**Land of Green Ginger Creative Development Session**

**7-8 March 2017, Artlink**

**Present:**

* **Hull 2017:**
  + **Katy Fuller, Executive Producer**
  + **Elizabeth Bergeron, Assistant Producer**
  + **Louise Yates, Producer**
  + **Maddie Maughan, Producer**
  + **Gareth Hughes, Head of Production**
  + **Adam Long, Production Manager (TG Events)**
  + **Laura Smith, Head of Marketing & Brand**
  + **Alix Johnson, Head of Media & PR**
  + **Chris Marr, Senior Digital Editor**
  + **Harriet Johnson, Volunteer Programme Manager**
  + **Colin Renshaw, Volunteer Programme Officer**
* **Artists:**
  + **Joshua Sofaer**
  + **Damian Wright & Claire Raftery, Periplum**
  + **Davy McGuire & Rosie Belben, Davy & Kristin McGuire**
  + **Thor McIntyre-Burnie, Aswarm**
  + **Gwen Van Spijk, Lone Twin**

New roles: Gareth and Adam split. Maddie is a new producer, Marcomms divide is still taking place, will keep artists updated. Macnas is now doing a neighbourhood project at the end of the project. Dominic will not be doing a neighbourhood project, but may still be involved in another way.

Overview of script

* Audience does not yet knows the scale of LOGG e.g. Periplum will happen but nobody will know that something else will happen afterward, until it actually happens
* Not necessarily a show, but rather an animating of a community. ‘alternate reality’
* Inner circle of trust: another layer within our production to make this happen
* Don’t need to disavow the whole thing e.g. Darren Brown and Ouija board
* The Institute: there investigating, reporting and piecing together the clues as the projects take place; do this via the Institute website and social media
  + We don’t want each project to have its own social media so that eventually via the Institute, each neighbourhood audience becomes one
  + Can the Institute facilitate ticketing?
* Re-rediffusion = arm of the Institute? Or do they have their own branch not to do with Rediffusion? It’s simpler to have an Institute branch of its own.
  + \***Thor** to sit on whether that branch is Rediffusion, or something else entirely
* Crates
  + \***Elizabeth** to check out underground drains in East Park??
  + Need a set for the Institute i.e. house our secret stash of crates. Is that Springhead Pumping Station?
* Not touched on Macnas; Katy needs to get to grips with it first with Noeline, but she will be using her previous parades
* Also Treasure Hunt

Marcomms questions

* Laura:
  1. Who is the audience we want to reach?
  2. What can and can’t we say?
  3. What ‘collateral’ would be in keeping with the project? (i.e. tiny people – tiny clothes)
* Alix:
  1. What’s the middle ground between outright lies and pedestrian truth?
  2. Thinking across the range of media outlets for different purposes
  3. Who might be the spokesperson? Artists? Members of the community (rehearsed or unrehearsed?) Characters?
* Chris:
  1. What other social media could we use beyond the Institute? i.e. paid ads, snap chat, geo caching?
  2. Key moments for the Institute to engage with?
  3. How do we interact with other local groups such as Hull the Good old Days

Lone Twin (as an example of how group discussions went)

* Digital
  + How they manifest themselves? Costume, suite of performance activities, attending guild meetings at the Guildhall, observing rules of Constitution
  + Digitally: FB page for guild and/or Instagram/Twitter. Could be a closed group…
  + Visitor’s book/Notice book showing members
  + Leadership: chair, treasurer, etc. Committee responsible for managing the guild Lone Twin not members, support, advise and facilitate
  + Crate: draft of Constitution. Gary and Gregg coming up at end of Feb for soft recruitment, which should be informal but will start to build momentum
  + Explicit call out: A4 sheet of paper on community notice board, telegraph pole, etc.
  + FB: really local marketing based on post codes. \***Chris** to research Longhill-based groups e.g. Eastmount group
  + Institute:
    - Rumours of meetings, overheard moments of meeting e.g. choral piece or guild motto/chant embedded in events
    - Institute intrigued and fascinated, want to figure out how this fits in with larger LOGG
    - Transition from workshops to performances
      * Gather Longhill stories in March
      * Identify how that can be expressed via art
      * Schedule for making June
      * Pieces presented over 9-10 day extract; fleeting glimpses throughout Longhill, build to final event with bonfire from 15th July
    - All great opportunity to build an audience via Institute between March and July.
      * End moment: 22-23 July – Institute can promote this
    - Using existing networks and groups to promote the Guild e.g. Café at Eastmount
    - Celebration of Longhill that will happen every year
    - May need to ticket
* Comms
  + Media need real spokespeople: 100 guild members who will be available from the moment that Margaret finds the crate
  + Actively appointing themselves via recruitment; core that starts it off: chair person, secretary, etc. i.e. formal structure who will elect spokespeople within group
  + Recruitment: identify potential founding members. Callout on FB, knocking on doors, A4 notices. Could invite press to first meeting?
  + Constitution, yes. Website, no. FB page but hard copies at Guildhall for anyone to read, similar to Parish Council
  + Starting with Margaret as spokesperson
  + Most crucial bit: community members are the spokespeople
  + Margaret will need a script
  + Will need to have founding members in place before crates are discovered.
  + When will first meeting take place? Series of meetings by end of May is the first meeting.
* Marketing
  + Audience: 100 members
  + Will have data from Periplum: how do we use it for promoting Lone Twin?
  + Posters: responsibility of Lone Twin
  + Badges

LOGG with Simon

* Institute: their job is to look at artefacts, verify them and look at authenticity of stories and objects
  + Overall feeling: they are looking for evidence of a coalescing of evidence e.g. Richard III found in car park – that’s the kind of thing they are looking to verify. This is their expertise. Coalescing of the lost wonders.
  + Instead of press release, Institute could put in an ad, which would help us avoid the ‘lies’ issue
* The Ending: LOGG was opened for a very special reason and will be rediscovered again potentially in Paisley, or wherever the next city of culture takes place!
  + You want one mystery remaining, which could occur again
  + Reference point: Toy Story III when Andy hands the doll to somebody else
  + The finding of the Institute (aka handing over the doll) handing over a sense of wonder, mystery and magic
  + The Institute disappears with it
  + Pack away crates, time capsule of all projects is a LEGACY with bits (e.g. golden nose, etc.)
* Treasure Hunt: masquerade reference
  + Very embryonic at the moment
  + Adding too many layers to project? Yes but we still need to do something at LOGG itself, maybe something simpler
  + We could bury the time capsule under the LOGG street!
* Joshua
  + Crates appear anytime from 8th May, by end of the week of 15th May
  + Gold Nose separate from crates: dug up in 1967 in Bransholme?
* Thor: cutting incubation aspect
  + Proposing that elixir could be drunk by tiny people who then become giants
  + Issue re: location because it’s not related to his R&D
  + Access points for network. Also collection points within communities you’re working
  + Maybe also find Rediffusion substation in Hessle Road?
* Davy
  + Crates: tiny people living in it. Video of them going from crates to bingo hall, and at end going back in
  + Very specific local people used; could tour town crier around
* Sticky points:
  + Thor to Davy and Davy to Macnas
  + Crossover between crate outside bingo hall and voice vessels
  + Narrative shouldn’t be so crucial at this point; we should give these projects space to breathe a bit; people could make their own stories and connections
  + Assumption in script: story is now established, which frees up the need to push the narrative
* A few things:
  + Practical functions of Institute will not be carried out by Re-rediffusion.
  + Crates: magically discovered, found and the rest come from a central cache. It’s nicer for a range of ways for crates to appear
  + Now different version of booking (i.e. ticketing)
  + Time capsule: how that manifests itself and when: better answer than the plaques
  + \***All artists** need to get down their current thinking of heralding needs to be incorporated into script and sent back to us
  + When repacking LOGG, it needs to have new meaning
    - What happened in each of the episodes
    - Won’t know exactly until people react to it
    - What goes in is different at end from what came out at beginning
    - Narrative device for reporting, where from beginning, Institute are getting stuff to put into time capsule
      * Catalogue artefacts and then put in capsule
      * Also very neat way of doing evaluation
  + We will provide accommodation for any core members wanting to see each other’s work. Travel must be covered by artists
  + \***Elizabeth** to coordinate another CDS at the beginning of April

THOR discussion

* Gathering voices across Hull: people coming to a point at a football match or something
* How do we get to place where audience understands the voice capture bit
  + Needs a visual element to clarify that, not just ghost busters-style backpack e.g. bubbles through liquid pack that makes reference to vial of elixir
  + Bridging to end point a bit more
  + Language. Not a linguistic project. Can be bout spoken work, or crying, shouting, etc. So that people can find their words. E.g. football club chat, scouts have a camp song, etc.
* Physical representation of where voice comes from
* How audience interact and deposit their voices
  + Can we trigger pods to make a vocal response?
  + Pods also react to one another to excite the whole hive
  + Howe can people add their own voice in situ
  + Super cloud of super voice gathered then distilled into little vials
  + Interactive bit = immediately playful
* Favourite site at Pickering Park = paddling pool
* Daytime = soundscapes, pieces of music affected
* Evening = guide an audience through a piece structured in some way that’s a voice of Hull, somehow. Gather in a way to complete this symphony
* Nice to bring people back e.g. dog walker during the day brings their family later in the night.
* Find a crate references voice collection. Institute makes connection, then voices start to get collected
* Data protection issue
* Floating crates on lake in Pickering Park
  + Crates = entry point to network which leads to Pickering Park.
  + Contraption = gathering voices
* Clean journey as long as make a rationale for Pickering Park
  + Could make something up… like an invisible line that appears in Pickering Park
* 1. Discovery point at Beverley Road of apparatus
* 1a. Other crate gives you info which leads you to Pickering Park
* 2. Voice collection
* 3. Pickering Park: why just Pickering Park? Because this is the only one that still works. All others are defunct and have been removed. A bit complicated but it does give it a reason.
* Dates: voice collection from 11th Sept?
* Considerations:
  + Davy's crate out during Hull Fair then running install the week after.
  + Narrative order tiny people to giants
  + Crate heralding in August?
    - Outputs: press, photoshoot – as long as it's in press form and not an event
    - Allows Thor to hit the ground running in September
  + 2 weeks collecting, 3 weeks processing
* Options:
  + A) end of July and then September
  + B) Thor and McGuires happen simultaneously
  + C) McGuires before Hull Fair and Thor after

DAVY Discussion

* Cardboard boxes that have been inhabited
* Build sooner rather than later
  + Bingo Hall not ideal in terms of build and storage and practicality
  + Could use Staples instead
* 2 elements: Walk through and City
* Davy's idea: make modular pieces that hides modular characteristic when put together
* \***Katy** to speak to Tristan re: finding a designer and to ring Sonny (?)
* \***Gareth and Adam** to pursue production things...
* Davy can be here quite soon to speak to potential team in early March. We have time to build a team. We should talk to School of Architecture to get apprentices. For design meeting.
  + First need to get tests, quotes and other production bits done
  + We'll approach theatre designers and model makers
  + \***Davy** to put together a design of what he wants
* Budget
  + Hard to budget at this stage because of different variables
  + We can't contract him till we have a working budget
  + Who's taking what aspects of the project re: budget?
  + \***Davy** to look at number of scenes, equipment and time to create
  + Will have a lot of costs around the building
  + Also hard for us (H17) to get our heads round costs
  + Will be another month before we are ready to contract, unless we fudge the contract to allow for more time to put final budget in place \***Katy** to pursue
* Town crier: wants to film ASAP
* \***Adam** to give Davy measurements
* \***Elizabeth** put in a couple days w/c 13 March for meeting