

# NOBODY NOSE

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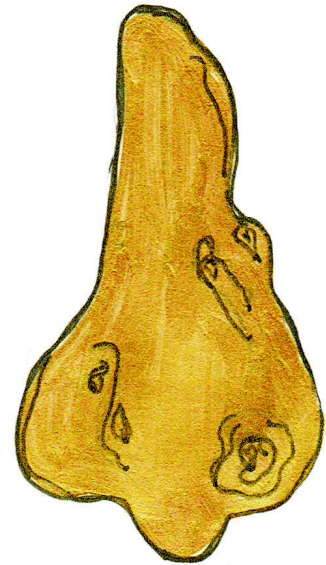
# THE GOLD NOSE OF GREEN GINGER

Land of Green Ginger  
Neighbourhood Projects 2017

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## PROPOSAL

I want to build an enclosure, a kind of enchanted house, for The Gold Nose of Green Ginger in a disused shop in the Northpoint Shopping Centre in Bransholme. The Gold Nose, and the space that protects it become a kind of totem for the holding of sorrow, the private sharing of secrets, and the making of wishes.



### *The back-story*

2017 marks the 50th anniversary of the Bransholme estate. The first houses were officially opened on 1<sup>st</sup> May 1967 by Lord Mayor Alderman RW Buckle. In the excavations made to lay the foundations to build the houses, The Gold Nose of Green Ginger was discovered. Archaeologists do not know what the object was used for, or its origin, but laboratory analysis confirms that it is made of real gold. It looks like a ginger root in the shape of a nose, which is how it got its name. Some believe it was transported to Hull on cargo ships bringing spices from the East. Others tell a story about the wild boar that used to roam around the marshes and forests that now form Bransholme. (The name Bransholme comes from the old Scandinavian phrase meaning 'wild boar water meadow'.) Wild boar forage for food and it is said that a one such animal unearthed this gold root. A variation of the story says that the boar had special powers and turned the root gold. Wherever it came from, many believe that The Gold Nose of Green Ginger brings good luck. Bringing it (back) to Bransholme we hope to bring luck to the area.

### *What does Nobody Nose look like?*

Stepping into Nobody Nose is to step out of the everyday and into imaginative possibility. The space is contradictory: familiar yet foreign, playful yet serious, spiritual yet secular. It is a jewel box, a cabinet of curiosities, a playground.

Images: (above) A first drawing of The Gold Nose of Green Ginger. (left) Noses of the people of Bransholme, from Nose to See You.



The overall aesthetic is a hybrid of the early modern museum, the circus, the temple. Yet it is none of these things.

### Key Spaces:

- At the front of Nobody Nose is a **social space**. It is approachable and welcoming. It could be comprised of well-worn wooden chairs and a large battered table, or it could be a purpose built gathering space.
- In this entrance space are the **walls of acknowledgement**, with the noses of the people of Bransholme comically poking out.
- A series of **unmarked doors**, invite visitors to imagine spaces beyond.
- In the centre of Nobody Nose is the **enchanted house** of The Gold Nose of Green Ginger. The Gold Nose itself is kept safe in a glass casket, sitting in a shaft of light, mounted on a stepped plinth with a pleated curtain backdrop.
- Behind the enchanted house of The Gold Nose of Green Ginger is the **sky breath**, a private chamber for one person to enter at a time. (There are separate doors for entrance and exit.) A giant pair of nostrils hover above the space like the cupola of a byzantine cathedral.
- Upstairs there is a **workshop space** where people can make things. One-off workshops can also take place in the social space, or in the atrium of Northpoint.

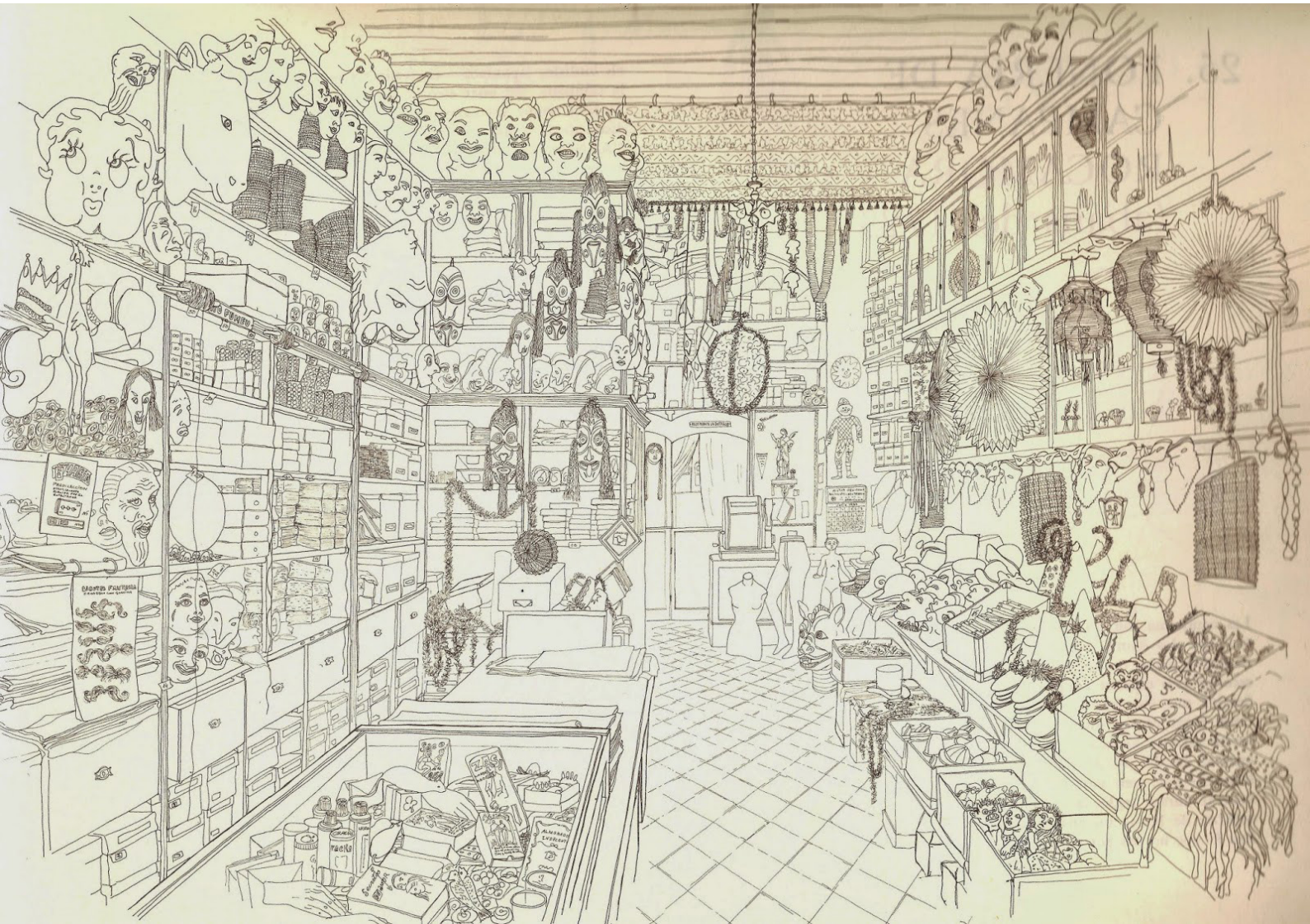
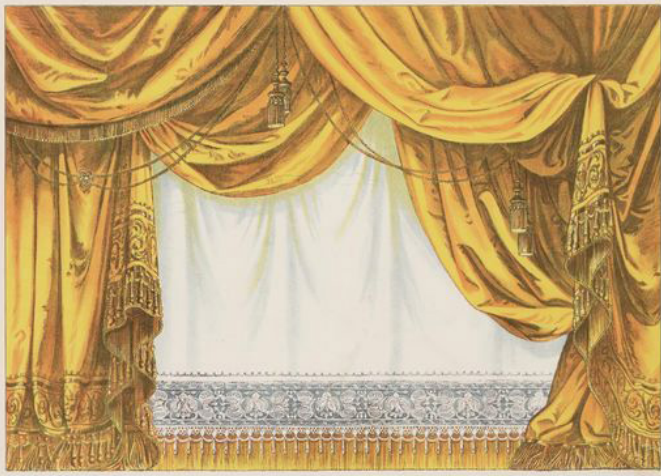
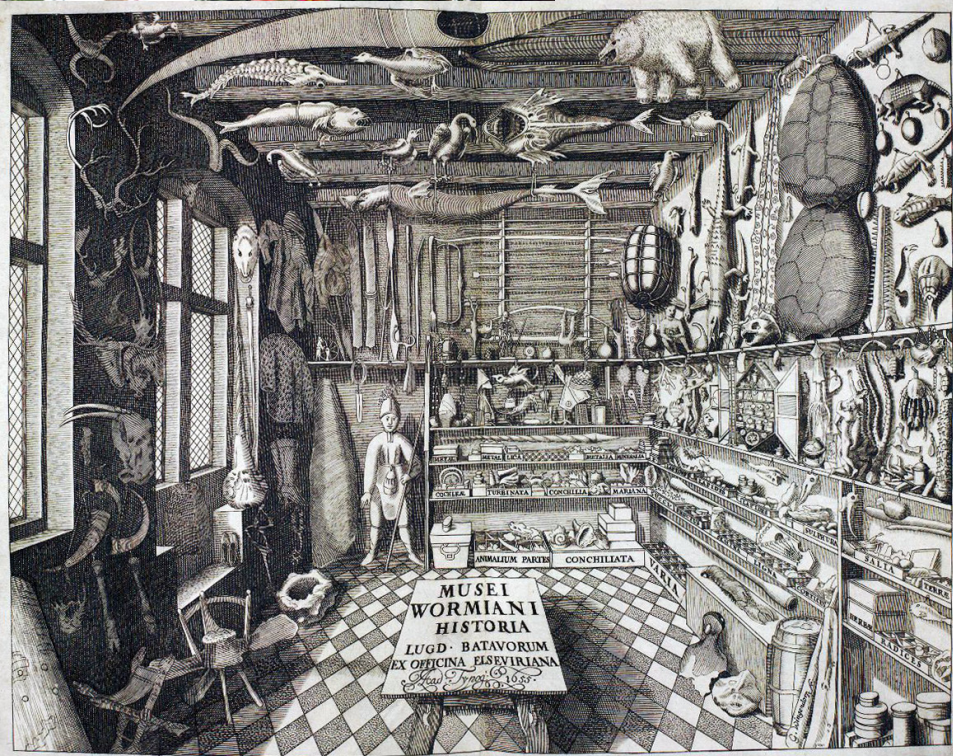
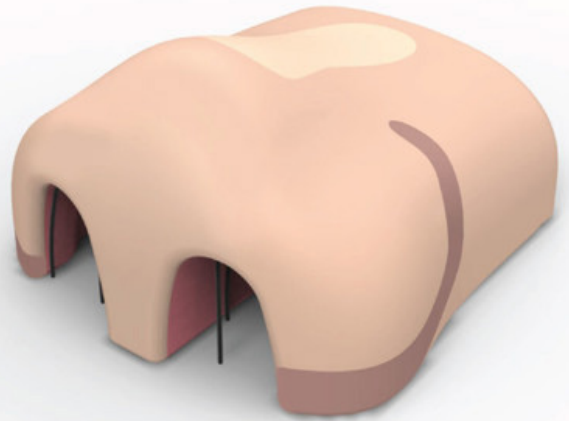


Image: This fantastic drawing of 'El ingenio', a fancy dress shop in Barcelona, is by Aurora Altisent from 1979. It gives something of the feeling of possibility and wonder that I would like to create in Nobody Nose.



Inspiration Images for the interior of Nobody Nose.



## What happens in Nobody Nose?

There are three main 'states' of Nobody Nose: the **opening ceremony**, the **day-to-day activities**, and the **closing procession** or 'send-off'.

The heralding moment across all of The Land of Green Ginger projects brings The Gold Nose of Green Ginger (back) to Bransholme. (See separate document 'Heralding Nobody Nose' for details.) Announced by bugle calls, the Nose Guardian, dressed in a nose tunic and accompanied by banner bearers, collects the nose, carefully protected in a casket, and walks it into the shopping centre, in solemn procession, to its new home. This **opening ceremony** marks the beginning of a two-month period of activity in Nobody Nose.

### Key **day-to-day** activities:

- Nobody Nose is above all a curiosity. It is a social space where people can gather to **wonder and feel something different** than they might otherwise.
- Building a **relationship with the Nose Guardian** will be fundamental. Like the recognisable friendly face of a sociable shopkeeper, librarian, or hairdresser, they will welcome you in. Perhaps they will offer you a cup of ginger tea, or a ginger nose cookie. They will chat with you.
- More formally, the Nose Guardian will offer **tours** of Nobody Nose, explaining the different areas of the magic house and how you can interact with it.
- Visitors will be invited to **make a wish** to The Gold Nose of Green Ginger by writing it down, or drawing it, on provided slips of rice paper, which are then posted in a sealed box below the casket that holds the nose. (Wishes will remain confidential and will eventually dissolve into the sea.)
- At a deeper level of engagement, visitors will be invited to go alone into the sky breath and to **share a secret**, which will be breathed in by the giant nostrils above them.
- The walls of acknowledgement allow visitors to **see the noses of their friends, family and neighbours**. If a nose is identified by its owner, they can choose to have their name listed on the wall below. Over time, new noses are added. There are days when people can come in and have a nose cast made.
- There are **weekly nose flute classes**. People can come in for free and learn how to play the nose flute. Depending on how this develops, there is the possibility to create a nose flute orchestra.
- Workshops take place in the upstairs space of the shop unit, in the social space, and in the shopping centre atrium. They encourage people who might want to participate in the send-off to **make props and costumes** which will in part be a way to garner interest in that event.
- Small gatherings are encouraged for **performances** that spring up over the two-month period. These could include recitals, demonstrations, community groups.
- People are encouraged to **make the space their own**, to book it and use it for social gatherings and meetings. A set of published principles will be available with a booking form in this regard.

At the end of the two months, the Nose Guardian leads a **procession** out of Northpoint Shopping Centre. Banner bearers mark a path. The Nose Guardian carries The Gold Nose of Green Ginger in its casket. The sealed box of wishes sits on a velvet cushion. People of Bransholme wear false noses, nose masks, and full body nose costumes. The nose orchestra follows the procession. There are three options of how this could proceed.

- i. a **send-off** – a small group of people (up to 20) clad in nose costumes, led by the Nose Guardian, unannounced, make their way through the Bransholme estate. They are to be glimpsed rather than followed. They make their way solemnly through the streets and alleyways in procession. After some time, key members of the procession mount a waiting horse and carriage. The horses are wearing false nose plumes. The carriage departs. Other members of the parade walk behind it on the 20 minute journey to Noddle Hill Nature Reserve where a boat is waiting. The Nose Guardian boards the boat with The Gold Nose of Green Ginger. The wishes are scattered in the water and dissolve. Returning to the horse drawn carriage, the Nose Guardian travels away, the Gold Nose of Green Ginger safe in her possession. Some people follow them as they make their

way to Noddle Hill to disperse the secrets but really the engagement is about a kind of magical passing at the peripheral of your consciousness, rather than a 'theatrical event'.

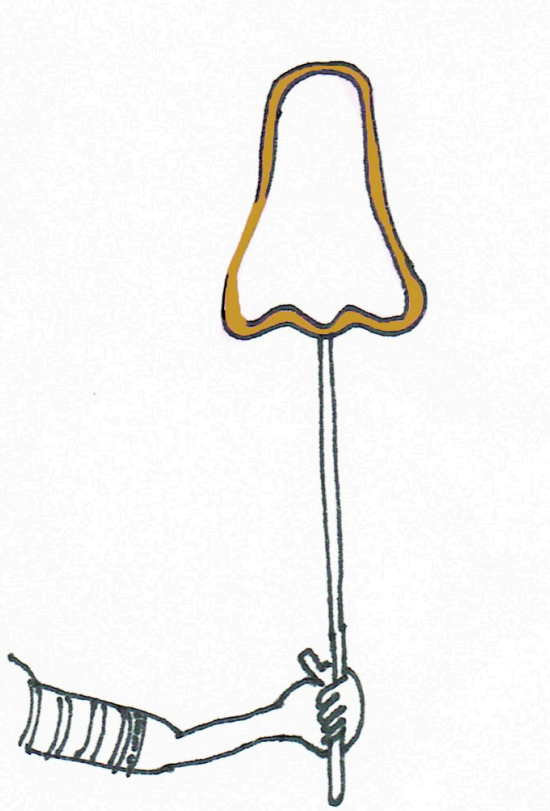
- ii. a **parade** – the date and time is announced and thousands of people gather on the green space by the East car park of Northpoint Shopping Centre. A giant nose shaped hot air balloon is waiting. The Nose Guardian solemnly processes with a small group (up to 20) clad in nose costumes. With much spectacle, the Nose Guardian mounts the hot air balloon, which takes off into the sky.
- iii. a **royal visit** – a horse and carriage arrive outside of Northpoint Shopping Centre. Out steps Katherine Duchess of Cambridge. (OK, so maybe it's not The Duchess of Cambridge but whoever it ends up being they will be treated like The Duchess of Cambridge. It should be someone who feels 'official', or who has a natural gravitas.) Two lines of local residents dressed in nose costumes, carrying nose banners, and playing a welcome on nose flutes, greet Her Royal Highness. She has come to collect The Gold Nose of Green Ginger and to take it into safe keeping. The Nose Guardian comes out of Nobody Nose to greet the royal visitor, before touring her around the space, showing how it has been used over the preceding two months. After the tour two bugle horns sound a fanfare and the Nose Guardian hands over The Gold Nose of Green Ginger to The Duchess of Cambridge. There is general applause. The Duchess leaves with The Gold Nose of Green Ginger in hand back to the waiting horse and carriage.

By the time people return to Northpoint, the windows are already painted out. Nobody Nose has gone. Outside the shop unit there are clues as to the next chapter of the Land of Green Ginger.

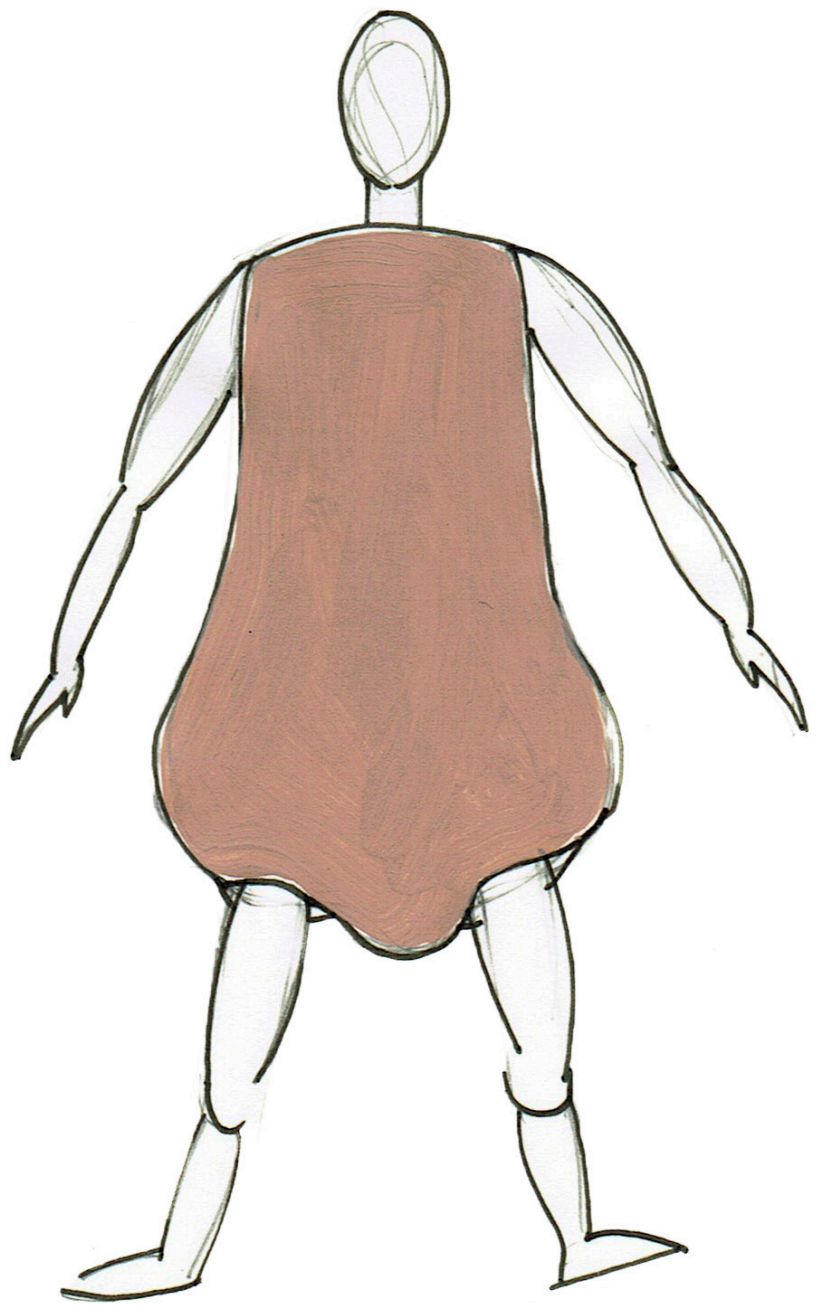
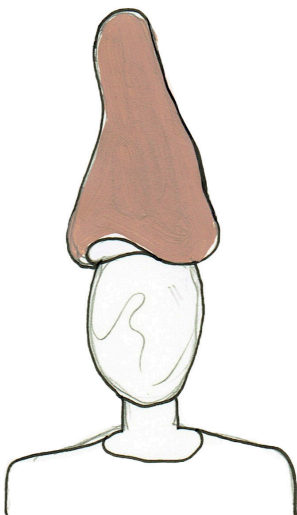
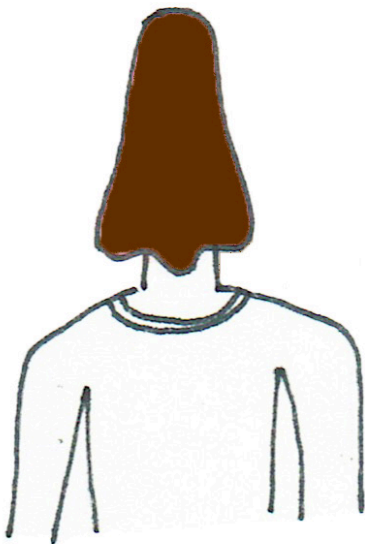
### *Documenting Nobody Nose*

Nobody Nose will be documented by the core team as the project is delivered. There is a small budget allocation for photography and video for someone to come in from outside of the core team. The project also presents the opportunity to work with an outside filmmaking team to create a 'documentary' on the project. This could have a traditional broadcast outcome (for example terrestrial television as a feature within a wider news or arts programme) or could be promoted on new media channels.

This speculative documentary could, for example, be something other than reportage. It could, rather, take the format of a **travel documentary**, where a presenter or narrator introduces Nobody Nose to the viewer and explains its origins, not as an art project but as a phenomenon in the real world, as for instance we might watch a programme on the architecture and cultural use of a Buddhist temple in Tibet.



Drawings: Nose banner, full head nose mask, nose hat, nose tunic





Inspiration Images for the closing parade.



## Location/s & Timings

There is one unit available to the project in Northpoint Shopping Centre - Unit 15. It is smaller than initially imagined but I think it will work. There is an upstairs space that can be used for some of the workshop elements of the project.

Take possession of shop:	Monday 8th May
'Tea Chest' Arrives:	Monday 26th June
Opening Ceremony:	Saturday 17th June
Nobody Nose:	17th June-19th August Wednesday-Sunday 10am-1pm & 2pm-5pm (Sunday close at 4pm)
Closing Parade:	Saturday 19th August
Return shop keys:	Monday 4th September

## Audience and Participants

Northpoint Shopping Centre is the High Street of Bransholme. It has an enormous footfall and people use it for their daily shop. It is an important part of the place that people live. Nobody Nose becomes part of that place. Encouraging returning visitors is an important part of its purpose.

The weekly footfall at Northpoint Shopping Centre is 110,000, with visitors returning up to 3 times. The regular user figures are between 36,000-52,000. Picking up from the numbers at the test event, Nose to See You (121 x 15 minute 'deep' encounters and 1,844 interactions in 5 days) the following visitor figures are envisaged over the project live Nobody Nose:

5 days x 10 weeks	
120 x 10 deep encounters =	1,200
1,800 x 10 interactions =	18,000
Total projected audience:	19,200

Beyond the residents of Bransholme, I would like Nobody Nose to become a 'must see' thing in Hull. The project title is itself a way of trying to create a certain kind of mythos in the city.

"Have you seen that nose thing in Bransholme?"

"What's it about, then?"

"Nobody Nose."

## DELIVERY PLAN

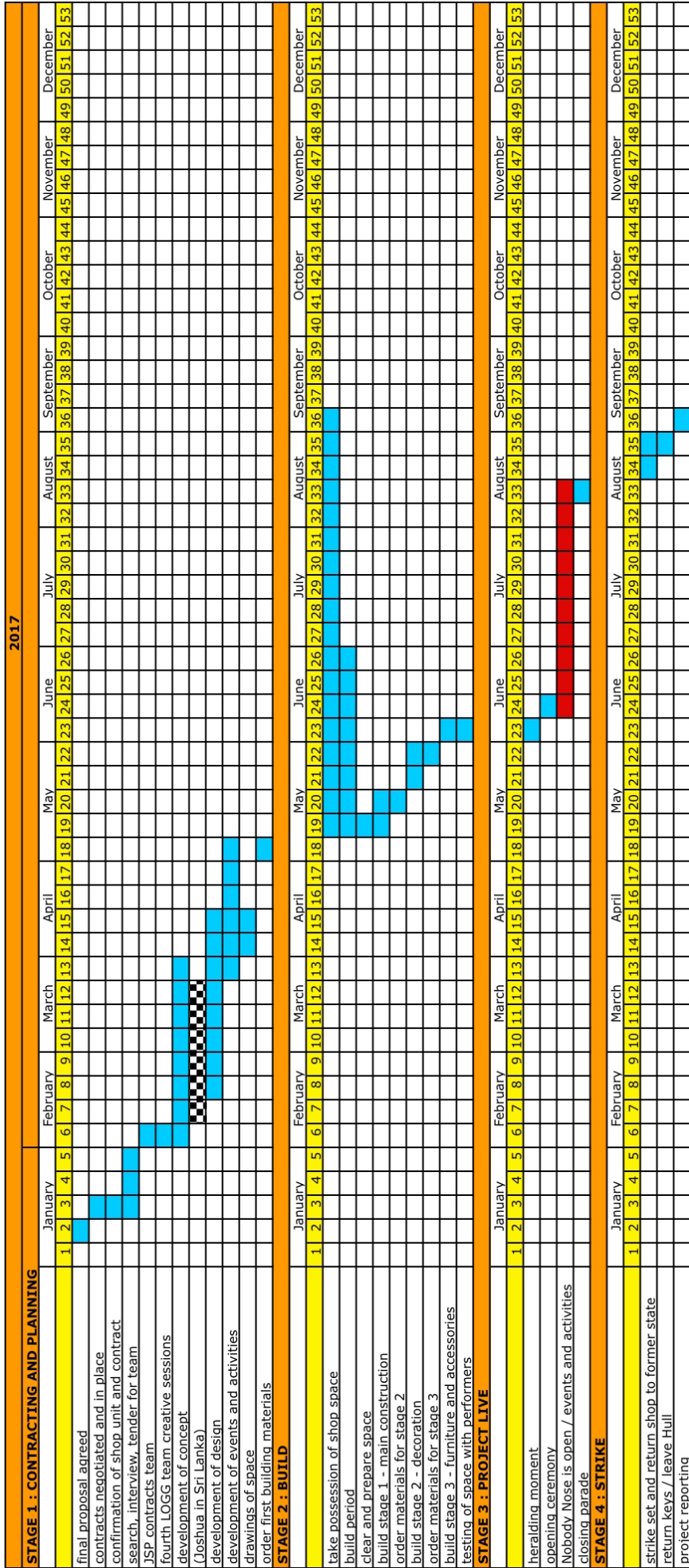
### Key Personnel

Artist and Project Director:	Joshua Sofaer
Architect:	How About Studio (Nick Wood)
Nose Guardian:	Jade Wasling
Nose Guardian Assistant:	Hull-based
Costume Designer & Maker:	Tsai-Chun Huang

### Other Roles

2 Cornet Players:	Hull-based
Boat skipper	Hull-based
Executive Producer:	Philippa Barr





Timeline showing key Milestones

## Personnel

Where possible I would like to work with people local to Hull. Overall project management will be the responsibility of Joshua Sofaer Projects Ltd. Day-to-day management will change depending on the phase of the project.

Stage 1: Contracting and Planning	Joshua Sofaer
Stage 2: Build	How About Studio (Nick Wood)
Stage 3: Project Live	Nose Guardian (Jade Wasling)
Stage 4: Strike	How About Studio (Nick Wood) & Joshua Sofaer

## Where you anticipate needing direct Hull 2017 support

- Negotiating and liaising with Northpoint Shopping Centre for the use of the shop space for 5 months, ideally rent free but otherwise at peppercorn rent.
- Arranging for permissions for street based activity: heralding event, opening ceremony, closing parade.
- PR and Marketing as necessary.
- All production of the heralding event.
- Arranging for a substantial volunteer contribution. This is envisaged at various levels:
  - build: 2 build/paint enthusiasts x 5 days (=10 days or 20 x 3 hr shifts)
  - opening ceremony: 6 x crowd management / 2 x performing (= 8)
  - day-to-day: 2 onsite management x 45 days (= 90 days or 180 x 3 hr shifts)
  - closing parade: 10 x crowd management
  - strike: 2 build/paint enthusiasts x 5 days (=10 days or 20 x 3 hr shifts)
- Advice and support for the finding and interviewing Hull based people for key roles.
- Any technical / building support gratefully received.
- Arrange and liaise with the horse and carriage.

## Headline Tech Rider showing on-costs to be met by Hull 2017

- Accommodation across the project
- Advertising and PR
- Shop rental costs (if applicable)
- All costs for heralding event (apart from opening ceremony costs)
- Horse and carriage costs. (The horse and carriage is not strictly necessary for the parade. If it is not something that is collectively decided upon, it can be dropped from Nobody Nose.)