**LOOK UP INFOGRAPHIC REPORT**

*Look Up* was a year-long programme of artists’ work

**10 commissions** made especially for Hull’s public places and spaces

Working with **26 partners**

*Look Up* started on 8 Jan 2017 with the installation of *Blade* by Nayan Kulkarni

Two of the artworks – *City Speaks* and *The Train Track & The Basket* - were still in place on 31 Dec 2017

In total, 940 days of *Look Up* activity was delivered

By a Core Project Team of four

A total of 17 artists or collectives

Five of the 10 artworks were accessible 24 hours a day, seven days a week

All the artworks were free to visit

In 2017, 358 days had one or more of the *Look Up* artworks live for the public to see

There was a total audience of 684,974 for *Look Up*, across all ten artworks

*Blade* used one of the first **B75 rotor blades** made in Hull as a readymade artwork

City Speaks functioned as a **21st century** Speakers’ Corner

Four of the 10 *Look Up* artworks were indoors

Two of the 10 artworks - *City Speaks* and *Floe* - were designed specifically to be seen at night

**LOOK UP FROM YOUR PHONE, LOOK OUT OF YOUR WINDOW, LOOK AROUND YOU – WHO KNOWS WHAT YOU’LL SEE**

Over **7,000** people visited *Blade* each day of the **two-month** period it was in Queen Victoria Square. That’s an estimated audience of over **420,888** people

*Blade*created a positive perception of Hull, **95%** of audiences said that *Blade* had showed the aspirations of the city now and in the future

*Elephant in the Room* used **12,000** fragments of paper and **4,270** individual threads to create the life-size Bowhead whale in full view of shoppers visiting Princes Quay

It was viewed by an audience of **32,616**people with **86%** of audience members saying it was an enjoyable experience

It is estimated that **73,320** people engaged with *The Train Track and the Basket* at Hull Paragon Interchange

*Floe* attracted an estimated audience of 10,151

It is estimated that 48,329 saw *A Hall for Hull*

*Elephant in the Room* attracted an estimated audience of 32,616

1,177 people visited *This is a Freedom of Expression Centre*

It is estimated that 6,603 people saw *Bleached*

*Paper City* attracted an estimated audience of 21,299

The estimated audience for *Washed up Car-go* was 21,044

The estimated audience for City Speaks was 49,547

*Paper City* and *The Train Track and The Basket* were singled out as artwork that told histories of the city that audiences were previously unaware of

Audiences rated *Blade* 9.2 out of 10 for distinctiveness, 9.1 out of 10 for concept and 9.0 out of 10 for local impact

37% of audiences saw between one and three artworks within the *Look Up* programme

* 43% between four and six
* 20% seven or more

The most frequent number of installations visited was four

The most visited artworks were:

1. *Blade*, seen by 82% of audiences
2. *The Train Track and The Basket*, by 62% of audiences
3. *City Speaks*, seen by 59% of audiences
4. *A Hall for Hull*, seen by 56% of audiences
5. *Elephant in the Room*, seen by 56% of audiences.

“It’s bespoke to the city and the people who live here – it couldn’t happen anywhere else.” Core Project Team Member

City Speaks

* 90% had seen other people’s speech displayed on the tidal surge barrier
* 51% had spoken into the lectern on Humber Street Dock
* 5% had seen their own speech displayed

Audiences from Hull’s most deprived areas were more likely to have seen *Blade, Train Track and the Basket* and *Elephant in the Room* compared to other artworks

Women were more likely to have seen *Elephant in the Room, Paper City* and *Washed Up Car-go*, whilst men were more likely to have seen *Floe* and *This is a Freedom of Expression Centre*

Respondents aged 55+ years were more likely to have seen *A Hall for Hull*, *Paper City* and *Bleached*, whilst those aged 35-54 were more likely to have seen *The City Speaks*

Overall, 76% of *Look Up* audiences were from a HU postcode

*Paper City* and *Washed Up Car-go* attracted the largest proportion of audiences from HU postcodes

*A Hall for Hull* and *Bleached* attracted the largest proportion from non-HU postcodes

The wards most commonly represented in Hull were Avenue, Drypool, Holderness and Boothferr

All members of the Core Project Team said they gained new skills

14 Artists also gained new skills

“Blade alone changed the notion of public art commissioning in scale and ambition.” Core Project Team Member

**A DIFFERENT VIEW OF THE CITY**

“Using the city centre as an art exhibition enabled me to look at the spaces and buildings in a different way” Focus Group Member

9 in 10 audience members agreed *Look Up* provided them with a different experience of the city

8 in 10 agreed *Look Up* made them think about Hull’s contribution to the world

Three quarters of audiences agreed *Look Up* made them look at Hull’s buildings and public space in a different way’

…showing them that there is more to Hull than they expected

*Paper City* was the most successful of the Look Up artworks in uncovering things about Hull people were unaware of.

Finding out the history of G.F Smith and its place within the world today became a great source of pride

*Look Up* secured a total coverage volume of 3,026 across print, online and broadcast

That’s a total readership of four billion and estimated AVE (Advertising Value Equivalent) of more than five million

Editorial mentions of Hull UK City of Culture 2017 peaked in excess of 1,000 pieces of coverage in January, with 2,946 total mentions, due to the installation of *Blade*

There was a second peak in coverage in December due to end of the year round-ups featuring *Blade* and *Floe*

*Blade* proved to be the most covered *Look Up* installation with 2,342 pieces of coverage

80 national newspaper pieces in print

1,370 mentions across TV and radio, with syndication across regional BBC stations.

1,532 mentions across online news pieces

The Hull 2017 website received 2,934 click-throughs from online editorials

Editorial coverage about *Look Up* was neutral (52%) or positive (46%).

Only 2% of the coverage was flagged as negative

43% of audiences said *Look Up* was the main reason for their visit to Hull city centre

92% of visitors said *Look Up* was good value for money

Average visitor spend increased compared to *Made In Hull* with *Look Up* showing a higher average spend on accommodation, food and drink, shopping and other attractions

Approximately 9 in 10 audience members stated *Look Up* gave everyone a chance to share and celebrate together

94% of audience members said *Look Up* was an enjoyable experience

Two thirds of audience members said *Look Up* made them feel more connected to the stories of Hull and its people

“Using the city centre as an art exhibition enabled me to look at the spaces and buildings in a different way.” Focus Group Member