

TURNER PRIZE HULL 2017 PROJECT KICK OFF MEETING

Meeting Notes

Date: Thursday 01 October 2015
Time: 10:00 – 13:00
Where: Glasgow Life, 220 High Street, Glasgow
Attendees: **Tate**
Gemma Hollington, Exhibitions Project Manager (Chair) (GH)
Lizzie Carey-Thomas, Curator Contemporary British Art (LCT)
Judith Nesbitt, Director of National and International Programmes (JN)
Beatrice Burrows, Marketing Officer (BB)
Kate Moores, Press Officer (KM)
Duncan Holden, Senior Press Officer (DH)
Claire Hindle, External Relations Administrator (LB)

Hull 2017

Martin Green, Chief Executive and Director (MG)
Fran Heygi, Executive Director (FH)
Katy Fuller, Senior Producer (KF)
Phil Batty, Director of Marketing, Communities and Legacy (PB)
Jacqui Gay, Director of Communications (JG)

Hull Culture & Leisure

Simon Green, Director of Cultural Services (SG)
Kirsten Delaney, Curator of Art (KD)
Claire Longrigg, Exhibition Officer (CL)

1. INTRODUCTIONS

• **Team Structure**

Hull are still in the process of setting their staffing structure.

• **Roles & Responsibilities**

Staff attending the meeting introduced themselves outlining their role in relation to the Turner Prize. As Hull are yet to finalise their Turner Prize team structure exactly who will take on specific responsibilities is yet to be decided. KD and CL are “hoping” to be the curators responsible for the project. The information shared at this meeting will help inform exactly who will be allocated which responsibilities.

Actions:

- Hull to share staffing structure with Tate when finalised
- Tate to share with Hull Turner Prize team roles and responsibilities information

2. HULL CITY OF CULTURE UPDATE

• **Year of Culture Programme**

Work is still being done to finalise the programme for the year. The people and culture of Hull will be celebrated throughout the year in 2017 and Hull 2017 are also looking to hold events outside of Hull to draw attention to events in Hull. There is a desire to look at the bigger picture and the role of “City of Culture Years” and how cities can be changed through art. So far, the Turner Prize is the only event in 2017 year of culture that has been announced. By the end of 2015 the programme for the 2017 year of culture as well as the funding will be in place.

The branding for the Hull City of Culture Year 2017 will be launched in approximately two weeks’ time.

- **Contract**

Hull are very keen to see the 1st draft of the contract. GH is working with Tate legal on a full contract.

- **Sponsorship**

FH highlighted the need for any potential sponsors that Tate are approaching for Turner Prize 2017 to be shared with Hull. Hull have already started discussions with sponsors for 2017. Should these discussions impact Turner Prize this should be communicated with Tate.

Actions:

- Hull to share with Tate any relevant information regarding announcement for the 2017 programme, highlighting anything that may be required from Tate
- GH to send the contract asap
- FH to send GH a list of sponsors already secured for the year

3. **ARTIST SELECTION**

- **The Turner Prize 2017 Jury**

The jury for Turner Prize 2017 will be selected by Tate. It will be chaired by Alex Farquharson. The jury will be contacted and in place by April 2016. They will be briefed by Tate re: what is required of them highlighting that they will be required to see exhibitions of artists that fit the Turner Prize criteria in the year (April 2016 – April 2017) prior to the meeting to shortlist artists for Turner Prize 2017.

If Hull wishes to suggest relevant people that they would like to see on the panel that represent interests in Hull Tate is open to suggestions. The jury chair will however make the final selection.

- **Artist Nomination Process**

In March 2017 Tate will announce on the Tate website and through social media that the public nominations are open for submission. This is not seen as an opportunity to publicise the prize as, although the list is reviewed and considered by the jury, it doesn’t necessarily have a huge impact on who then the jury select.

In April or May 2017 Tate will coordinate and host the Turner Prize 2017 artist nomination meeting. The exact date of the meeting will be carefully

considered in relation to the artist nomination press announcement date – this date will be set to avoid clashes with other key arts events at the time e.g. Venice Biennale. The announcement date will also have to be considered in relation to other Hull 2017 announcements. The jury meeting will take place only 1 or 2 weeks before the announcement – this is to mitigate the risk of a leak.

The meeting will be chaired by Alex Farquharson. Prior to this meeting the Tate Turner Prize curator will collate the public nomination list for circulation to the jury ahead of the meeting. All jury members will attend along with a Tate Press Officer, Tate Turner Prize curator and Hull Turner Prize curator(s). It is important for the curator to be present to hear and understand the reasons for the artist nominations. The Hull curator will not be expected to take part in these discussions and will just be expected to observe.

Tate will be responsible for contacting all artists nominated and ensuring their verbal agreement to participate in the prize.

- **Artist Management**

As soon as possible after the artist nominations announcement a briefing meeting will need to be scheduled. This meeting should be hosted in Hull and if possible all the artists should attend. The artists will see the space and be introduced to key member of the team. The briefing meeting is the point when it will need to be clearly outline to the artists what will be expected of them in the coming months, what the key deadlines and milestones are.

It is important for the Hull curator(s) to carefully manage the relationship with the artists. For many who are nominated it will be the first time that they are in the public eye. They will be nervous. They will also be juggling the last minute nature of the project/ demands that are put on them against what they will already have planned for the year. This can put a lot of stress on the artists.

Tate does not expect Turner Prize artists to take part in any press activity but at the briefing meeting it will be a chance to encourage them to take part as much as possible and to explain why it is so important for them to use this opportunity to use their own words to articulate their practise to a wide audience.

Any texts about the artist's works and use of images of their artworks will have to be approve by the artist as well as Tate. It will be important to factor approval processes into any delivery schedules.

Actions:

- Hull to send ideas/ suggestions for Turner Prize jury members to Tate by early January 2016

4. EXHIBITION

- **Design & Layout**

The artist briefing meeting will be the first time that the artists will see the exhibition space at Ferens. This will be the starting point for discussion regarding what they might want to display and how. It is important to remember that the artists are required to create a display that mirrors in some way the exhibition that they have been nominated for. We ensure that each

artist is given an equal amount of space. Some artists will simply want to recreate the exhibition they were nominated for which will require works to be borrowed from lenders requiring certain gallery conditions etc. Other artists will require extensive build to create/ fabricate works within the space. In relation to performances timings of the performances and what will remain in the space when performances are not happening will need to be considered. Obviously visitor flow and visitor capacity will also need to be taken into consideration when thinking about the works, layout and design.

The Ferens Gallery will be being refurbished in 2016 with the reopening planned for January 2017. The spaces currently being considered for the Turner Prize are galleries 7, 8, 9 – visitors will then have to walk through the café and shop into gallery 4 and the live art space.

- **Text**

Text within the exhibition is kept to a minimum. A short text panel (200 words) at the entrance of artist's space should give a brief overview. Labels are kept simple and we don't use full explanation captions.

Actions:

- Hull to give further thought to how they might wish to divide the space equally for each artist – send proposed ideas to Tate to discussion

5. **PRESS**

- **Artist Nomination Announcement**

Immediately after the jury meet to nominate the artists short texts about the artists (citations) and why they have been chosen for the Turner Prize will be drafted by the jury chair (Alex). These texts will then be reviewed and edited by the Hull curator(s) with the help of the Tate Turner Prize curator and Tate Press Officer (KM). These citations will then be circulated to the jury for final sign off/ approval.

When the four shortlisted artists are confirmed the accompanying press information for each artist (500 words) will be written. These must include a biography and short text on their work particularly focusing on the show that they have been nominated for. The Hull curator(s) will be responsible for gathering material on the artists with the assistants/ guidance of the Tate Turner Prize. The Hull curator(s) will be responsible for writing the long press releases which will be reviewed and approved by Tate and will need to be ready prior to the artist nominations announcement.

The artist nominations announcement is usually held at Tate Britain. No artists will be present at this event. It is expected that the jury chair will be the spokesperson along with two members of the jury. A brief presentation will be given about each artist and why they have been nominated following by questions from the press. It would be expected that the representative from Hull would also be present to answer any relevant questions.

The artist nominations announcement for Glasgow was held at Tramway but Tate had press conference in the evening the day before to ensure that the London press could cover the event.

- **Management of Press Coverage**

We try to ensure that each artist is given equal press coverage in the lead up to the exhibition. If a PR agency is used Tate requests that Bolton & Quinn are engaged by Hull specifically to work on the Turner Prize. It would be expected that Bolton & Quinn handle press for the artists as well as any interview requests. The Tate Press Officer (KM) will be responsible for all Turner Prize enquires directed to Tate as well as reviewing and signing off any press materials produced by Hull in relation to the prize.

- **Press View**

This usually takes place in the morning prior to the opening event. A Hull spokesperson will welcome the press and the curator(s) will then briefly introduce each artist and be available for any questions. It is therefore important to ensure that the curator(s) have been well briefed and had media training. It is not expected that the artists are present at the press view. A photo call or the artists was held at Tramway and some of the artists were around and did participate in interviews.

Hull will need to ensure that budget is available to host London press in Hull (transport and accommodation if necessary).

Broadcasters might require early access either on the day of the press view or in the days leading up to the press view. Depending on the day of the opening critics from national newspapers might also require access to the exhibition early. It will also be useful to have exhibition installation images ready to give to the press. It is therefore recommended that the exhibition installation be scheduled to be complete a few days in advance of the opening to allow access as required.

- **Materials**

A press release will be drafted for the artist nominations. Tate will be responsible for drafting this release. Another press release will be drafted (by Hull and approved by Tate) for the press view at the opening of the exhibition. A full press kit will be available at the press view.

Please ensure that all press materials are signed off Tate. The artists will also need to sign off texts in relation to their practise and any images used.

- **Winner Announcement**

A jury meeting will take place the morning of the award ceremony. The curator(s) and Tate press officer will attend this meeting and will work together to draft a press release straight after the meeting. The winner will be shared with key press representative who will in a room on site writing their piece so that it can be filed asap for release the following day.

During the ceremony the exhibition will be closed to the public. This is to enable the press team to set up broadcasters in the winner's space. The winner is announced live on television (Channel 4?). Straight after the winner accepts their prize they are brought into the exhibition space.

Despite not putting pressure on artists to participate in press activity the one interview that Tate requires is that the winner must be interviewed by the media partner. This interview usually takes place straight after the announcement or the morning after.

Actions:

- Tate to send Hull examples of citations, artist nomination announcement press release, exhibition press release, winner announcement press release & briefing pack etc.
- Relevant Hull staff (press & events) to come to Glasgow for the awards ceremony on 7th December 2015 to observe event
- Relevant Hull staff (press & curator(s)) to come to Tate for the press view of Turner Prize 2016

6. MARKETING

• Strategy & Planning

It would be great if Hull can share with Tate as soon as possible it's strategy for marketing for Hull 2017 highlighting where Turner Prize falls. As planning progresses it will be great to have regular contact with the Tate team to ensure that dates/ deadlines are shared and we are well informed of what is being planned so that we link up with all marketing activity and ensure maximum exposure for the prize.

• Social Media

Tate's approach to social media is to try and get the public engaged and talking about art. Questions are asked and conversations are started about the Turner Prize. For example: "Where were you when...?" The opening event and awards night are both great moments for social media.

• Materials

All materials should be sent to Tate for review/ approval before going to print/ release.

• Media Partner

Tate will make the first approach to a media partner. This will usually be The Guardian in the first instants.

Actions:

- Hull to share information/ strategy/ key dates for marketing going forward

7. EVENTS

- **Private View**

Tate usually hosts an opening reception and preview view at Tate Britain for 500 – 1,000 guests. The capacity for Turner Prize 2017 will depend on the venues capacity. The guest list will be jointly compiled. Tate expect to feed in approximately 1,000 - 2,000 names to the list of invitees. Only a small portion of these people are expected to attend (5-10%). Hull will combine their list with Tate list, de-dupe and send out invitations. The invitation will be designed by Hull and signed off by Tate. Hull will be expected to administer the guest list, do mailings and manage RSVP's.

The purpose of this event is to celebrate the opening of the exhibition with the artists and project stakeholders and to create a buzz in the local area as well as the UK-wide cultural sector and to thank everyone that made the exhibition possible.

Hull will design and manage the event in close consultation with Tate.

- **Award Ceremony**

As with the private view the guest list will be jointly compiled by Tate and Hull. Guest list numbers will obviously depend on venue capacity and event format. Tate will supply a guest list that will include past Turner Prize winners and nominees, other high profile figures from visual arts and Tate staff. Hull will be expected to pull together a full list of all the relevant people to invite that are connected to Turner Prize 2017: artists and their networks, jury members, promotional partners and key people from the local arts community. The awards ceremony at Tate in 2014 and in Glasgow in 2015 have/ will take the format of a seated dinner. This is the preferred format as it will ensure that the artists are in position and surrounded by their support network on the night. Space will need to be made available for press.

The presenter of the award will need to be a well-known cultural figure with a connection to the art world. Tate will work with Hull to decide who be appropriate for Hull 2017. A shortlist should be drawn up so that Tate can start making approaches in earl 2017.

Tate will secure a broadcaster for the Turner Prize. Hull will be responsible for ensuring that all the requirements of the production company are met and that they have access to the venues for set up for filming the award ceremony.

Tate would usually ensure that a “green room” is set up and a small welcome reception should be hosted directly before the awards ceremony starts so that the artists and their support networks can be gathered prior to the awards ceremony. Nick Serota usually gives a speech of thanks. Tate would expect that Hull do something similar.

There should also be a space, with wifi, for journalists and photographers to file their pieces quickly following the announcement.

Actions:

- No actions required at present

8. ARTIST FILMS

Tate Media would like to make the Artist Films. These films would be made with the intension that they would be shown in the exhibition and online. Tate doesn't insist that the films have to be shown within the exhibition, this will depend on the exhibition layout/ plans for the display at Ferens. Tate will show the films through their media channels. In the past these films usually show the artists in their studio's talking about their work and sometimes show the work installed in the exhibition. The artists should be made aware of the films during the briefing meeting and encouraged to participate. Tate Media will discuss the films directly with the artists and set a schedule for filming.

This year Whizzkid will be filming the nominated artists too. The content of these interviews/ films are not yet known but the content will be used as part of the television programme that will be broadcast on the night of the awards ceremony.

9. PUBLICATION

The publication usually takes the following format:

- Short introduction on each artist
- A list of the Turner Prize jury members
- A foreword from hosting venue Director
- A foreword from the appropriate Tate Director
- Information on the Turner Prize hosting city
- A list of previous winners
- A short essay and biography including images for each artist

It is expected that Hull would produce a publication to accompany the exhibition.

10. LEARNING

Tate does not expect the artists to do much in terms of public engagement. We do request that the artists give a lecture at some point over the course of the exhibition.

Hull are planning year-long engagement programme in relation to arts, The Ferens Gallery and Turner Prize. As soon as plans come together it would be great if these were shared with Tate.

11. AOB**• Freedom Of Information**

Requests relating to the Turner Prize are frequently made. As part of the Freedom of Information Act Tate will be obliged to provide any information requested. The requests are usually linked to any potential commercial conflicts of interest. Correspondence with artists, dealers and other

relationships are often requested. This should be taken into consideration when corresponding with external and internal contacts.