**EVENT – NICCY HALLIFAX, Producer : Made in Hull Q&A**

**What is the genesis of Made in Hull, what was the process of arriving at the idea?**

Hull UK City of Culture 2017 is an incredible opportunity for this remarkable place and CEO and Director Martin Green wanted its spirit and voice to shine through the 365 day cultural programme. He also wanted to ensure that everyone living here has an opportunity to participate.

As the opening event Made in Hull is designed to do just that. Not only does it tell the story of this city over the last 75 years, it takes place over seven days, kicking off on 1 January, and it's free, meaning that we are able to invite all 260,000 people living in the city to attend.

Made in Hull to some degree takes its cue from son et lumière, using the city as a canvas using sound and projection, but in a creatively different, more interesting way, which is why Sean McAllister was approached. As a brilliantly insightful documentary filmmaker, who comes from Hull, Sean is renowned for work focused on events in the Middle East and brings a singular vision to the curation of Made in Hull. I was brought in to help realise and produce his ambition for this unique event, which will transform the historic city centre over seven evenings.

With a core creative team in production designer Ala Lloyd, lighting designer Durham Marenghi, sound designer Dan Jones and writer Rupert Creed, we have been identifying some immensely talented local, national and international artists. They are now in the process of creating art pieces involving light, sound, projections, archive material, animation, installations and live action that responds to Hull's history, but also its fine architecture and public spaces. It will be an unmissable experience, with a trail that you can join from any point around the city centre and take at your own pace. There are large scale pieces and intimate pieces, there are thought provoking elements, some really beautiful uplifting moments and some that just make you smile.

**Are there any particular challenges about working on a city of culture event? How do you deal with these?**

There are dozens of events taking place as part of Hull 2017 and each will have its for example, planning for the weather, getting the right permissions, crowd management considerations, the right technologies to use and so on. A key issue for Hull 2017 has been the commitment to ensuring that the city, its heritage and people are at the heart of what is going on throughout the year. As well as a very positive council, we have been able to involve community and other organisations in Hull, such as the Warren Young People's Project, Open Doors and Hull University.

**Are there any brands you are engaging with to help Made In Hull come to life?**

Hull 2017 as a whole has attracted incredible support from more than 60 funding partners in the private and public sectors. With Made in Hull, we have been working with some terrifically enthusiastic organisations, including Yorkshire Film Archive, Hull History Centre, Pathé, BFI, BBC, Hull Maritime Museum, John Frost and Getty Images.

**Are there any event agencies which you’re working with to help stage the event?**

Made in Hull is being created in-house, with the core creative team led by Sean McAllister. I work on the team as Producer and the director of technical and operations for Hull City of Culture, Chris Clay. We have procured the event agency Ground Control, to deliver on the technical and operational implementation of the event.

**How do you really engage the local community in Hull to get behind the event**

People living in Hull were right behind the city's bid to be UK City of Culture and their support has been unstinting since 2013 when it won. Since then there has been a huge amount of work to nurture that enthusiasm, including community roadshows in parks and shopping centres, a major learning and schools programme, a drive to recruit as many as 4,000 volunteers, liaising with local businesses and so on. Hull 20l7 has also been supporting local cultural activity, such as popular annual events like the Humber Street Sesh and Freedom Festival, as well as ensuring that local artists are involved in events that are taking place throughout the year – including Made in Hull.