**PROJECT OVERVIEW – Look Up**

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| **NAME OF PROJECT** | **Look Up** |
| **PROJECT START - FINISH DATES** | **1/1/2016 – 1/2/2018** |
| **PROJECT LIVE DATES** | **1/1/2017 – 31/12/2017** |
| **COC PROJECT LEAD** | **Sam Hunt** |
| **PROJECT SUMMARY**  | The city centre’s public spaces and places are the inspiration and stage for a series of temporary artists’ works, created especially for Hull.Look Up takes its lead from: Hull, drawing on the past and present, projecting the future; Hull 2017 seasons – commissions rolled out through the year; and Artists’ imagination and vision-seeing things differently.Look Up will: Challenge perceptions of place and practice; Be temporary in nature, transformative in effect; Capture people’s imagination and stimulate debate; Explore who or what makes a city’s identity.The artists being commissioned to create new works for Look Up engage directly with people through infiltrating, interrupting or temporarily usurping public spaces, where the edges between art and life dissolve. |
| **TARGET AUDIENCES**  | * Hull Residents
* Regional, National and International Visitors
* Children
* Young People
* BME Audiences
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| **CORE PROJECT TEAM** | * Sam Hunt
* Hannah Williams Walton
* Hazel Colquhoun
* Andrew McKnight
 |
| **ARTISTS** | * Nayan Kulkarni (Blade)
* Michael Pinksy (City Speaks)
* Chris Dobrowolski (Washed Up Car-Go)
* Claire Barber (Train Track and The Basket)
* Freshwest (City Oases)
* Claire Morgan (The Elephant in the Room)
* 7 artists (Paper City)
* Bob & Roberta Smith (Freedom of Expression Centre)
* Tania Kovats (Bleached)
* ?? (RIBA)
* ?? (The Deep 3)
* ?? (Beyond the Stars (Title?))
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| **HERITAGE PARTNERS****(IF APPLICABLE)** | * (Train Track and The Basket – Research?)
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| **DELIVERY PARTNERS** | * Siemens
* The Deep
* Princes Quay Shopping Centre
* Yorkshire Water
* Hull Paragon Interchange
* GF Smith
* Hull School of Art and Design
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| **PROJECT SPECIFIC AIMS/OBJECTIVES TO MEASURE**  | * To create a significant programme of art in the public space, throughout the year and across the city centre of Hull, inspired by Hull 2017's commitment in 'drawing on the past and present of the city in order to define and celebrate its future'
	+ Programme 365 days of installations across the city centre of Hull
	+ Commission 8 new high quality public art installations from nationally and internationally significant artists, covering a range of media and genres of visual art,
* Transform people's understanding, appreciation and enjoyment of Hull through the imagination and creative skills of artists invited to make work in and for the city.
	+ Integrate public art into Hull’s built environment in a way that enhances and draws attention, encouraging audiences to look up and take in the architectural heritage of Hull
	+ Celebrate the heritage of Hull and investment in the public realm via site selection
	+ Generate local, regional and national media coverage, drawing upon the high profile artists commissioned, in order to alter perceptions of the city
* Engage new audiences for visual arts in the city and to drive footfall to the city centre
	+ Increase in the number of visitors to Hull, as a result of the spectacle and profile of commissioned artists
	+ Remove financial and technological barriers to attending arts and cultural activities for Hull residents through free and unticketed events
	+ Increase the number of Hull residents coming to the city centre as a result of the spectacle of Look Up installations
* Develop and deliver a structured learning and engagement programme
	+ Involve the students of Hull School of Art and Design in structured learning and engagement activities alongside the Look Up installations
	+ Deliver a series of RIBA residencies in schools in order to increase interest in architectural and largescale installations
* To develop a series of co-commissioning partnerships enabling extra investment in the artistic programme ensuing impact, scale and ambition is realised.
	+ Work in partnership with Siemens in the development and delivery of the Blade installation
	+ Work in partnership with G.F. Smith in the development and delivery of the Paper City installations
	+ Any others?
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| **HULL 2017 STRATEGIC OBJECTIVES THAT THE PROJECT IS CONTRIBUTING TO** | 1. High quality programme of arts, culture and heritage* 365 day of cultural programme that is ‘of the city’ yet outward looking and includes 60 commissions
* Improving understanding and appreciation of Hull’s heritage

2. Develop audiences* Increase total audiences for Hull's arts, cultural and heritage offer
* Increase engagement and participation in arts and heritage amongst Hull residents
* Increase the diversity of audiences for Hull’s arts and heritage offer

3. Develop the cultural sector* Develop the city's cultural infrastructure through capacity building and collaborative work undertaken by/with Hull 2017 and its partners

4. Improve perceptions of Hull both internally and externally* Enhance positive media coverage of Hull’s arts and heritage offer
* Increase in Hull residents who are proud to live in Hull and would speak positively about the city to others
* Improve positive attitudes towards Hull as a place to live, study, visit and do business

5. Strengthen Hull and East Riding economy* Increase visitor numbers to Hull
* Deliver economic benefits for the city and city region

6. Increase investment and regeneration* Support new investment and regeneration in the city

7. Improve wellbeing through engagement and participation* Increase levels of happiness and enjoyment as a result of engaging with arts and culture
* Increase levels of confidence and community cohesion among local audiences and participants

8. Increase aspirations, abilities and knowledge of residents* Engage with all Hull-based primary and secondary schools, providing all school age children with the opportunity to engage with arts and culture
* Delivery of training and development opportunities to local residents through arts and culture initiatives

9. Exemplar programme delivery and partnerships* Ensure partners are satisfied with their Hull 2017 partnership experience
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**PROJECT MONITORING & EVALUATION PLAN – Project Specific Objectives**

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| AIMS  | OBJECTIVES  | OUTPUTS & OUTCOMES  | WHO YOU’LL GATHER INFORMATION FROM  | METHOD OF DATA COLLECTION  | WHEN TO GATHER DATA  | RESOURCES  | PERSON (S) RESPONSIBLE  |
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**PROJECT MONITORING & EVALUATION PLAN – Hull 2017 Strategic Objectives**

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| AIMS  | OBJECTIVES  | OUTPUTS & OUTCOMES  | WHO YOU’LL GATHER INFORMATION FROM  | METHOD OF DATA COLLECTION  | WHEN TO GATHER DATA  | RESOURCES  | PERSON (S) RESPONSIBLE  |
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| Improve wellbeing through engagement and participation | Increase levels of happiness and enjoyment as a result of engaging with arts and culture | Spirit Wellbeing indicators and question re: physical activity and wellbeing |   |   |   |   |   |
|  | Increase levels of confidence and community cohesion among local audiences and participants | Inspiring conversations between at least 10% of audiences at Look Up installations |   | Observational Research  |   |   |   |