation in front of Hull Minster, to form a new civic room for the city.



Pezo von Ellrichshausen installs 16 steel towers in Hull's historic Trinity Square

[f](#) [t](#) [e](#) [m](#) [i](#)

Natashah Hitti | 10 October 2017 | 2 comments

Chilean architect duo Pezo von Ellrichshausen has worked with Swiss artist Felice Varini to create 16 "outdoor rooms" in Hull, England, featuring steel walls that incorporate optical illusions.



Architects Mauricio Pezo and Sofia von Ellrichshausen, and artist Felice Varini designed the temporary outdoor structure to "bring new life" to Trinity Square, the former home of one of the city's biggest markets.

The project was commissioned by the RIBA and Hull UK City of Culture 2017 - an award presented every four years to a city, to celebrate its cultural offerings. The aim is to encourage locals to experience a familiar part of their city anew, and also create an attraction for tourists.



# Online Highlights

AJ

## THE ARCHITECTS' JOURNAL

### Pezo von Ellrichshausen's Hall for Hull opens

Sixteen galvanised steel columns have created a new 'room' for the city

A Hall for Hull with 'Trois Points de Vue' – a joint commission by the RIBA and Hull UK City of Culture 2017 – has been unveiled to the public. The monumental temporary installation has transformed Trinity Square with 16 galvanised steel columns arranged in a grid formation in front of Hull Minster to form a new outdoor 'room' for the city.

Chilean practice Pezo von Ellrichshausen has collaborated with Swiss artist Felice Varini to create the structure, which responds to the historic heart of Hull and will remain in place until 11 November. It has been commissioned to encourage local people to see their city in new and memorable ways, and to become a focal point for tourists.



e-flux architecture

Pezo von Ellrichshausen & Felice Varini

*A Hall for Hull*

October 2–November 11, 2017

**Trinity Square**

Hull HU1 1RR

United Kingdom

[www.architecture.com](http://www.architecture.com)

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*A Hall for Hull* with "Trois Points de Vue"—a joint commission from The Royal Institute of British Architects (RIBA) and Hull UK City of Culture 2017—has been unveiled to the public. The monumental temporary installation has transformed Trinity Square with 16 galvanized steel columns arranged in a grid formation in front of Hull Minster to form a new "outdoor room" for the city.

Chile-based architects Pezo von Ellrichshausen have collaborated with Swiss artist Felice Varini to create the ambitious structure, which responds to the historic heart of Hull and will remain in place until November 11, 2017. The installation will provide visitors with a range of different vistas of the square and experiences as they enter each of the six-metre-high columns, open to the sky. Perforations across the columns' frosted-like steel skin creates a delicate interplay of light and shadow across the interiors of each inhabited space. Visual and physical contradictions merge as visitors first encounter a series of imposing, static steel columns from a distance, but as they move closer, the perforations create a feeling of lightness.

The playful optical illusions continue with the artwork applied by international acclaimed artist Felice Varini. Through his practice of op-art, Varini has created three hand-drawn, delicate artworks across the columns that distort and redefine the otherwise rigid geometry of their solid arrangement, challenging perceptions of perspective and scale in this particular public setting. Each artwork aligns from a different viewpoint across Trinity Square, encouraging visitors to meander through the set of columns, leaving the view of the central axis of the church's nave untouched.

Although both Pezo von Ellrichshausen and Felice Varini have previously exhibited in London, this is the first time they have developed an artwork jointly. The practice of Pezo von Ellrichshausen that oscillates between art and architecture, embedded in land art and often located in rural conditions, forms a complementary relationship with Varini's op-art practice with the majority of his artworks situated within and upon the urban fabric. This combination here serves to redefine and activate multiple perspectives of a historically-charged public square through a series of experiences as

# Online Highlights

Look what's popping up in Hull's Trinity Square!



- These pictures show the tall, circular metal tubes which have been popping up in Hull city centre this morning.
- The steel columns in Trinity Square are part of the 16 poles being put in place for the latest [UK City of Culture](#) installation.
- 88 SHARES
- The ["Hall for Hull" installation has been designed as one of the flagship projects](#) of the special year's final season, Tell The World.



The columns are for the 'Hall for Hull' City of Culture Installation (image: Katie Pugh)

Hull Daily  
MAIL

Specification  
ONLINE

## RIBA opens its monumental installation for Hull City of Culture 2017

Like 0 Share Tweet

A Hall for Hull with 'Trois Points de Vue' – a joint commission from The Royal Institute of British Architects (RIBA) and Hull UK City of Culture 2017 – has been unveiled to the public.

The monumental temporary installation has transformed Trinity Square with sixteen galvanized steel columns arranged in a grid formation in front of Hull Minster to form a new outdoor 'room' for the city.

Chile-based architects Pezo von Ellrichshausen have collaborated with Swiss artist Felice Varini to create the ambitious structure which responds to the historic heart of Hull and will remain in place until 11 November 2017. It has been commissioned to encourage local people to see their city in new and memorable ways and to become a focal point for national and international tourists.



Photograph: Thomas Arran



# bustler

# Online Highlights

## Step inside Pezo von Ellrichshausen + artist Felice Varini's illusionary outdoor room, "Hall for Hull"

By Justine Testado | Tuesday, Oct 3, 2017

SHARE



Photo: Thomas Arran.

## Pezo von Ellrichshausen y Felice Varini entregan un nuevo espacio cívico a la ciudad de Hull

17:49 - 3 Octubre, 2017 | por AD Editorial Team

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"A Hall for Hull" junto a "Trois Points de Vue" de la práctica chilena Pezo von Ellrichshausen y el artista suizo Felice Varini ha sido presentado en la ciudad británica de Hull. La "monumental" instalación ha sido comisionada por el Royal Institute of British Architects (RIBA) y Hull UK City of Culture 2017. La intervención ha transformado el casco histórico de Hull a través de dieciséis columnas de acero galvanizado instaladas en "Trinity Square" en una formación de grilla frente a la Catedral, generando un nuevo espacio cívico.

# *Floe* Highlights







# Print Highlights

## the guardian **guide**

### the 10

Your at-a-glance guide to the best in culture this week

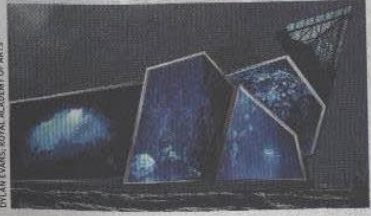


#### FLOE

Artists Anna Heinrich and Leon Palmer use spectacular, large-scale projections to virtually transform the futuristic architecture of Hull's already quite impressive-looking aquarium, The Deep, as shown below. FLOE represents the final commission as part of the Look Up, a programme of temporary installations in public places around Hull. It's on until Sunday.

#### Screened/ Silent Night 2

As part of Screened/Mcr's season of silent cinema, on Monday Texture in Manchester will screen Buster Keaton's charming Sherlock Jr (above) with a live accompaniment by pianist Darius Battiwalla. Author and lecturer Keith Withall will also provide an intro to silent cinema.



DYNAN EVANS, ROYAL ACADEMY OF ARTS



#### N.E.R.D

Almost 16 years after Pharrell's side-project released their debut album, they're back with No\_One Ever Really Dies. Guests include Rihanna on single Lemon. Out Friday. See feature, p8

#### Abba: Super Troupers

Another year, another Abba exhibition. And why not? This major show on London's South Bank focuses on the eight-legged pop behemoths' impact on 70s Britain, with Jarvis Cocker narrating their story across nine immersive rooms. On display are various items from their archives including notes, memorabilia and costumes (pictured, below). See feature, p18



#### Hot Brown Honey

Performed by six Indigenous Australian female artists, the raucous, award-winning, genre-splicing Hot Brown Honey (pictured, above) - which charmed Edinburgh in 2016 and again in 2017 - uses striptease, circus, cabaret and poetry as a means of political protest. Over seven acts, the group (described as fierce and filthy) pokes fun at patriarchal assumptions, the highlight being a beatboxer dishing out putdowns to male power. It's at HOME, Manchester, from Tuesday.



#### Winnie-the-Pooh: Exploring a Classic

Despite the widespread critical mauling awarded to October's saccharine AA Milne historical drama Goodbye Christopher Robin, the Winnie-the-Pooh gravy train keeps rolling with this charming exhibition of sketches, letters, photographs, cartoons, ceramics, fashion and, as shown above, really, really cute teddy bears from the 1900s. It's on at the V&A, SW7, Sat to 8 Apr.

Get in the 10  
If you have an event that we need to know about, contact us via the10@theguardian.com

#### Eminem



#### Star Wars: The Last Jedi

Looper director Rian Johnson takes the helm for the eighth film from the Star Wars universe and the second part of the latest trilogy (that's not counting the spin-off films; it's all quite confusing, to be honest). This picks up where The Force Awakens left us, ie on a windy cliff edge somewhere, and focuses on Luke Skywalker and his lead single, Walk on Water featuring Beyoncé, confirms he's still into navel-gazing. It's out on Friday.



#### Mariah Carey

For the last few years, Mariah Carey (pictured above, impersonating Eminem), one of the biggest-selling artists of all time, has relied on her 1994 Christmas classic, All I Want for Christmas, to keep her career ticking over. This year, she's putting in some extra effort; there's an animated film of the same name and she'll be belting out that hit and some other festive favourites on two UK dates, starting on Sunday at the Manchester Arena. See Music, p25

#### From Life

To mark the Royal Academy of Arts' 250th anniversary this new exhibition explores one of the cornerstones of the artistic process: life drawing. As well as exploring its history, contemporary works by the likes of Lucian Freud, Liane Lang (work pictured, below) and Gillian Wearing are also on display. From Mon to 11 Mar.



hull.dailymail.co.uk

NEWS

## The Deep brought to life

A sneak peek of stunning light show set to be projected on iconic building this weekend

By Phil Winter

THESE photos give a sneak peek into the stunning light show which will illuminate The Deep this weekend. An array of dazzling colours, marine scenes and sounds will be projected onto the side of the waterside attraction.

Flo - which also includes a sound accompaniment - is the fourth joint commission between Hull 2017 and The Deep.

Anna Heinrich and Leon Palmer, who are behind the project, said: "With Flo we have set out to virtually reshape and remodel the architectural facade of The Deep.

"We want to create a sense of drama and depth using projection, light and sound reflecting the environment within and the geological associations underpinning The Deep's design.

"When we dove into Sir Terry Farrell's vision and conceptual approach to designing the building, we uncovered various images and ideas that sparked our imagination.

"Geology holds clues to the history of the ocean, during the last ice age the ice sheet terminated in this area and we want to suggest a sense of geological change and deep time linked to the rich aquatic life found in the world's oceans."

The lights and sound made The Deep look truly spectacular in front of the night-time sky.

It also brings back memories to the curtain raiser for Hull's year as UK City of Culture.

Made in Hull also saw projections

more audiences on the front of Hull City Hall and the side of The Deep. People will be able to see Flo from the opposite side of the River Hull, by the C411 building tonight, Saturday and Sunday.

It will be presented between 8pm to 11pm each evening and is free to view. There is no need to book and visitors can come back to view the work as many times as they like.

Hull Daily MAIL

hulldailymail.co.uk

## FLOE AND BEHOLD!

STUNNING DEEP SOUND AND LIGHT SHOW REVEALED

PAGE 3

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# Online Highlights

itv NEWS

ITV REPORT 8 December 2017 at 8:22am

## Floe: this weekend's light projection at The Deep in Hull



Floe will light up The Deep in Hull tonight. Credit: Hull 2017

The Deep in Hull is to be transformed by a light and sound show starting tonight. The projection - called Floe - will illuminate the aquarium for the next three nights as part of the City of Culture programme. Floe had been created by UK artists Heinrich and Palmer. It is the final commission in Hull 2017's Look Up programme of artworks - which began with 'Blade' in January, and also includes 'The City Speaks', which can still be seen on Hull's Tidal Surge Barrier. The design draws on Hull's historical and modern relationship with the sea. The artists say it takes inspiration from geological and tectonic processes, ice and rock, marine life and landscapes.

“With Floe we have set out to ‘virtually’ reshape and remodel the architectural façade of The Deep. We want to create a sense of drama and depth using projection, light and sound reflecting the environment within and the geological associations underpinning The Deep’s design. Geology holds clues to the history of the oceans; during the last ice age the ice sheet terminated in this area and we want to suggest a sense of geological change and deep time linked to the rich aquatic life found in the world’s oceans.”

— ANNA HEINRICH AND LEON PALMER

### Visiting information

People will be able to see Floe from the opposite side of the River Hull, by the C4DI building, from Friday 8 to Sunday 10 December.

It will be presented between 6pm - 10pm each evening and is free to view. There is no need to

BBC NEWS

## Hull City of Culture: Projection to transform The Deep aquarium

20 November 2017

Share



ANNA HEINRICH AND LEON PALMER

"Breathtaking" images of icebergs will be projected onto The Deep aquarium in Hull for three nights starting 8 December

A large-scale light and sound projection is to transform a city landmark into an innovative art installation.

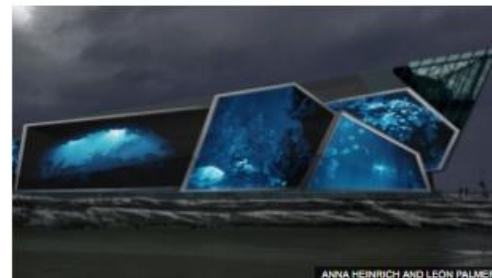
Images of icebergs will be shown on the side of The Deep aquarium in Hull for three nights starting on 8 December.

Titled Floe, the installation is among the final major commissions marking Hull's year as UK City of Culture.

Artists Anna Heinrich and Leon Palmer said they wanted to "virtually reshape and remodel the architectural façade".

More on this and other stories across East Yorkshire and northern Lincolnshire

They were also behind a huge projection onto Kent's Canterbury's Westgate.



ANNA HEINRICH AND LEON PALMER

HULL DAILY MAIL

What's On | UK City of Culture 2017

## Sneak peek at the stunning light show to be projected onto The Deep

An array of dazzling colours, marine scenes and sounds will be projected onto the side of the waterside attraction.

SHARE COMMENTS By Phil Winter 07:00, 8 DEC 2017

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SHARE These photos give a sneak peek into the stunning light show which will illuminate The Deep this weekend.

An array of dazzling colours, marine scenes and sounds will be projected onto the side of the waterside attraction.

'Floe' - which also includes a sound accompaniment - is the fourth joint commission between Hull 2017 and The Deep.



RECOMMENDED



# Online Highlights

**INAVATE**®

22.11.17  
UK city landmark transformed with projection

PROJECTION UK AUDIO



ARTIST'S IMPRESSION | COPYRIGHT: ANNA HEINRICH AND LEON PALMER

A huge audio and projection show created by artists Anna Heinrich and Leon Palmer will take over an aquarium in the UK city of Hull this December.

Floe, a three-night show that will be projected on The Deep aquarium, marks the end of Hull's reign as UK City of Culture for 2017.

It will feature images of icebergs in a show inspired by marine life and geological landscapes and is one of a number of commissions for Hull during its time as UK City of Culture.

Floe starts on December 8, 2017 and is the brainchild of artists who have already transformed other UK landmarks using projection and lighting.

The Deep, opened in 2002 and was designed by architect Sir Terry Farrell. Heinrich and Palmer say they were inspired in their work by his original drawings for the building.

Hull started its year as UK City of Culture with a number of projections on the city's historic buildings. Floe will run alongside other installations including one using VR technology.

**THE YORKSHIRE POST**

Third amazing show announced to light up Hull in December



The spectacular installation called Floe which will light up the Deep over the second weekend of December

Published: 06:00  
Monday 20 November 2017



It has often been compared to an iceberg, and now a stunning light and sound show will transform one of Yorkshire's best-known landmarks into one, as part of an incredible finale to Hull's City of Culture year.

0  
comments



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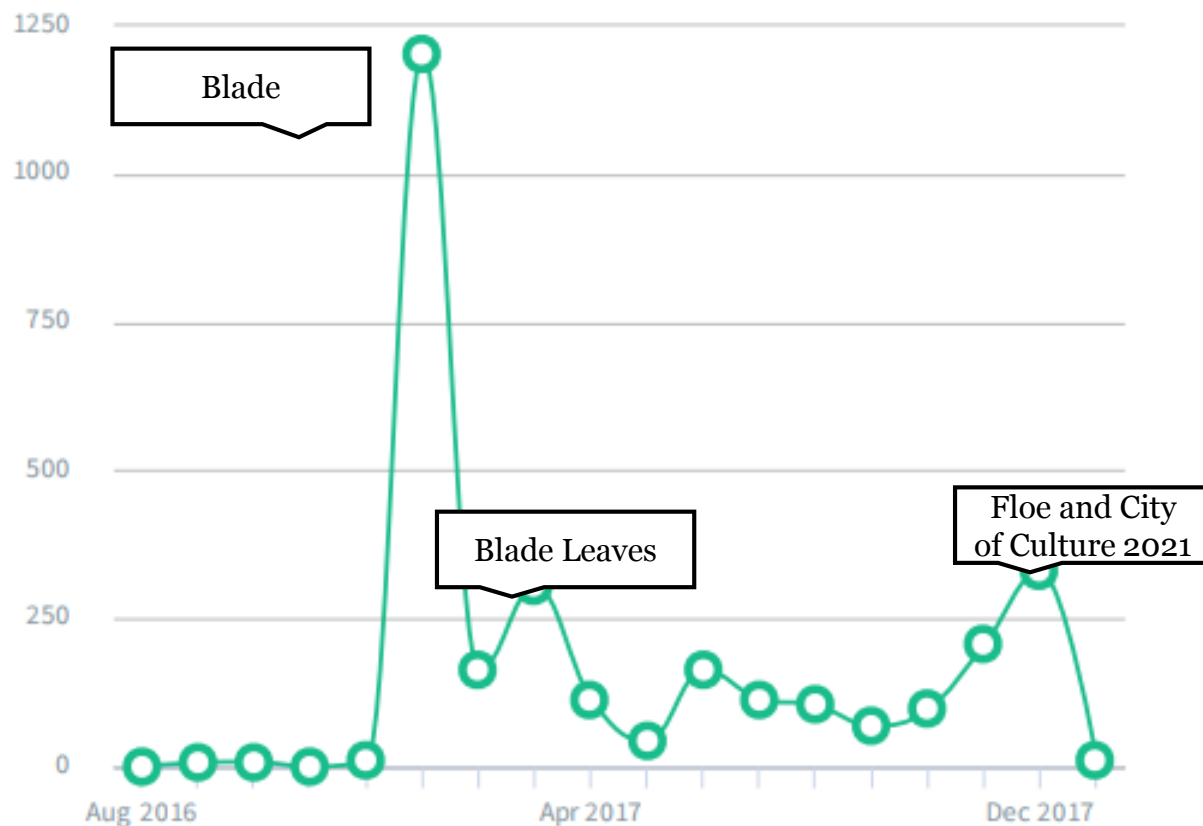


CHANGE  
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# Coverage Analysis



# Coverage Volume



Look Up over Aug 31, 2016 - Jan 7, 2018

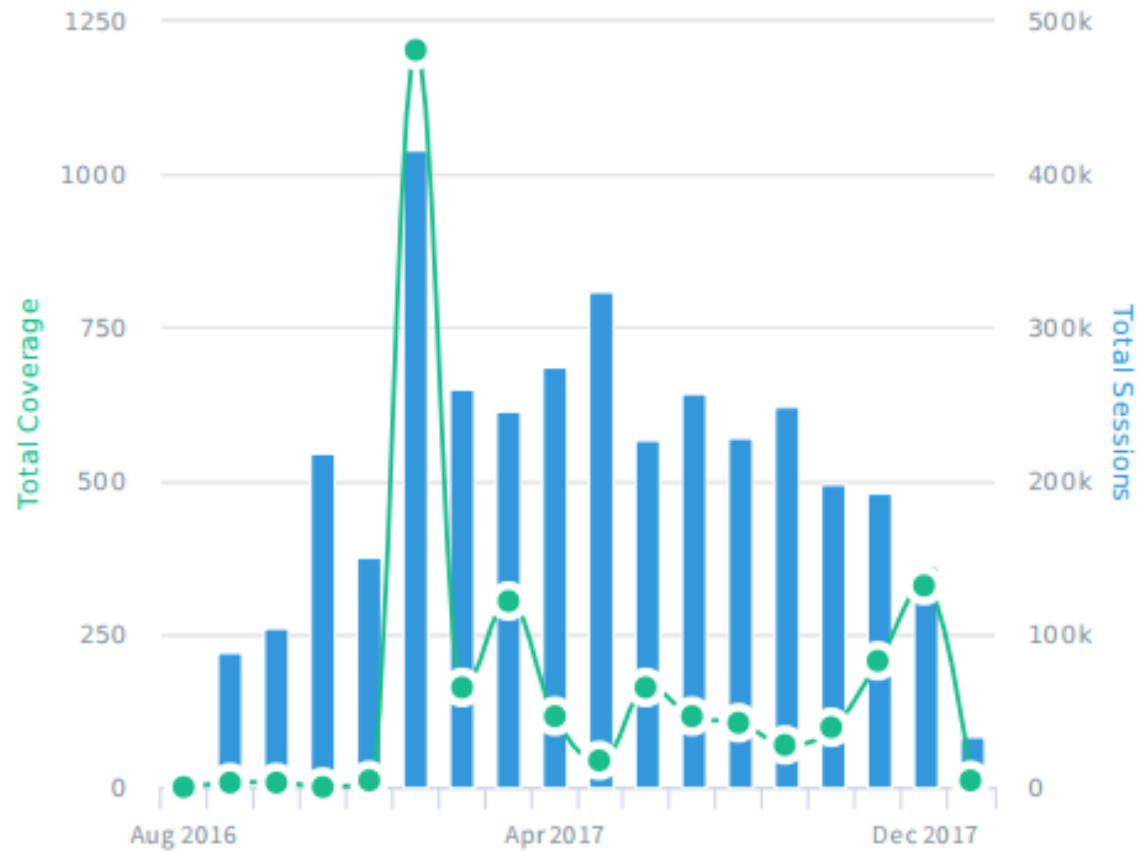
Editorial mentions of *Look Up* 2017 peaked in excess of 1000 pieces of coverage in January, with 2,946 total mentions.

December generated the second most pieces of coverage due to many end of the year round ups featuring *Blade*, and the *Floe* installation.





# Coverage and Web Traffic

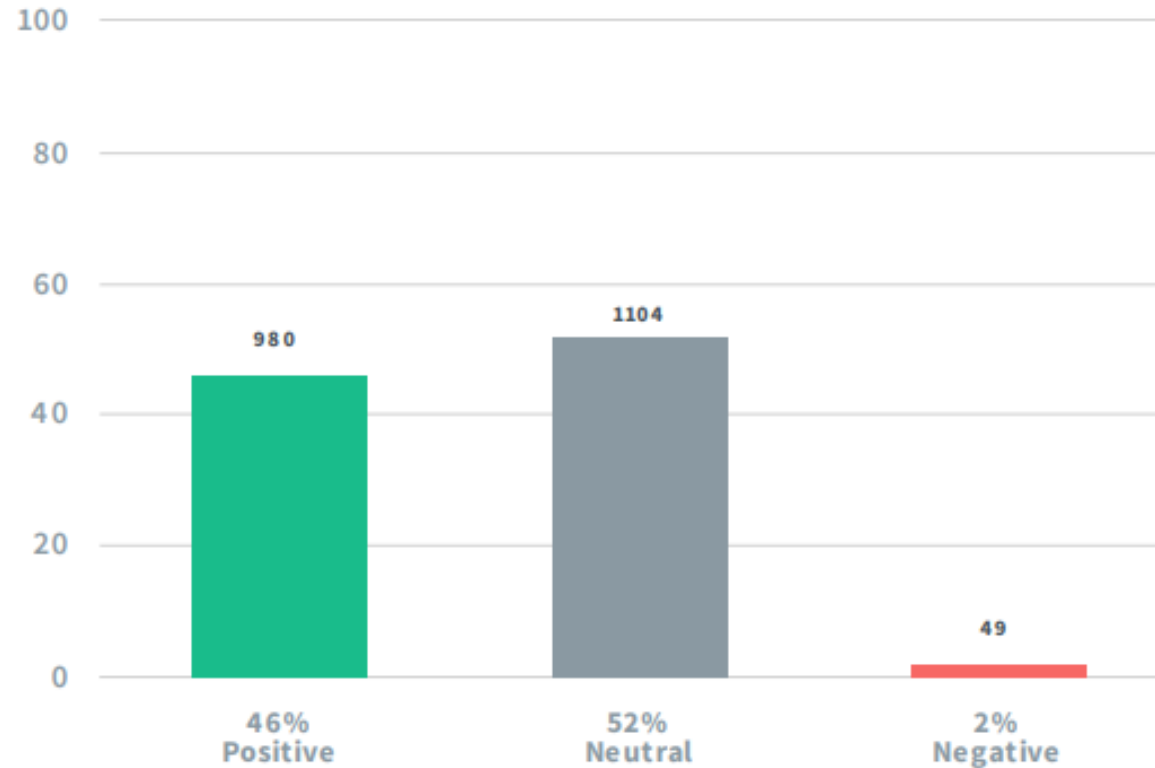


Patterns in editorial coverage volume are mostly positively aligned with the volume of traffic to Hull2017.co.uk.

There is a very high correlation in December tied to the End of Year coverage



# Sentiment



Look Up over Aug 31, 2016 - Jan 7, 2018

Editorial coverage surrounding *Look Up* was largely Neutral or Positive, with only 2% of articles flagged as negative. These pieces were largely related to Hull's relationship with Brexit, or BP's sponsorship of City of Culture.





# International Mentions



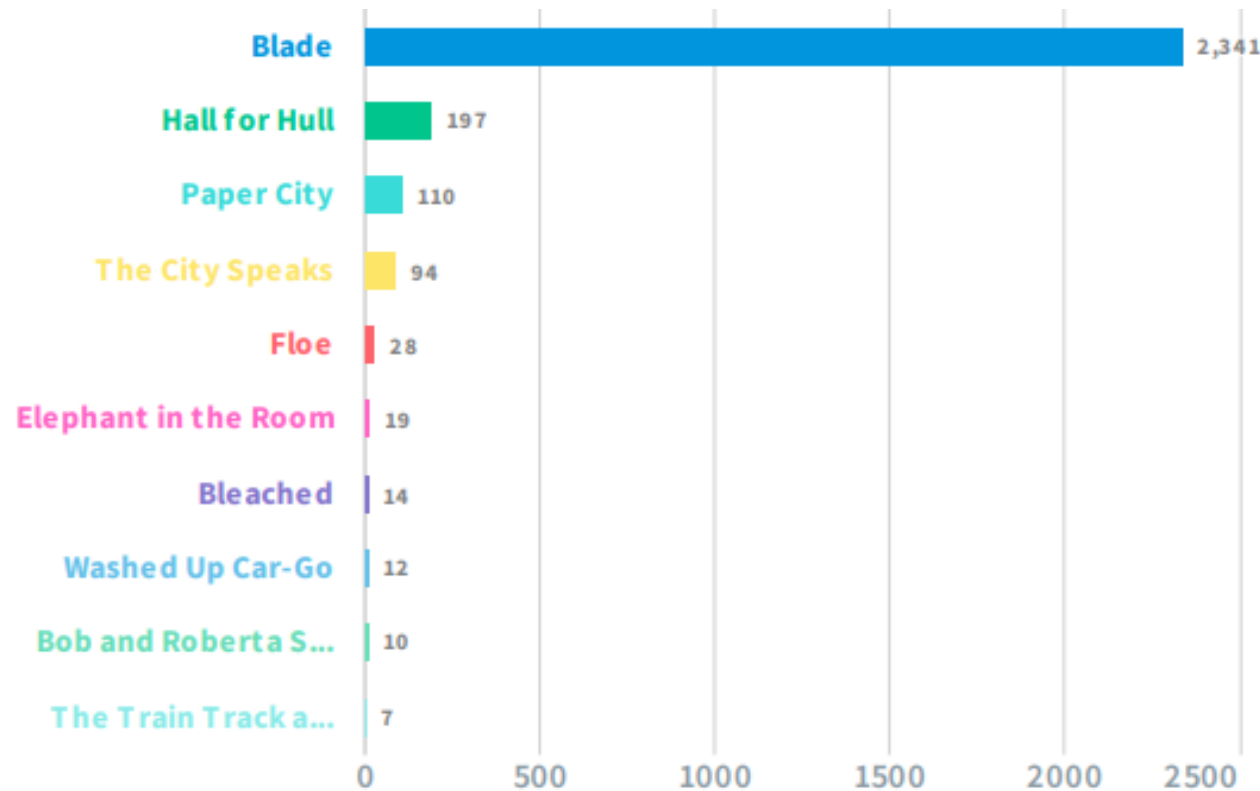
Look Up over Aug 31, 2016 - Jan 7, 2018

The majority of coverage generated by the New Year celebrations was UK based, with some pieces also appearing on US websites.

A handful of articles also appeared in Ireland, Germany, Australia, The Netherlands, Canada, Italy, Spain and China. These pieces were often foreign art sites covering the installations.



# Look Up Key Messages



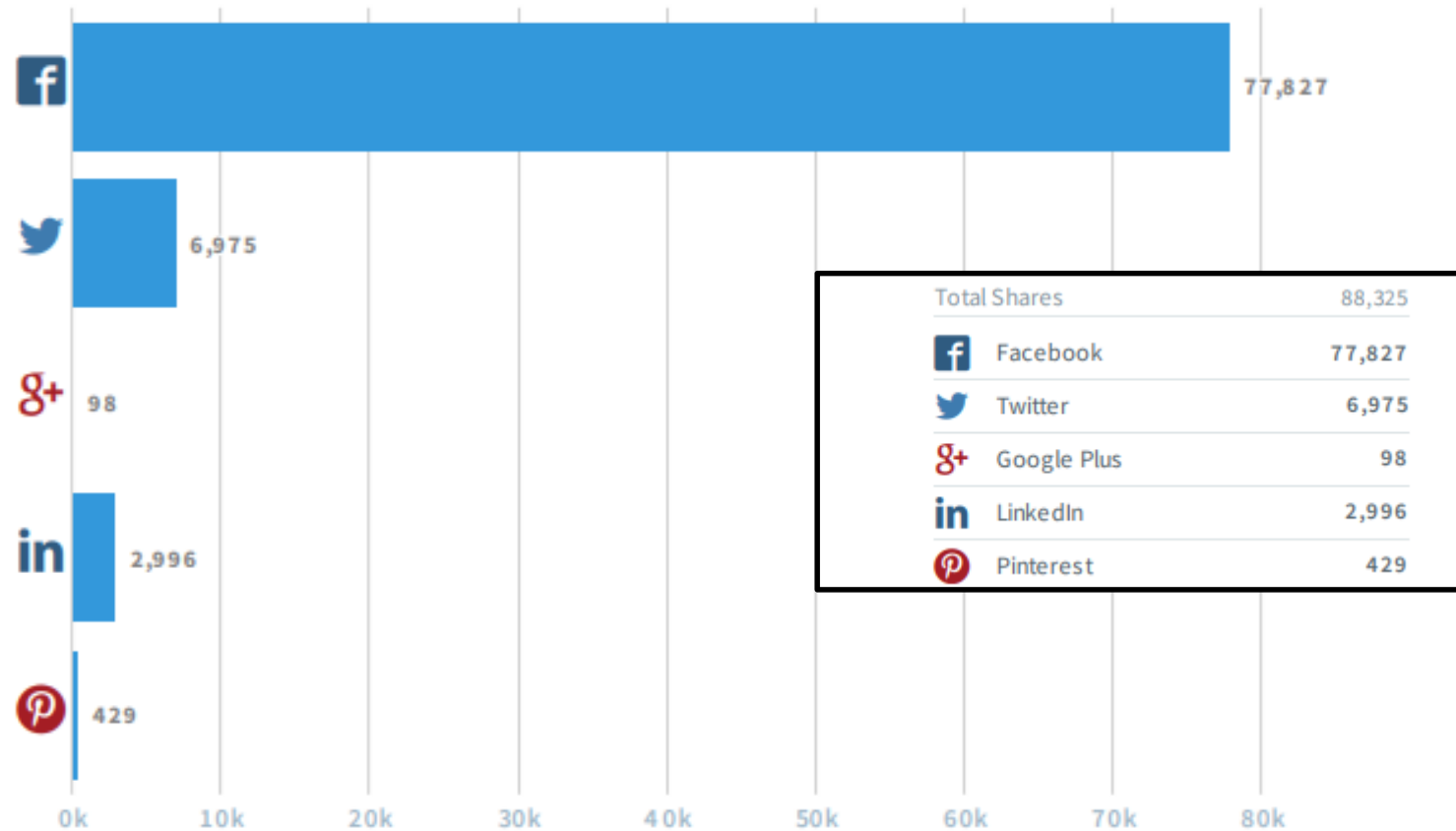
*Blade* proved to be the most covered *Look Up* installation by a long way, helped by the repeated references back to *Blade* throughout the year, and sparks of interest around the *Blade*'s departure from Queen Victoria Square.

*Hall for Hull* and *Paper City* followed in coverage volume, this was aided by the fact both projects were announced before they appeared in the city, with *Paper City* involving public engagement to choose the winning colour.





# Social Amplification



Editorial coverage of *Look Up* has been shared over 88,000 times, mostly on Facebook but also on Twitter and LinkedIn.





# Thank You

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