CAMPAIGN: BLADE

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| Name | Blade (Look Up) |
| Start Date | 8 January 2017 |
| End Date | March 2017 |
| Duration | Three months  |
| Location | Queen Victoria Square |

Overview of Look Up programme

A year-long programme of artists’ works made specifically for Hull’s public places and spaces. Designed to challenge people’s perceptions of Hull and offer different ways to experience the city.

Look Up will present a series of new artworks to intrigue and inspire throughout 2017, created in partnership with organisations including The Deep, GF Smith and Royal Institute of British Architects (RIBA). Featured artists include: Nayan Kulkarni, Bob and Roberta Smith, Michael Pinsky, Tania Kovats, Claire Barber, Sarah Daniels and Claire Morgan.

So, look up from your phone, look out of your window, look around you –who knows what you’ll see!

Overview of Blade

Installation of a 75m long off-shore wind turbine blade in Queen Victoria Square.

[in note form] The installation ‘Blade’, consisting of a 75m long offshore wind turbine blade, will be installed in the center of Victoria Square on 8 January 2017, provided by Major Partner Siemens and made possible by presenting partners Greenport.

Multimedia artist Nayan Kulkarni developed the concept for the installation. His work engages with ideas of site specificity, time, technology and perception. These themes are manifested in work that is generated from specific concepts, processes or places through diverse media such as light, video, installation, sculpture and photography. Over the last 15 years Kulkarni has developed a keen interest in the potential of site specific and collaborative practice. Many projects have included working with urban planners, landscape/architects, lighting designers and engineers as well as exhibition, curatorial and publication ventures.

Nayan synopsis

At the start of the twentieth century the Futurists recognized the dawn of the machine age through their celebration of technology; the machine as a means to power and ultimately to war. We now know of a different way, we see differently and are learning to understand a new order of the machine. In this sense the blade of wind turbine, a harvester of energy, is more than a means to an end. It is a material fact, a weight, a pure form: a sculpture made in Hull. Blade proposes to transform Hull’s street scape through the imposition of a single wind turbine blade. As with J.G.Ballard’s ‘The Drowned Giant’ or Richard Serra’s ‘Tilted Arc’ this will be a profound material gesture, a spectacle, an obstacle and an object of wonder. This readymade artwork, up to 75 meters long, will divide the street forming a temporary impediment to a free flow. Carefully positioned it will force us to drift around its arabesque edges, our sight taking the place of the breeze. The twisting wing although inert, at rest in the street, speaks of movement but not of freedom. Blade seeks to raise the status of the blade to art, positioning it in the history of material forms that transcend function pointing us towards beauty, reminding us of its relationship to the sublime. Promoted as part of the ‘Made in Hull’ season ‘Blade’ will be an unforgettable physical manifestation, creating an opportunity for anyone to see what is made in the city in a way which will surprise, intrigue and engender pride. This blade will slice through a public space, amazing in its scale and physically breathtaking, an expression of a city at the forefront of sustainable technology.

Hull 2017 Team

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| Organisation | Name | Role/Department |
| Hull 2017 | Sarah Moor | Marketing |
| Hull 2017 | David Watson | Digital |
| Hull 2017 | Alix Johnson and Ben McKnight | Media & Comms |
| Hull 2017 | Sam Hunt | Exec Producer |
| Hull 2017 | Hannah Williams Walton (ass. Producer) | Technical & Operations |
| Hull 2017 | Andrew Knight | Producer |
| Hull 2017 | Hazel Colquhoun | Producer |
| Hull 2017 | Chris Clay | Production Manager – Technical and Operations |
| Partners (creative and major) | Siemens, Green Port | N/A |
| H17 PR Agency | Susie Gray | Media & Comms |

Aims, objectives and goals

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| Objective 1  | To encourage people to look up, view their surroundings (architecture/people/the city overall) and reassess familiar public spaces, and even to challenge conceptions of place |
| Objective 2 | To really drive home the ‘Made in Hull’ theme – ‘a blade made by the people of Hull’. Every blade is unique – so the work benefits from being a ‘one off’ artefact, with every employee at Siemens having had a role to play in its creation.*There will be opportunities for Siemens workers play a role/be present at the unveiling. Photography/Film of the blades journey will cement this message.*  |
| Objective 3 | To facilitate people’s understanding and interpretation of public works of art and introduce/explore the concept of ‘The Readymade’ |
| Objective 4 | To nod to the future of Hull as a clean energy hub. |
| Objective 5 | To raise the profile of the various funding partners  |

Measurable Goals

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| Goal 1 | Attract up to 15,000 visitors in the first week and 60,000 visitors thereafter (based on rough figures of 250 daily visitors, 2000 weekend visitors) – aim of 75,000 in total. |
| Goal 2 | Get people to physically stop and look up – to disrupt the public space |
| Goal 3 | To facilitate interpretation of the work of art – through volunteer interaction/engagement and interpretation board |
| Goal 4 | High levels of social media mentions and activity |

Target Audience

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| Audience 1 | Art fans/museum-goers (local) |
| Audience 2 | Art fans/museum-goers (national) |
| Audience 3 | Students – clean energy, art, design, engineering |
| Audience 4 | People new to the city and local people rediscovering their city |
| Audience 5 | Local business people |
| Audience 6 | Press and Media |

Key Selling Points of the series

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| 1 | Allow Hullensians to reassess their city and consider places as artistic in a way that they might not have previously |
| 2 | The installations are temporary – there’s a window of time to see any piece of art (‘see it while it’s here’)  |
| 3 | Achieving the impossible – scale and magnitude of the installation is unexpected and impressive - turbine blades are the largest single handcrafted object produced |
| 4 | An object of curiosity – few people see blades up close |

SWOT Analysis

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| Strengths  | People will come across the work organically around town – less effort required to go and visit. It should achieve a good media reception so awareness should be high – people regionally are likely to visit out of curiosity and fear of missing it – temporality of installation is a strength. |
| Weaknesses | May be perceived purely as Siemens marketing rather than a piece of art – care needs to be given to ensure visitors understand notion of object as art |
| Opportunities | Great opportunity to establish Hull as a clean energy hub (Siemens - wind power) and cement the ‘Made in Hull’ theme. |
| Threats | Once people have seen Blade and PR activity dies down they may be unlikely to return to view it again – interest will wane after the impact of the first ‘reveal’. Advertising and hero image to reignite interest. Strong linkage between all of Look Up projects will be required. |

Agreed Shows to Upsell or Cross-Sell (Pre- or -Post)

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| 1 | Made in Hull – also taking place in public realm  |
| 2 | Other Look Up projects |
| 3 | Hull College of Art and Design – Fountain 17. Also Bob and Roberta Smith workshops link to Look Up project in Freedom season. |
| 4 | The wider visual arts offering – particularly strong in Made in Hull season and February in particular. Humber Street Gallery, Brynmor Jones Gallery and Ferens Art Gallery  |

Agreed contractual credit

*Hull UK City of Culture and Nayan Kulkarni present Blade. Powered by Siemens.*

Phase 1 - Pre-installation

December 2016 – early January 2017

Activity

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| Lamppost Banners | 10 x Lamppost banners  |
| Filming | Initial filming for Blade promo film at Siemens Factory |
| Design preparation | Design and production of Interpretation board, adverts, fliers etc |

Approach
 *What we intend to do?*

Lamppost banners to promote Hull as a ‘green’ city – nod to the future of the city as a clean energy hub.

 *Why we intend to do it?*
To lay the foundations for the upcoming project and set the scene for Hull’s future as clean energy hub. To prepare for the big reveal with early filming.

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| Name | Description | Resource / Lead |
| Outdoor advertising | Siemens clean energy message - 10 x lamppost banners | SM/LM |
| Filming prep for phase 2 | Filming the making process | Cornershop (BBC), DW (digital) |
| Interpretation board and advertising | Interpretation board design / advertising design | SM |

Photography & Filming Plan

Production of a film to document the blades journey from being ‘made in Hull’ to being installed as art at the heart of the city, with the purpose of producing shareable content for website and social media. Provide the background story – the hands that make the blade through to the public touching and interacting with the blade.

Key Dates / Timeline

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| December | Lamppost banner message and design to be approved, installation date to be confirmed |
| By late December | Interpretation board design and artwork – arrange production and installation for 08.01.17Advertising booked and confirmedAdvertising designs for 6-sheets, 48 sheets, fliers, postcards etc in preparation for Jan print date  |
| 2 December 2016 | Meeting with Siemens comms, John Mehan, Digital, Tech, Ops etc |
| 16 December 2016 | Production shots and film footage of the blade ‘in the making’. BBC filming and Nayan also present – interviews and context shots. TBC – Hull 2017 Digital team visiting to shoot artistic shots. |

Phase 2 – The big reveal/presenting the work

8 January 2017 – 14 January (week 1)

Activity

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| Video campaign | Journey of the blade – from hands that made it to its new temporary home in city center - to be released in the same week as big reveal |
| Photography | Photography of Blade in situ - hero shot on day of big reveal – to be released on website and across social media channels. Imagery of sculpture alone and also images of visitors engaging with the art. |
| Social Media | Live stream / real time engagement |
| PR/Comms | Ambitious PR/comms campaign to engage as many local, national, international and industry specific titles as possible.  |

Approach

 *What we intend to do?*Engage all local, regional, national, international and industry specific press to get the message far and wide.
Share the Blade film showing its creation at Siemens, its journey through the city and its installation as work of art in order to cement the Made in Hull theme and give people a ‘behind the scenes’ look at the artwork which has just appeared in the city center. This will also set the tone for the future Look Up projects – which all aim to disrupt the space and many to impress with scale.

*Why we intend to do it?*To make a huge statement which aims to promote the wider 2017 programme nationally and internationally, to set the tone for the Look Up projects and to promote clean energy in Hull (Siemens in particular).
 *How we know it will have worked?*Media response, overall public response, reception to Hull 2017 overall, visitor numbers.

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| Name | Description | Resource / Lead |
| Event Page on website | 08.01.17 – To go live on day of installation | DW |
| Social Media | Live stream / real time dialogue during install?Release of imagery 08.01.17Release of video on both website and social media w/c 9 Jan – the making of the blade and journey to city center | DW |
| Editorial | 4 x pieces of editorial featuring Siemens messaging – Ideas: 1x story of the making of the blade including interviews with factory workers, 1x wider story on wind power and Hull’s future as clean energy hub, 1x article on ‘readymades’ – how do objects with alternative functions become art (reference Duchamp, and other works in the programme, e.g. COUM’s use of found objects, reclamation in Chris Dobrowolski’s work - could we get Will Gompertz BBC arts editor involved?)1 x interview with the artist | DW |
| Press/media summary | Wide national and international press coverage - all national press will be invited to review the Blade and Made in Hull. National print, online and broadcast targets to review include: The Times / The Sunday Times, The Guardian / Independent (online and print), The Observer, I Newspaper, Daily Express, Daily Mail/Mail on Sunday, Daily Telegraph, Financial Times, International New York Times, The Stage, What’s On Stage, BBC Radio 4 Front Row/Saturday Review, Corridor 8National press (columnists and features writers) will also be invited to Hull to see the city at the beginning of the year, including:* Robert Crampton (The Times)
* Richard Morrison (The Times)
* Charlotte Higgins (The Guardian)
* Joel Golby (Vice)
 | CS (SG) / BM |
| Wires | The following national and international press wires will be invited to attend on 8 January.Press Association + \*Associated Press + \*Reuters + \*United Press International +Agence France Presse + Deutsche Press – Agentur +Canadian Press +Algemeen Press (Netherlands) +Advance notice will be shared on 5 December and follow up conversations had to establish level of interest and likely results. | CS |
| Specialist Arts Press | Frieze ++ \*Aesthetica ++ \*Artforum +Art Monthly +ArtReview +Interview +The Art Newspaper +Online (all +):Aesthetica\* Artlyst \*BBC Arts \*Dazed Digital \*Guardian online \*Huffington Post \* | CS |
| Consumer titles | 1843 +Economist +New Statesman +AnOther +AnOther Man +Architects Journal +Architectural Digest +Big Issue + Creative Review +Icon +I-D +The Skinny +Wallpaper +Wire + | CS |
| News targets | In line with Blade’s press campaign which is focused on broadcast news and photography placement there is a media call on the weekend of 7/8 January for Blade. TV/News targets include:* BBC News
* ITV News
* Channel 4 News
* PA
* Look North, ITV Calendar, BBC Radio Humberside

News Photography targets include: * PA
* Reuters
* National broadsheet newspapers
* Hull Daily Mail
* Yorkshire Post
 | CS |
| Radio – media relations | Viking, BBC Radio Humberside  | AJ/BM |
| Local Press | Hull Daily Mail ++ \*BBC Humberside ++ \*Yorkshire Post +Capital +Viking +West Hull Community Radio +Radio Yorkshire +Culture 24 +Yorkshire Life +24 Seven +Hull Mag +HU17.net +This is ull +Frayed +Loco +Northern Life Magazine +Living North Magazine + | CS |
| Broadcast | All BBC News programmes through coordinator + Inside Out. \* ++News coverage option to:BBC World Service ++Channel 4 News ++ \*Sky News ++ \*Sky Arts ++CNN ++ \*Bloomberg ++EFE +Ria Novosti +France 24 +Phoenix +CCTV +YTV +Arte ++ \* | CS |
| International Press: | International wires and broadcast incl elsewhereInternational broadsheets – (The Financial Times/FT Weekend)Wall Street Journal +International New York Times + \*Die Welt + \*Corriere della Sera +Le Figaro +South China Morning Post +Sydney Morning Herald +People’s Daily +Globe and Sun + | CS |
| Clean energy / industry publications | Renewable Energy World \*, Renewable Energy Magazine \* | CS |

Key Dates / Timeline

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| --- | --- |
| 8 January 2017 | Capture hero image and distribute, film blade’s final journey to site |
| 8 January 2017 | Interpretation board installation |
| 8 January 2017 | Major press activity – 6/7/8 press trip to Hull to link up with Made in Hull. Press event at city hall – use balcony as photo opportunity. |
| w/c 9 January 2017 | Share Blade film on all online channels  |

Phase 3 – Hero image advertising campaign

Mid-End Jan until – 31 March 2017

Activity

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| 6-Sheet Advertising | 30 x 6-sheet posters positioned on the routes into the city (Holderness Road, Willerby Road, A63) and in transport hubs |
| 48-Sheet Advertising billboards | 3 x 48–sheet billboards along key routes into the city – 2 weeks after install |
| Poster drum | Poster drum at the train station – 2 wks after install |
| Window Vinyl | Shopfront window vinyl (end Jan/start Feb) |
| Post cards | 10,000 x A6 Blade double sided postcards (interpretation and blade facts, sponsor info) |
| A5 leaflets | 10,000 x A5 leaflets - Jan – March 2017 |
| Social media | Release photography of users engaging with art |

Approach

 *What we intend to do?*Use the iconic imagery of the blade installed on advertising around the city center and beyond.

Produce a range of posters, billboards and marketing collateral to raise awareness about the Blade and major sponsor Siemens, and encourage people to visit the site and see the installation once the PR buzz has died down.
 *Why we intend to do it?*To continue interest once PR activity post-reveal has calmed down – essentially a campaign to re-market the Blade once awareness already exists.

*How we know it will have worked?*Continued interest from the public. Greater awareness of overall Look Up project.

Photography & Filming Plan

Images of visitors engaging with the sculpture to be released on digital channels.

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| Name | Description | Resource / Lead |
| Marketing Print Collateral and Advertising | As above  | SM |
| Email Marketing | ‘Start as we mean to go on’ email – Happy New Year to subscribers – images from fireworks, Look Up, Made in Hull – all projects that have kicked off – Link to What’s On page? | DW |
| Editorial – continue to roll out/share | As per phase 2 ideas | DW |
| Outdoor Advertising | Use of existing flags – replace with interpretation messaging? TBC | SM/LM |
| PR activity | Continue to engage with press | AJ/BM - Cornership |
| Photography | Photography of visitors engaging with the sculpture | DW |

Key Dates / Timeline

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| Mid-January | Print and production of adverts, fliers, postcards  |
| Mid-January | Continue to share video of Blade production and journey, to be displayed in Siemens visitor centre, the hub etc |
| End Jan | Installation of advertisements |
| Start Feb | Installation of shop unit vinyl |

Learnings

*What have we learnt from implementing Phase [X] that can inform the next period of activity?*