**Hull Beermat Photography Festival curated by Martin Parr (Revised GRO 9/9/16**

**TWEET:** Hull – home to photography exhibitions you can stand your pint on (66 characters)

**#HullPhoto2017**

**50 WORDS:** World-renowned photographer Martin Parr turns traditional exhibition style on its head with a new festival curated specifically with social settings and social media in mind.

Forget white cubes, silent galleries and DO NOT TOUCH signs. Instead, picture images of Hull, submitted via Instagram and then printed onto beermats and strewn across the tables of the City’s pub, clubs and venues. (60 words)

**100 WORDS:** World-renowned photographer Martin Parr turns traditional exhibition style on its head with a new photography festival curated specifically with social settings and social media in mind.

Forget white cubes, silent galleries and DO NOT TOUCH signs. Instead, picture images of Hull, submitted via Instagram and then printed onto beermats and strewn across the tables of the City’s pub, clubs and venues.

Touch them. Critique them. Or simply just enjoy them – and maybe a pint or two too. (77 words)