**HULL UK CITY OF CULTURE 2017 - ‘LOOK UP’** (Working Title only)

**INTRODUCTION**

Hull’s bid for UK City of Culture 2017 recognised the quality and significance of the city’s urban environment, remarkable for the range, scale and quality of its architecture. It respected the historical evolution of Hull, its sequence of dynamic spaces and the ways in which, over time, artists had imaginatively contributed to the look and feel of the city.

**APPROACH**

*Look Up* is an ambitious programme of temporary commissions, realised specifically for 2017. It will respond to, and reveal in new and surprising ways, Hull’s remarkable architecture and spaces.

Artists, architects and designers are being invited to create work that alters the city in some way, shifting perceptions of the place, turning the familiar into something strange and wonderful, playful and celebratory. Commissions will be broad ranging and may include sound design, lighting installations, digital, interactive and socially engaged works, as well as sculptural and architectural interventions*.* The city becomes a dynamic stage for, and subject of, the artists’ work, rather than a canvas on which the work is displayed.

The programme is founded on a curatorial vision which:

* Is inspired by Hull and the City of Culture’s commitment to “drawing on the past and present of the city in order to define and celebrate its future”
* aims to transform people’s understanding, appreciation and enjoyment of Hull through the imagination and creative skills of artists invited to make works for and of the city
* embraces different media and diverse experience - from immersive installation to participative, cumulative work, including day and night-time presence.

Our approach is informed by the Hull UK City of Culture’s imperative that ‘The art drives everything’ *–* artists engaged in articulating new narratives about the city and its future.

*Look Up* will be a year-long programme of artists’ works made specifically for public places and spaces in Hull. These temporary works will change and challenge people’s experience and perceptions of Hull. They will capture people’s imagination in a creative dialogue, throwing new light on who, or what, makes the city.

**COMMISSIONS PROGRAMME**

The commissions will be focused on different aspects of the city throughout the year, varying in duration, scale and artistic practice. But what they will all have in common is that every commission will explore something of the city – whether it's the physical fabric of somewhere in Hull, or something made in Hull (or thrown away in Hull), or whether it's the ingenuity, thoughts and humour of the people who live and work here.

*Look Up* will showcase the rich diversity of contemporary cultural practice, inviting artists who work in a variety of ways, media and approaches, to respond to the place and the people of Hull. The city centre provides the physical focus for *Look Up* and, as a general rule, commissioned works will be accessible to people of all abilities and ‘free to view’.

To ensure that *Look Up* benefits from synergies with other elements in the 2017 programme, the commissions will be paced as ‘episodes’ through the year. This will maintain people’s interest, provide for a wide range of environments to be used, enable us to invest more time and resources in the art (rather than in maintaining it for extended periods - 4 months or more), and support the roll out of news stories and marketing opportunities throughout the year.

*Look Up* will ebb and flow through the year’s seasons, taking place at different locations around the city centre, some central and upfront, some more hidden. At least two commissions will always be on view at any one time and some will be delivered in collaboration with co-commissioning partners

**ARTISTS**

Artists will be selected on the basis of the outstanding quality of their practice and their interest in working across, and reaching, a range of audiences. We will commission artists whose work and practice is

* Thoughtful and thought provoking
* Skilful
* Respected
* Engaging

Artists commissioned to contribute to the programme will be expected to have a genuine interest in the city, a commitment to the programme’s aims and a collaborative approach. They will be invited to visit the city, undertake site visits (guided and self guided) and discuss their responses to the programme’s aims, ambition and opportunity.

**PROGRAMME**

The structure of the programme reflects

* the Hull 2017 seasons (Made in Hull/Roots & Routes/Freedom/Tell the World)
* access within the city (e.g. scheduled completion of public realm improvements)
* related programme elements (e.g. Turner Prize Oct 2017)
* seasonal weather & daylight hours

**EDUCATION AND ENGAGEMENT**

We will develop a close working relationship with Hull School of Art & Design (Hull College) as a strategic partner, building on their city centre location, accessibility and resources. This will provide an important platform from which to support, share, document and celebrate the work of the artists invited to participate in *Look Up.*

**CONTACTS**

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