**TWEET FOR DECEMBER WEEKEND:** Culture and creativity of The North are celebrated. Is this what makes a true Northern Powerhouse #Substance #TelltheWorld

**50 words**

Substance is a celebration and exploration of the culture and creativity of The North.

Starting in October 2016 a series of satellite talks, screenings, installations, street art, exhibitions and live performances across the North of England, will start a conversation about the place of culture in the “Northern Powerhouse” vision, it’s impact and whether we should try to define it. (60 words)

**100 words**

Substance is a celebration and exploration of the culture and creativity of The North. While most conversations around the idea of a ‘Northern Powerhouse’ have centred on politics and business. **SUBSTANCE** will change the conversation and put culture at the centre of any such debate.

Starting at the end of 2016 Substance will work with RIBA, the British Council and University of Hull to deliver a series of satellite talks, screenings, installations, street art, exhibitions and live performances across the North of England. The conversation will culminate with a huge weekend of happenings in Hull in December 2017, as 2017 comes to a close. (104 words)