

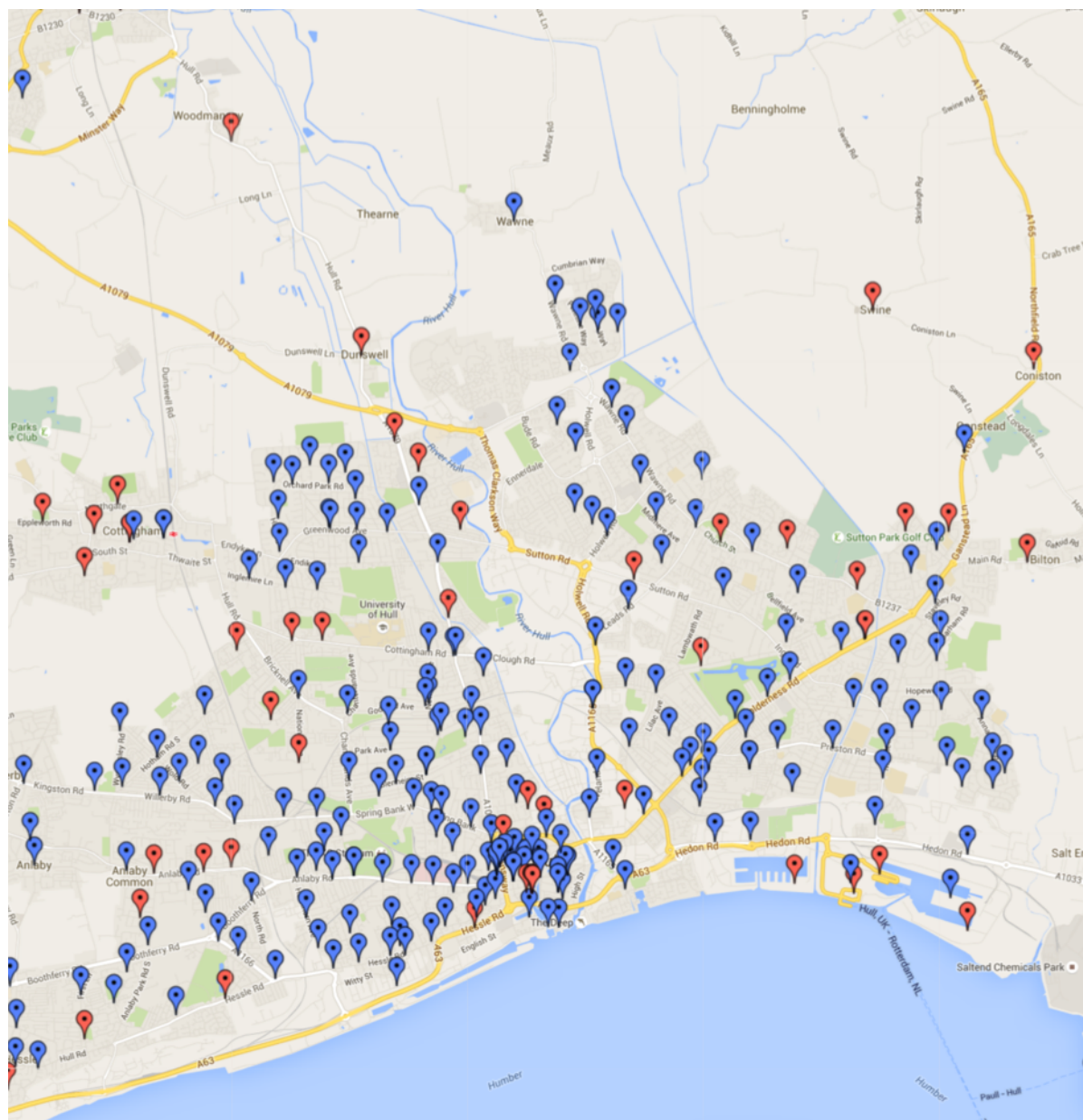
A woman with long, wavy brown hair and aviator sunglasses is looking directly at the camera. She is holding a small, green and blue globe of the Earth in her hands. She is wearing a dark, long-sleeved jacket. The background is a modern building with a grid-like facade of windows, some of which are reflecting the sky. The sky is a pale, clear blue. The overall mood is contemplative and futuristic.

2097

WE MADE OURSELVES OVER

Our Ambition

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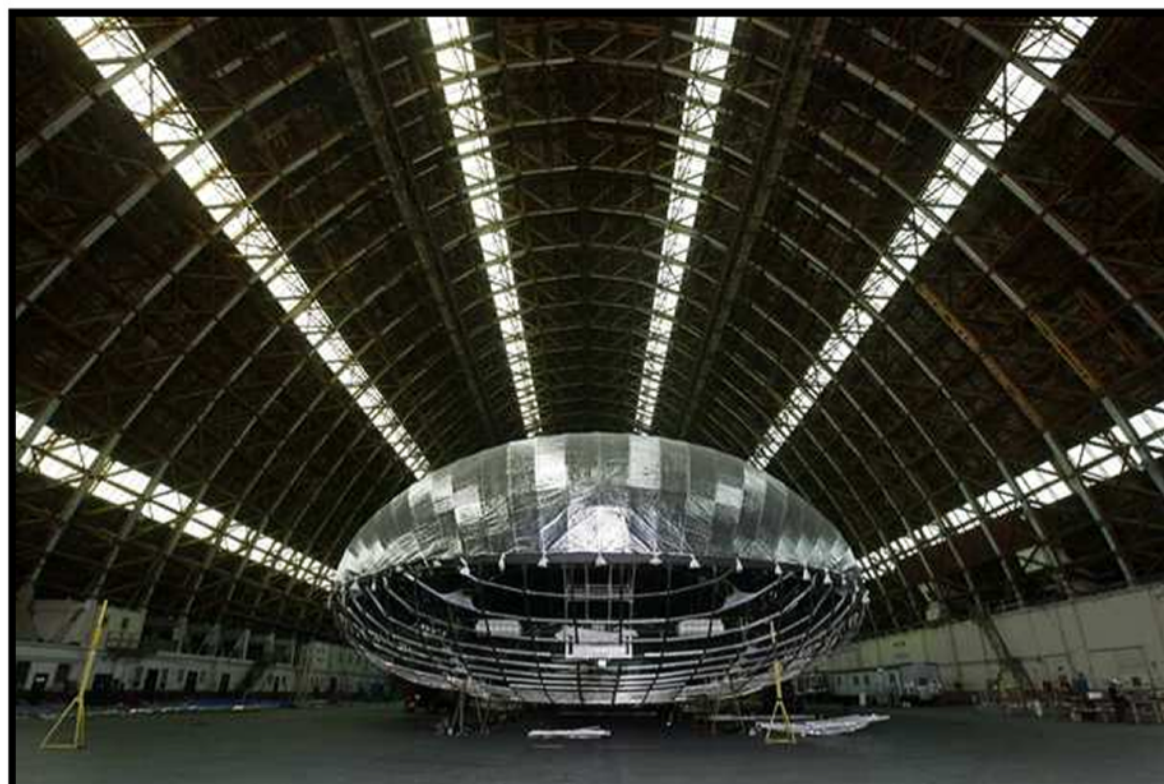
A digital strategy that will cast the conversations in the city out to the web and social platforms, developing conversations there that lead to the premieres of the films online.

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CARGO SHIP BEGINS
OPERATING IN AUGUST**



The Process

Blast Theory will engage with diverse groups from around Hull, including schools, youth groups and community organisations, and work with experts from the University of Hull to reimagine the city in the year 2097.

Local people and participants from the workshops will be invited to take part as cast members and enlisted to suggest film locations.



The Films + Screenings

The films will be short, shareable and provocative using visual effects to bring the future city to life; showing familiar locations and landmarks from diverse neighbourhoods in Hull in a dramatic new light.

A specially adapted truck will tour the city to screen the films during the ten weeks. Acting as a projection platform, the truck will turn walls and billboards across the city into temporary screens.



Phone boxes

Phone boxes across the city will become portals to the future.

Every fortnight, every phone box across the city will ring simultaneously to announce the release of a new film. Pick up the call when the phone boxes ring, or call from any phone box during the ten weeks and at the end of the line is a character from 2097 asking for your help.



Face to face encounters

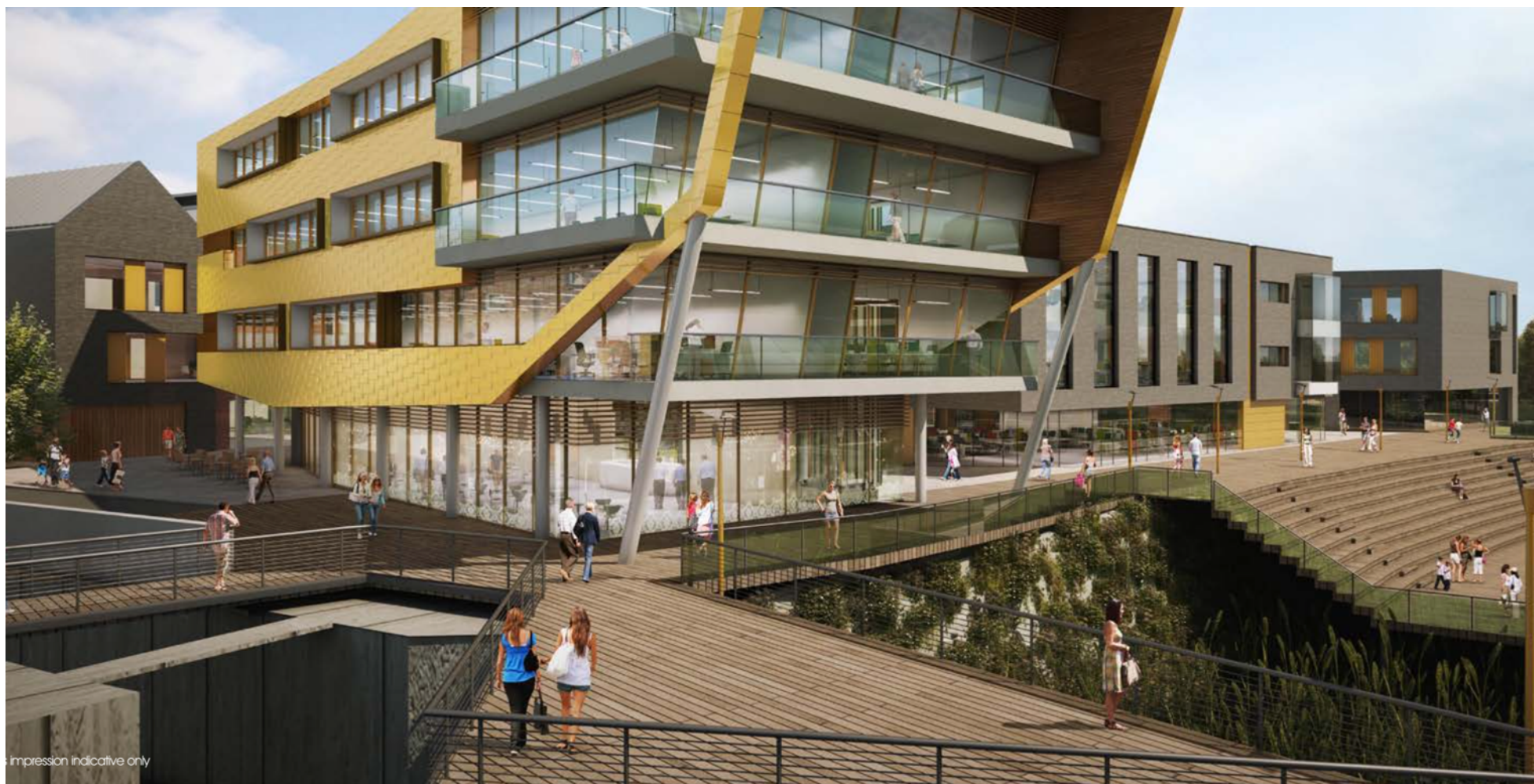
Over five weekends, callers from the city's phone boxes will have the chance to be picked up by one of a fleet of anonymous blacked out electric cars that will appear gliding back and forth across the city.

These become the mobile setting for the public to reflect on the story and share their visions of the future.



Smartphones

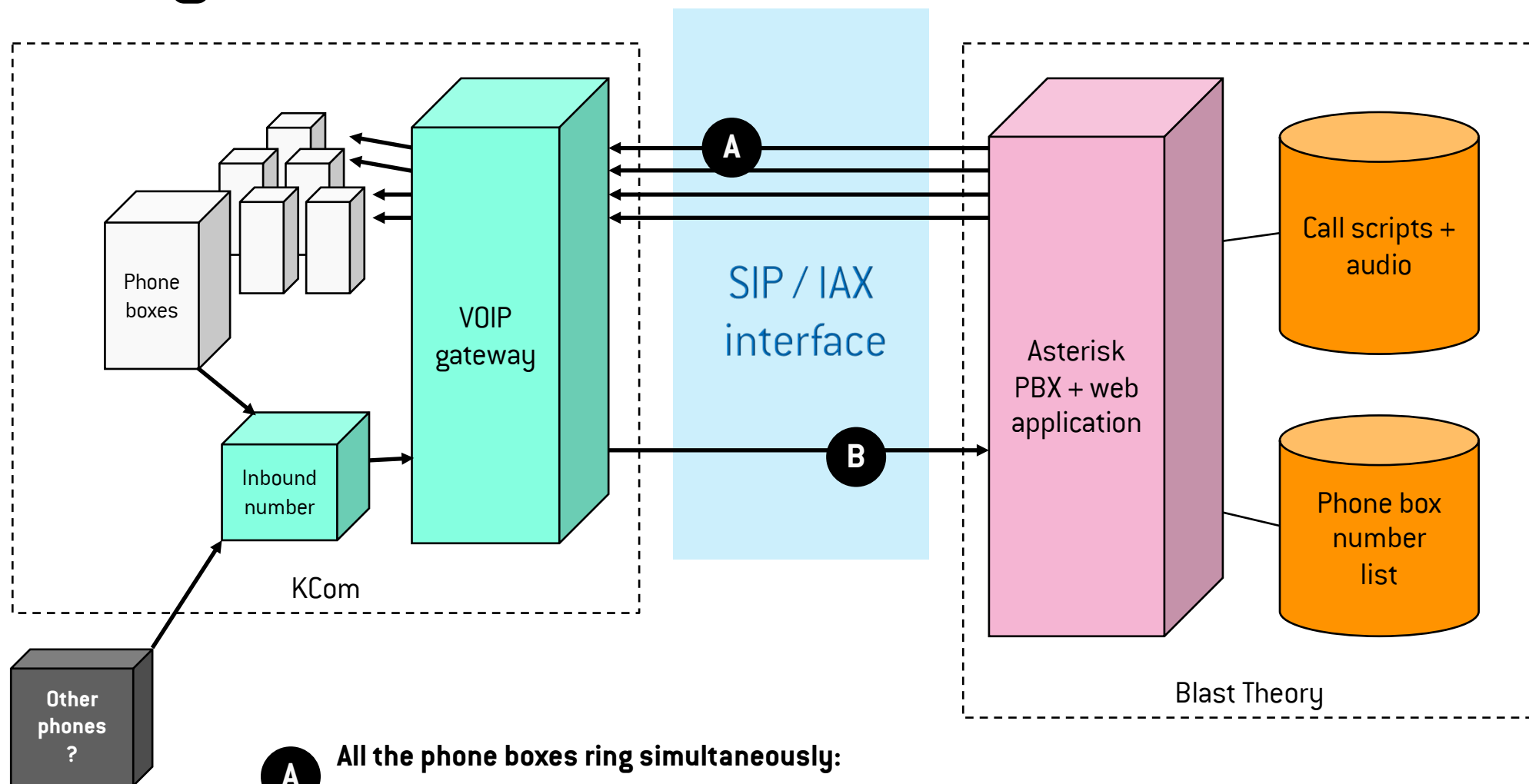
To accompany each film, an interactive video will be released for smartphone users. Framed Facetime style, each interactive video will feature a character from one of the films, allowing you to interact with them and inviting you to help decide their future.



The Finale

The ten weeks concludes with a celebratory finale at @TheDock in the Fruit Market. An outdoor screening of all five films will be complemented with contributions from participants in the workshop process and videos from the past ten weeks.

Kcom Integration



- A All the phone boxes ring simultaneously:**
Multiple SIP/IAX requests to initiate a call to each phone box on network
- B Individual callers phone in:**
Individual SIP/IAX requests are forwarded to Blast Theory's PBX