

LAND OF GREEN GINGER
PHASE 2 CREATIVE DEVELOPMENT
19th and 20th October 2016

The 2016 pilot projects have all gone really well, allowing us to test the responses and willingness of people to engage in this activity and hopefully allowing you to get to know Hull and its people better and to try out some ideas. There is a huge amount of potential to build on. Thank you all!

We're really excited about getting everyone back together for the 19th and 20th.

The objectives for these days are:

1. To reflect on the pilot projects and what we've all learned from that process which we can apply to the 2017 LOGG programme;
2. To discuss and agree the framework for the wider Land of Green Ginger project, which will allow us to unite the diverse projects under a single narrative;
3. To explore your ideas for your projects.
4. To start to map out the calendar for 2017.

The two days will roughly follow the order of these points above:

Session 1: 19 th AM.	Pilot Projects - Reflection and sharing of pilot project experiences from each artist / company Discussion on operational areas: production support, marketing & comms, volunteering
Session 2: 19 th PM	The Framework and frames – the LOGG narrative and devices to connect projects
19 th EVE	DINNER
Session 3: 20 th AM	2017 neighbourhood projects - filling the frames with content.
Session 4: 20 th PM	Planning the timetable. Conclusions

PREPARATION

The plan for these workshop and discussion days is for us all to create content and plan for a structured approach to making the Acts of Wanton Wonder throughout the year. We want to be open, playful and together create a narrative and programme we can all subscribe to

We are not asking for formal presentations or the return of the dreaded - but highly useful - Pecha Kucha! However, in preparation, please could you do four (easy) things:

1. Come prepared to talk for around 15-20 minutes about your pilot project experience. This can be fairly informal, but it would be good to share images / video (and we will pull together what we have) and the kind of responses and feedback you got from the audience.
2. Come prepared to talk about where you think you might like to go with your larger scale neighbourhood project for 2017. Some of these ideas will be more fully formed than others.
3. Read through the questions we've been posing ourselves, below, and our notes and ideas about the larger framework and be prepared to contribute to discussions to shape this.
4. Bring details of any other commitments which will limit your availability next year, but please, where possible, be prepared to be flexible on dates as we start to put together the calendar.

SESSION 1: PILOT PROJECTS

Some key things to consider:

- What were your favourite moments? Encounters, discoveries, anecdotes, images...
- What was successful and might have the potential for repetition and expansion?
- What didn't work and why didn't it work? Do we let go of it, or fix it?
- Where do you want to take what you've learnt from the pilot experience?

Although the focus here is on creative development, we'll also take some time to look at the operational delivery of the pilot projects and share what we have learned – from our own observations and from talking to you - about structure and support for the projects going forward.

SESSION 2: FRAMEWORK

We need to bring all of the experiences together under a single narrative. This in itself is part of the wonder of the Land of Green Ginger; it is a citywide project, but with many layers and a diversity of experiences.

How do we achieve this?

Some things to consider:

- How do we create coherence across all the projects and yet leave room for diverse experiences and encounters?
- How do we introduce the Land of Green Ginger? What form could our "heralding" project take?
- How does each of the encounters connect to the same idea that the Land of Green Ginger has been revealed?

- What is the potential in the individual encounters to relate to others – how might your idea cross fertilise or inform the others. Is there a natural synergy, e.g. could the Tiny People come from the 7th Alley?
- How will we be theatrical or build a sense of event with each project?
- How do we let people know where to be and when to be there?
- How do we report on what is happening and what people's reaction to it is?

We have already developed ideas around this and would like to discuss these with you.

- We use the simple story framework, so that it has a beginning (our “heralding” project); a middle (all of your individual projects) and an end (another culmination moment and leading on to the book).
- We stick with the basic story already outlined – that the Land of Green Ginger has always been here, but has decided to reveal itself to people in 2017, leading to all manner of wonderful, strange and magical encounters;
- To give artistic freedom to the individual projects, we're exploring a model where the Land of Green Ginger is the most diverse place imaginable, or a multiverse idea, where it is a portal to innumerable different worlds - along the lines of Mr Benn, or the Magic Faraway Tree, or His Dark Materials. Each time the Land of Green Ginger reveals itself, it is a unique world of wonder that is discovered.
- To give consistency, each project arrives and leaves the neighbourhood with a consistent device. This becomes the marker for the Land of Green Ginger and a familiar signal to people that something is coming...
- There are subtle references within the projects to other LOGG projects which have happened or are yet to come – using examples from the pilot projects, the visitor is one day seen riding on the Seven Alleys Carriage; people wearing false noses appear in the Tiny People scenes.

There are a few consistent motifs that we think could be employed to announce the beginning of a Land of Green Ginger event in a neighbourhood and also to pass on the baton to the next project. These include:

- The ornate bookcase (see image from the programme)
- A Tea Chest stamped “To Hull from the Land of Green Ginger”
- A carriage drawn by four black stallions with “Land of Green Ginger” on its side

SESSION3: NEIGHBOURHOOD PROJECTS

Back to Basics on the brief:

- ACTS OF WANTON WONDER!
- Transforming and animating the places where people live.
- The antidote to boredom; infiltrating everyday life and providing an escape from the mundane.
- Mysterious: astonishment, intrigue and curiosity.
- Exquisite: things so detailed and perfectly formed that – tiny or huge – they leave a lasting impression. The quality of the experience should be equal to or better than anything which

is happening in the city centre – elevating beyond what people are used to in their community.

- Connecting: things which bind people together and forge connections within communities and across the city.
- Distinctive: uncovering, expressing and celebrating things which could only happen in Hull.

Things to consider:

- What have you discovered through your 2016 experiences which has influenced the direction of travel for 2017? Is it the same idea, scaled up, or is something discovered through the encounters the seed for a whole new idea?
- We need to upscale and think boldly in terms of the ambition for each individual project. We need to create opportunities for mass audience and mass participation and for the ripples from this to be felt across the neighbourhoods and into the rest of the city.
- We need to leave space for the wonderful reactions and responses from the audiences (which have been the real joy of the pilot projects) and to capture these in order for the book to have the real heart and soul of this city.

Other questions:

- What are the opportunities to “herald” the arrival?
- What will the process of building curiosity look like?
- How do we scale up and yet retain the intimacy of the encounters?
- How will people get involved without having to commit too much time?
- How do we continue to reach people who do not usually “engage”.
- What are the opportunities to come together if there are several things happening at the same time.
- What is the best time of year?
- How long will it last?
- What is the beginning / middle and end?

THE OVERARCHING STORY

In relation to the discussion around the Framework and how the individual projects link into this, the following sections are some creative ideas around how the story might unfold across the whole year and then be captured in the book.

These “musings” are not designed to be prescriptive but rather to stimulate the imagination. They are very early thoughts and we can use some or all of it. The important thing is that it helps us think and have the discussion around what we need to do to make the Land of Green Ginger come to life.

ORIGINAL STORY

There once was a Land that no one believed existed. And every day people passed by it or through it or under it or over it or into it but never once saw it or felt it or knew anyone, person or thing in it.

Until one day the Land revealed itself to the people. And because of that they started to believe and behave in all sorts of weird and wonderful ways. They wanted to leave work and play and wonder and be part of this amazing world.

And because of that, the real world changed too. The status quo was not so fixed and people questioned the things they had always accepted. Until one day, the Land started to fade away and people had to stop their neighbours and friends from disappearing into it.

And ever since, everyone waits for the next time the Land of Green Ginger will appear, but for now their world is a little more like it.

AN EXPANDED VERSION

There once was a Land of Green Ginger that no one believed existed and everyday people walked through it or under it or round and never ever saw it or heard it or felt it.

Until one day the voices of the green ginger people seeped out of the drains, crashed down from the rooftops sang from the windows and crept from the cracks in the pavements and holes in the buildings. A rumbling was heard from the ground beneath their feet, trumpets and car horns, music and voices, white noise, poetry songs, old radio broadcasts and movie music filled the streets. The sounds of a crowd cheering on their team, a choir in cloisters, birdsong, engines, aeroplanes, harps and pianos and strings filled the streets and courtyards. The people went in search of where the sounds were coming from. They searched all day and night and when they got near the source of the sound they saw a giant packing case, like an old tea chest but of giant proportions. On the side of the tea chest was an old ink stencil ...

For Hull, do not open until (date) and then a note scribbled on a piece of paper that was aged and brown. “from the land of green ginger, deliver intact.”

Whenever people approached the chest it went silent and they could hear voices inside. They couldn't hear what they were saying but they knew it was real voices. As soon as they turned their back the sounds started once more. It was as if a whole world lived in that box.

The next day, a hundred bundles of newspapers strung with a green string thumped to the ground and welcomed commuters as they busied past their supermarkets, bus stops and newsstands. Eager news boys waved them in the air.

“Read all about it ! Read all about it! New Land is found! Secret revealed! The mystery of the tea chest will be revealed tomorrow night. Read all about it.”

The people snatched the newspapers from their hands. They read of a land, a land of green ginger. It was much the same as Hull but strange and wonderful things happened there. They read of a mythical creature who walked the streets looking for a companion, of tiny people, of the strange nose people, the re-redefusion gang who had disappeared for decades and been lost in the Land of green ginger. They marvelled at the strange inventions that had been found, and read about a rocket being built to ship inventions back to their rightful owners in outer space. In the centre pages was an invitation to the Land of Green Ginger.

On the third night, a strange green mist started pouring from the chest from the drains and filling the streets. The moon even turned green. In the windows of the town fireworks exploded, strange faces with noses of red green and yellow appeared at the windows and pointed at the people, curious as to what they were doing. The dogs and the cats howled and screeched and the air was filled with the sound of bells and a wonderful light that danced like a rainbow across the sky. People gathered at the source in Green Ginger street and then in a calm silence, like the one before a storm, bells began to ring loudly and then fell to a tinkling.

The chest began to sparkle and rumble and creak and sometimes sing. Then silence. Like a castle lowering its draw bridge, or a music box opening its magic, the front of the chest was unwound to the ground. Everyone peered in. An old man sat in an old chair around him a huge library of books. Each book seemed to be bursting with life with light spilling out the pages. He stood and opened the sides of the chest to become a huge wall of wonder.

He lifted a book from a shelfopened it and out spilled some light and the sounds of a hundred horses hooves and hunting trumpets.

“ There was once a land of Green Ginger.....”

Then suddenly the of hooves were live.....galloping, thundering, neighing of horses, trundling of wheels on cobbles and clunking of carriages and luggage. A whip and a cry from a horseman, a hundred hunting trumpets filled the air.

The people stood back as the sound grew louder than anyone could bear and then....bursting through the mist came four black horses, plumes in their mane, spitting foam and tearing up cobbles. Behind them a carriage with a horseman and coachman, urging them on then pulling them hard to a stop.

The coachman stood tall and unfurled a scroll.

“People of Hull you have walked among us, beneath us and round us and through us and not once did you see us, hear us or pass the time of day. We’ve taken upon ourselves a decision to show you the way to the Land of Green Ginger. We invite you to join us, to walk with us, ride with us, listen to our voices, meet our people, wish with us, dance with us, sing with us, live with us. We promise you magic and dreams that come true, we’ll take you to lands that you never knew existed. Come aboard, lets go.”

And with that he leapt from the coach with a somersault and landed on his feet with the lightest of landings and opened the door of the carriage.

The people were nervous until one brave boy stepped up.

“I’ll go.” And then his gran and his mum and his brothers and sisters leapt in.

With a neigh and a whip the horses took the strain and pulled the carriage away from the crowd and in to the mist and over the horizon.

A brass band followed from the mist, then a car, but no ordinary car, it was a topsy turvy type of car, then a hundred of the nose people off to a football match, waving their rattles and singing their strange nasal chants. Behind them were officials of the Land of Green Ginger- what looked like the mayor, the councillors, the teachers and businessmen and then the creature.

And soon they were gone and everyone was left wondering what next.

Part Two

The next day, the radio was full of the news. Social media was buzzing with the images and talk of where the family had gone in the carriage, who the nose people were and what team they supported, what of the topsy turvy car and the strange inventions, and what of the little people, no one had seen them yet.

The mayor was interviewed and told them all what to expect and when to expect it.

On the very next morning another chest was found. On the front was a calendar and the instruction “Do not open until (Date). And from inside was the tinkling of bells and the most beautiful violin playing anyone had ever heard.

And then the day came when the mist appeared from inside, the box began to open. Inside was a violinist surrounded by a thousand bottles on shelves. In each bottle there was a scroll. The violinist took down a bottle that burst with light. He took out a scroll.....

(recites a poem about the mythical seventh alley and the magic that lies beyond its gates.)

The following day, a hundred delivery people dressed in livery’s delivered the bottles to the people of hull. In each bottle was an invitation to take a trip to the mythical seventh Alley. A place where magic happens. The carriage arrived and the people piled in. The seventh valley portal opened its gates and in poured the people, inside they found

When thousands of people visited and made their wish a chorus of bells and pulsing of light in bottles heralded the closing of the Seventh Alley gates. On the gates was sign

“Lost and found, look up look down, the stars are calling look all around”

People go in search of the next tea chest.

On the other side of Hull in a car park another chest was found. Like the others it had a calendar and a letter. Inside there was clunking and clanging and buzz saws and hammering and the high pitched sound of drills. At night there was light spilling from its roof, projecting images on to the clouds.

On the next morning the chest opened like a book. Inside there was an inventor, surrounded by books about the engineering and design of many objects. The inventor started to build but what was he building ? Over days and nights he hammered and drilled and screwed and oiled a machine. Slowly and surely a rocket was built.

It looked like NASA had come to town. Grinding of metal threw sparks in to the air and jets of steam and smoke shot from behind the scaffold. Hundreds of children arrived with inventions they had made and found and loaded their cargo in to the hold of a rocket which was to be launched in three days time. Anyone could bring anything they thought might be useful for the planet of green ginger. The eccentric inventor/collector labelled everything and posted it up with a last attempt to find the rightful owners before it was sent to the stars. He projected all the peoples thought bubbles and inventions on to the clouds so the whole town could identify the uses of the inventions.

Soon the launch control was built and the countdown began. The rocket was launched and disappeared in to the clouds. A little parachute floated down with a tiny parcel. Inside the parcel was a tiny tea chest. Inside the tea chest was a nose and a message

“If you have the nose for it sniff it out.”

Outside the art gallery yet another chest appeared. When it opened a man with the most peculiar nose sat with his book. Around him were a thousand different noses hanging from the book shelves. He took down a book and he read....

(reads something about having a nose for things and tells of the forthcoming celebration of noses)

The gallery doors opened with a flourish, nose flutes heralded the waiting crowd inside. In perfect frames the noses of the people of hull were presented in beautiful glory and with each was a poem about its owner.

And so it goes on. More tea chests are unfurled and inside we get an introduction to what is to happen.

Inside a coach that then appears at bus stops and the re redifusion gang sell tickets to the waiting crowds to board their bus that would take them to the Land of Green ginger hacking station. Once aboard the instructions on how to hack are given and they are whisked off to the green ginger station. There they find

“The Creature” is unveiled, a seven foot monster with eyes as wide as a gold fish bowl. He causes mayhem and makes lots of friends.

The tiny people no bigger than a coke start peeking out of corners of buildings, running between mouse holes and climbing up drain poles. Some people think that they are miniature versions of their neighbours or themselves. Some appear to be magic, others appear to be mischievous some are just rude and others can fly. At night they draw their curtains, but you can go round their houses and watch them sleep or eat or do whatever it was they did.

Each reveal is preceded by the arrival of the tea chest. When it opens it is different each time, prefacing the nature of that encounter. The action takes place over perhaps 5 days with a finale that leaves behind a clue for the next chapter. The carriage and horses reappear and ride off to the next location ...

The Final Act.....

Perhaps all of the tea chests appear in town and can be visited as a gallery type experience where people can interact with what's inside and leave some notes in the visitor book.

Perhaps the chests get loaded on to a ship and the land of green ginger sails away.

The final frame- a tea chest with a writer inside, surrounded by books with blank pages. He starts to write the book. He closes the chest and stencils "For ?????(next culture city) do not open until ???? Deliver intact.