**Turner Prize Meeting Minutes**

**Wednesday 2nd November 2016**

**Hull 2017 Team**

Katy Fuller, Executive Producer

Hannah Williams Walton, Assistant Producer

Jenny Hutt, Events

David Watson, Head of Digital

Laura Smith, Senior Brand and Marketing Manager

Will Hutchinson, Legal and Business Affairs Adviser

James McGuire. Audience Engagement Manager (Attending 15:30 – 16:00 Public Programme and Engagement)

**Ferens Art Gallery, Hull Culture and Leisure (HCAL)**

Kirsten Simister, Curator

Jane Avison, Education Manager

**Tate**

Judith Nesbitt, Director of National & International Programmes

Elodie Collin, Exhibitions Project Manager

Linsey Young, Curator of Contemporary British Art

Billie Lindsay, Head of External Relations

Abi Laughton, Marketing Manager

**2017 Update**

Hull 2017 will announce Season 2 & 3 in February. The Turner Prize just falls within the start of Season 3 so will be included in this brochure.

There is also a plan to produce a piece of print for September specifically which can feature further information about the Turner Prize.

**Action:** Hull 2017 to share the programme for 64 Humber Street.

**Delivery model and team structure**

JD discussed that Tate have been evaluating the relationship between previous external partners presenting the Turner Prize and the ways Tate can offer support looking at next year.

LY is keen to support with curation if needed but it’s an internal conversation at Tate as to how this might work. KF mentioned there is still one curator position to fill.

**Action:** Tate to come back with a presentation of how their involvement might work next year.

KF updated on staffing. David Sinclair who is the curator for 64 Humber Street will fill one of the curator positions for the Turner Prize 2017. His role at 64 Humber Street will be backfilled.

**Action:** DS and LY to arrange a meeting.

Hull 2017 are recruiting a project manager shortly.

**Action:** KF to share job description with LY

**Milestones and Schedule**

KF shared the internal resource schedule for Hull 2017.

The contract between Hull 2017 and Tate is nearly finalised.

There will be a separate agreement with HCAL and Hull 2017 specifically for the Turner Prize. This is being drafted by Hull 2017.

**Opening Event**

At the opening event for the Turner Prize 2016 Tate had 1800 guests in attendance. This was due to them combining it with the Summer Party.

The group discussed using Ferens for the opening party or using City Hall. Everyone felt that using Ferens was the better option although this would limit the capacity.

**Action:** KS to share the new capacity of Ferens.

Action: With the capacity being limited in Ferens JH and BL will start looking at Guest list now in terms of the expectation for Tate and Hull 2017.

JN said they don’t do speeches at the opening event as they have found it’s too difficult to get everyone in one place.

To help alleviate pressure on the Guest List Tate normally offer private tours during the opening week and during the exhibition with the curators for volunteers, staff and Patrons.

**Press Preview**

LY suggested that it’s useful for curators to have press training before the press preview as the artists don’t speak to press about their work, all interviews are through the curators.

LY also noted that during the exhibition there is a steady demand on their time for press.

The BBC usually do live coverage on the morning of the press preview from 6am-9am.

**Shortlist Announced**

The shortlist for the Turner Prize 2017 will be announced at Tate in London. This is to try and capture the highest amount of press coverage.

**Awards Evening**

This year the Turner Prize awards evening is on Monday 5th of December and starts at 7:30pm with 150 attending.

LS said they tend to do a pre drinks reception for the artists and their invited guests to make sure that the artists are all in place for the awards reception.

They recommend placing a representative from Tate on each artist table to make sure that the artists are there for the whole time and for the announcement.

Once the announcement has been made the winning artist normally goes to the side of the stage and does their first interview.

The group were happy with the choice of City Hall as a venue for the awards ceremony.

**Announcements and Timeline**

Dates need to be confirmed but LY shared a brief outline of the key moments.

**Action:** EC to circulate proposed dates

* On Monday 24th April there is the Jury meeting in London which the Hull 2017 curator team would attend.
* The press release would then be written.
* During this time the curators would then start to imagine what the layout of each artist room may look like and which space may suit each artist.
* On Wednesday 3rd or Thursday 4th May the shortlisted artists would be announced.
* The artists would need to visit Hull as soon as possible to see Ferens.
* After this visit the artists would be allowed some time come up with initial ideas. The artists would not be given a budget each to work with as some work could cost significantly more than others. It’s about seeing what budget each piece needs individually.
* LS clarified in general it’s not about the artists creating new work, it’s about remounting their work that they were nominated for.
* Artist contracts are then drawn up in June.
* The artists come back with their ideas in June.
* There needs to be full sign off of the artists’ ideas by the end of July.
* During this period the curators normally work on the artists’ essays and films.
* In August the catalogue and interpretation for walls needs to be signed off.
* Installation happens form August – normally a week in each room without the artists and then a minimum of two weeks for each artist. They also normally try and have only two artists installing at once.

**Action:** LY to share the 2016 Turner Prize budget with KF

The group discussed the possible spaces in Ferens and where the exhibition will be staged. They have five rooms marketed out included one for interpretation although JA raised that this would take out their workshop space at Ferens.

**Action:** KS to share sketch up files of Ferens.

**Marketing and Digital**

Press meeting to be scheduled for December.

**Action:** EC to circulate date.

The Tate have an archive of Turner Prize poster that they can share.

It’s important that all artists have an equal amount of space on posters. AL suggested getting a master copy signed off.

AL said that this year they have launched a pay what you feel scheme.

This year that have also encouraged people to use social media by creating a twitter hashtag and using Facebook live.

AL said they don’t budget any money for press as they receive so much. In terms of marketing they tend to do a big push on the second week of opening and the last few weeks of the exhibition and they don’t currently market outside of London.

The comments board has been a real asset and something they would like to continue.

**AOB**

Tate haven’t offered audio description for the Turner Prize before but they have done this in other exhibitions and JN said they would be happy for Hull 2017 to explore this as a possibility.