LOOK UP

**CONSULTANT GUIDE: DEPTH INTERVIEW, PAPER CITY PRODUCER**

**Your role**

Can you describe your role and responsibilities as part of the Paper City delivery team?

In what ways did you collaborate with Sam Hunt, and Andrew and Hazel to deliver the project? [Probe: How do you feel the Hull 2017 staff team and external curatorial team worked together on the project? How are the roles and responsibilities divided between individual members?]

To what extent do you feel that the concept of Paper City was successfully delivered, and where did it underperform? [Probe: How did the collaborative approach, within the Core Project Team work well? Where were changes needed to ensure greater effectiveness and efficiency]?

How did members of the Core Project Team work collaboratively with the commissioned artists in developing and delivering individual artworks for Paper City? [Probe: were all CPT members involved in these relationships, or was this led by a certain individual or individuals?]

To what extent do you feel the collaborative approach with the commissioned artist worked well, and where could it have been improved? [Probe: Each stage - from briefing artists, through to creation, interpretation, installation, and promotion of the artwork].

**Project Location**

How were the locations for different artworks selected? [Probe: Was the location the starting point for the project? Was the location chosen in response to the artwork?]

On reflection, how appropriate do you feel the final locations were for each artwork? [Probe: strengths and weaknesses of the location]

**Interpretation**

What approach was taken to the interpretation of Paper City? [Probe: How was it explained to audiences, as a project and as individual artworks?

Where did the interpretation work well and where were changes needed? [Probe: What feedback did audiences provide in relation to their understanding of the project and the individual artworks?]

**Place making**

In what ways, if any, do you feel that Paper City brought something new to Hull? [Probe: how did it diversify the city’s arts and culture offer?]

What, if anything, made Paper City distinctive at a regional or national level?

**Professional Development**

How did working on Paper City have a personal impact on you? [Probe: skills/knowledge developed, confidence working with heritage or historical content and buildings, greater connection with the city and its people, further work opportunities, etc.]

What was the most exciting thing about working on Paper City?

What was the most challenging thing about working on Paper City?

And what are the main learnings you will take forward into your future career?

**Partnerships**

To what extent were the partnerships for Paper City a key part of the development and delivery of the project? [Probe: What did these new or existing partnerships enable the team to do, which otherwise would not have been possible?]

Which partnerships were the most valuable to you and why? [Probe: What is the key specialism each of these partners brings, and why is that so integral to the programme’s success?]

**Quality metrics – project perspective**

Reflecting back on Paper City what, for you, were its strengths and weaknesses artistically?

Reflecting back on Paper City what, for you, were its strengths and weaknesses in terms of its production and presentation?

**Quality metrics – public perspective**

How do you feel the audience reacted to Paper City?

To what extent do you feel the audience understood the story / narrative you wished to communicate with Paper City?

In what ways do you think Paper City provided audiences with a new perspective on Hull?

**Marketing & Communications**

How effective do you feel the marketing and communications were for Paper City? [Probe: Is there anything you’d wish to do differently in terms of this?]

**Impacts**

If you were asked what the key measures of success should be for Paper City, what would you say? [e.g. audience numbers, audience profile, media coverage, sector response, audience response, professional opportunities resulting from it]

How do you feel the project performed against these key measures of success?

Do you have any further comments on the project?