



# **END OF YEAR SHOWCASE FILM**

## SHOWCASE FILM | AIMS

- SHOWCASE A SELECTION OF EVENTS THAT TOOK PLACE THROUGHOUT HULL'S YEAR AS UK CITY OF CULTURE 2017.
- UTILISE VENUES, PLACES & SPACES WITHIN AND AROUND HULL AS THE DIGITAL CANVAS FOR THIS SHOWCASE.
- FEATURE VENUES, PLACES & SPACES WHICH ARE PART OF THE ON-GOING PUBLIC REALM TRANSFORMATION AND REVEAL THE NEW.
- APPLY A CREATIVE DIRECTION THAT IS COMPELLING AND DIFFERENT IN APPROACH BUT ULTIMATELY HIGHLY ENGAGING FOR ALL AUDIENCES.
- DEVELOP A HIGH-END PRODUCT THAT WILL BE USED TO SHOWCASE HULL'S YEAR AS UK CITY OF CULTURE 2017 AS WELL AS KEY TOOL FOR FUTURE CITY MARKETING.

## SHOWCASE FILM | CREATIVE APPROACH

UTILISE A MIXTURE OF DRONE AND NORMAL SHOT FOOTAGE AS WELL AS HIGH-END VISUAL EFFECTS (VFX) TO CREATE A MIXED DIGITAL/REAL WORLD ENVIRONMENT WHERE VENUES, PLACES & SPACES ARE USED AS CANVASES FOR SIMULATED PROJECTION OF FOOTAGE FROM EVENTS THAT HAVE TAKEN PLACE THROUGHOUT THE YEAR.

- NEW DRONE & STEADCAM FOOTAGE CAPTURED.
- COLLECTION OF EXISTING FOOTAGE.
- VFX WILL BE APPLIED FOLLOWING GENERAL EDIT TO CREATE THE SIMULATED PROJECTIONS.
- VFX WILL BE UTILISED TO ENHANCE THE ILLUMINATION OF VENUES, SPACES & PLACES.  
EXAMPLES: CREATING A SUBTLE WHITE OUTLINE ON THE VENUES TO HIGHLIGHT WHERE PROJECT WILL APPEAR TO DRAW THE EYE // ADD DRAMA TO A PARK. // FEATURE BLIP BALLOON IN THE SKY WITH MESSAGING // FEATURE KEY MESSAGING ON BILLBOARDS.
- ACCOMPANIED BY A COMMERCIAL TRACK
- FEATURE KEY COPY LINES.

**IDEAL DURATION:** TBC

[See sample trailer.](#)

## **SHOWCASE FILM | CREATIVE APPROACH: CONSIDERATIONS**

- SOME EVENT FOOTAGE WILL BE MORE DIFFICULT TO WORK WITH DUE TO THEIR ORIGINAL CAPTURE. EG. MADE IN HULL (THE FOOTAGE IS OF PROJECTIONS ON A BUILDINGS).
- WE'RE NOT AIMING TO FEATURE EVERY EVENT THAT TOOK PLACE THROUGHOUT 2017 BUT HIGHLIGHTS (AND THOSE WITH APPROPRIATE ASSETS AVAILABLE).
- EVENT FOOTAGE WILL NOT NECESSARILY BE USED ON VENUES, SPACES & PLACES THAT IT ORIGINALLY TOOK PLACE IN / AROUND.
- WHERE FOOTAGE IS NOT WITHIN HULL 2017 LIBRARY, IT WILL BE SOUGHT. IF FOOTAGE IS NOT AVAILABLE THEN WE WILL NEED TO CONSIDER WHETHER USING STILL IMAGES WILL WORK AND/OR COMPROMISE THE ASTHETIC OF THE FILM.
- ENSURE IT IS NOT TOO LONG.

## **SHOWCASE FILM |** ACCOMPANIMENT CONSIDERATIONS

CEELO GREEN:

BRIGHT LIGHT'S BIGGER CITY

ELLIE GOULDING:

ANYTHING COULD HAPPEN

TAKE THAT:

RULE THE WORLD

JUSTIN TIMERLAKE:

CAN'T STOP THE FEELING

COLDPLAY:

VIVA LA VIDA

EVERY TEARDROP IS A WATERFALL

# SHOWCASE FILM | VENUES, PLACES & SPACES

THE DEEP

C4DI

TIDAL BARRIER

HUMBER STREET

GUILDHALL

HULL CITY HALL

MARITIME MUSEUM

HULL NEW THEATRE

HULL TRUCK

ALBEMARLE MUSIC CENTRE

BRANSHOLME SHOPPING CENTRE

KCOM STADIUM

KCOM LIGHTSTREAM STADIUM

FERENS ART GALLERY

HULL COLLEGE OF ART & DESIGN

HULL COLLEGE HORNCastle BUILDING

SCALE LANE BRIDGE

EAST PARK

PRINCES AV

NEWLAND AV

HULL HISTORY CENTRE

PRINCES QUAY SHOPPING CENTRE

PRINCES QUAY

KARDOMAH94

HIGH STREET

LOWGATE HOUSE

ST MARYS CHURCH

LAND OF GREEN GINGER

HULL MARINA

FRUIT MARKET

TRINITY SQUARE

KING WILLIAM HOUSE

MIDDLETON HALL / BRYNMOR JONES LIBRARY

QUEENS GARDENS

FRUIT

HUMBER STREET GALLERY

SPRINGHEAD PUMPING STATION

PRINCE STREET

BOULEVARD

ARCHBISHOP SENTAMU ACADEMY

ROYAL MECURE HOTEL

HULL PARAGON STATION

ST STEPHENS SHOPPING CENTRE

THE REEDOM CENTRE

HULL VENUE

ANLABY ROAD BILLBOARDS

BURTON CONSTABLE HALL

VICTORIA DOCK

STAGE@THEDOCK

MUSEUM QUARTER

ZEBEDEES YARD

BHS BUILDING

PROSPECT SHOPPING CENTRE

HUMBER BRIDGE

# SHOWCASE FILM | EVENT HIGHLIGHTS

MADE IN HULL  
IN WITH A BANG  
BLADE  
COUM TRANSMISSIONS  
BASIL KIRCHIN: MIND ON THE RUN  
BACK TO OURS  
THE HYPOCRITE  
HEADS UP FESTIVAL  
WOW  
RE-ROOTED  
I WISH TO COMMUNICATE WITH YOU  
JOHN GRANTS NORTH ATLANTIC FLUX  
RICHARD III  
FLOOD  
DEPART  
HEIGHT OF THE REEDS  
THE EXTRAORDINARY PARK PARADE  
BIG WEEKEND  
ASSEMBLE FEST  
WHERE ARE WE NOW  
ALL WE EVER WANTED WAS EVERYTHING  
WORM FESTIVAL  
THE BIG MALARKEY FESTIVAL  
PAPER CITY  
PRS NEW MUSIC  
ELECTROC FENCE

WASHED UP CAR-GO  
LARKIN: NEW EYES EACH YEAR  
MADE IN OAKFIELD  
STATES OF PLAY  
HOUSE OF KINGS AND QUEENS  
EPICYCLE  
FREEDOM  
HUMBER STREET SESH  
ONE DAY, MAYBE  
BALLAD OF BIG LIL  
HEADS UP FESTIVAL  
HULL COMEDY FESTIVAL  
CONTAINS STRONG LANGUAGE  
HUMBER MOUTH LIT FEST  
BLAST THEORY: 2097  
TURNER PRIZE  
LGBT 50 / PRIDE  
LOGG  
BP BIG SCREENS  
COLOUR RUN  
HULL FAIR  
THE ROYAL BALLET  
SIXTEEN THOUSAND  
TURNER PRIZE  
HULL NOIR  
SUBSTANCE  
WHERE DO WE GO FROM HERE

**END OF YEAR  
SHOWCASE FILM**

SUPPORTING  
CAMPAIGN



# END OF YEAR SHOWCASE FILM SCHEDULE

PLANNING: OCT

APPOINT SUPPLIERS: OCT/NOV

AGREE FEATURED EVENTS: NOV

SHOOT: NOV (DELIVERY OF ALL NEW FOOTAGE NO LATER THAN 20 NOV)

EDIT/VFX/GRADE: NOV/DEC

DRAFT: DEC

FINAL: 18 DEC 2017

# **END OF YEAR SHOWCASE FILM**

## BUDGET

VFX: 8 - 10 K

SHOOT: 10 K

MUSIC: TBC

CAMPAIGN: 30 - 50K