**Hull 2017 / Aesthetica**

**Project: Substance (8-10 December)**

Working in partnership with Hull 2017, Aesthetica will curate four programmes of films that look at new northern talent and the screenings will celebrate the next generation of filmmaking talent. We will push boundaries and ask key questions such as “what does it mean to be northern?” In a globalised world what are the parameters of reginal identities?

The screenings will also be accompanied with a panel discussion around these key themes to extend audiences’ understanding of the films and the wider context of northern European post-industrialised cities.

Project management, curation and technical delivery will be carried out by staff at Aesthetica along with marketing support for the event from the Aesthetica Short Film Festival and Aesthetica Magazine.

**Possible Programme Titles** (all subject to change once programming begins):

* Northern Influence: A Source of Inspiration
* Identity and the Future: Beyond the Clichés
* Award-Winning Northern Voices (this would be a showcase of award-winning films)
* The Impact of Place

This is a comprehensive package, please see the budget below for a breakdown of costs:

|  |  |
| --- | --- |
| Project Management | 5 days @ £400 = £2000 |
| Programming | 10 days @ £250 = £2500 |
| Licencing and screening rights | 16 films @ £100 = £1600 |
| Speakers’ Fees | 16 @ £100 = £1600 |
| Administration | 4 days @ £100 = £400 |
| Speaker Travel and Accommodation  | £800 |
| Technical – making DCPs | £600 |
|  |  |
|  | Total = £9,500 |

**Marketing Support in Kind from ASFF and Aesthetica Magazine**

* Series of tweets and Facebook posts – 250,000 followers on all sites
* Blog editorial – 107,000 reads per month
* Inclusion of programme materials in ASFF goody bags – to VIPs
* Inclusion of programme materials in ASFF Hub
* Attend a networking event or host a drinks reception
* Value - £2,000 in kind