**2097 : We Made Ourselves Over**

**Presented by**

**Blast Theory in partnership with Hull UK City of Culture 2017**

**KEY CONTACTS**

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**INTRODUCTION**

* Nearly 300 phone boxes across the city will ring in unison at 2pm on Sunday 1 October to herald the arrival of 2097. Those who answer the call will enter into a conversation with a character from 2097 and be in with a chance of coming face to face with them in a car ride into the future.
* Interactive experiences will be released online every Saturday in October, including sci-fi short films via a free app on iOS and Android.
* Hull locals will be the first to see all of the sci-fi short films together at pop-up screenings every weekend in locations across the city – kicking off on Sunday 1 October at North Point Shopping Centre in Bransholme 12-6pm; with the final screenings on Saturday 28 & Sunday 29 October at King Edward Square in Hull City Centre at 12-6pm.

**Media schedule**

Friday 29 September

1pm media call with Ben & Kofi from BBC and Hannah Robinson from Hull Daily Mail.

2pm KCFM phone interview with Nick

Saturday 30 September

9.40am BBC Radio Humberside phone interview with Nick

Sunday 1 October

1pm BBC Look – Victoria Holland & camera operator

1.30pm Hull Daily Mail - Hannah Robinson & photographer

**Q&A**

**Why didn’t the phone box next to the screening ring?**

We chose to exclude this from the ringing because it is next to the screening. However, the car will pick up the first person in the phone box and anybody in the queue will be able to dial 50 2097 from the phone box and experience the same conversation from somebody from the future.

**How many people will be able to experience the car?**

At full capacity, we hope to complete between two and three performances per hour. Each performance lasts 15 minutes.

40 people a day probable maximum, x 9 days = 360 total

**Why can only one person experience the car at a time?**

There is only room for one person (and their accompanying adult if under 18) because of the driver, actor and technical operator. It’s an intimate, one-on-one experience that places the participant at the centre.

**What does the tech person do?**

They monitor the flow of incoming calls and the progress of car journeys to direct cars to pick up the next person in the queue.

**Is there an age limit?**

If the participant in the car will be unaccompanied, they must be over 18 years of age. The car has space for one accompanying adult along with the participant.

The films have been rated U for Universal.

**What will happen with the interviews with the passengers in the car? Will they be broadcast anywhere? If so, are you asking people to sign a permission form before entering the car?**

We ask for a verbal release as the audience member finishes the experience. An edit of the interview audio may be used in documentation.

**Will there be seating at the screenings? / Can you book seating if you have a disability?**

Some seating will be available for those who need it but, but the screenings are generally not seated.

**Why didn’t the phone box near me ring?**

Thanks to amazing Hull 2017 Volunteers who helped us test nearly 300 phone boxes in advance, we found that a handful of Hull’s phone boxes can’t ring due to technical reasons, but you can still dial in from them using the number 50 2097. Any phone boxes out of order will have a notice directing you to your nearest working phone.

**Is the car accessible if anybody has any disability requirements?**

Yes, there will be a wheelchair-friendly, bookable car experience on Sunday 29th October 2017.

To find out more about accessibility at the experience, please speak with a Hull 2017 Volunteer at the screenings, or email hello@wemadeourselvesover.com

**Is the film available in other formats eg subtitles, sign language etc?**

All films are available with subtitles and in an audio-described version. These will be released on YouTube in addition to the standard films.

The audio-described public screening will be at Pickering Park on Saturday 14 October, from 15:00 – 16:00.

To find out more about accessibility at the experience, please speak with a Hull 2017 Volunteer at the screenings, or email hello@wemadeourselvesover.com.

**What if there is more than one person at each phone box when it rings at 2pm?**

*We will put messaging out on social media from 1pm on Sunday reminding people of the other ways they can engage in the project.*

*Nick and Sam are briefed to talk about other ways people can engage in the project in any media interviews.*

*Whoever answers the phone at the phone box opposite 65 Roborough Close and Midmere Ave / Newlynn Cl will be offered a ride in the car. The next people in the queue at those phone boxes will be encouraged by volunteers to dial 50 2097. They will be told if they don’t mind waiting, they can take a ride in the car and so on. They will be told to wait in the phone box for their ride. There will be a maximum wait of 10 minutes.*

While each phone box will only ring once, subsequent people in the queue (*directed by volunteers)* will be able to dial in to 50 2097. The message you will hear will be the same whether you answer or dial in.

**What if there is a queue?**

Anybody participating will have received all the information they need via phone calls to the number they registered with. Volunteers will be on hand where necessary to answer any questions about queueing times.

There will be event security but not dedicated to the phone boxes. We will monitor and assess on Sunday as to what staffing might be assigned solely to monitor phone boxes, and adjust as necessary for the rest of the month.

**I answered the phone but didn’t get to ride in the car, why not?**

The intimate and immersive nature of the car journeys means that there has to be a limited capacity. We have been careful throughout our messaging of the project not to guarantee a car journey to any participant.

Each weekend is a new opportunity for participants to be in the right place, at the right time, for a car journey.

**How do you decide who gets to ride in the car?**

It’s a first-come, first-served, with information given over the phone that tells participants where the cars are going to be next. Participants who follow the instructions and make sure they are where they need to be at the right time stand the best chance of being picked up by a car.

If it’s over-subscribed then it’s about who is willing to wait for the next opportunity.

**Why aren’t you screening the film near me? How did you decide where the screenings would be held?**

We took suggestions from the public in Hull via a call-out throughout the year as to where we should screen the films. We have gone for the best spread and mix of central and community locations.

**I’ve got a bill for £?? after ringing the number. Why wasn’t it free?**

Our partners KCOM have made calls from phone boxes free.

Where the customer’s home phone package includes free local calls the call will be free from their home phone, or otherwise will be called at the standard local call rate.

Your network operator will charge you at your standard rate for calls from your mobile.

**I found a needle in a phone box**

KCOM cleaned all phone boxes on Saturday and Sunday morning.

**Holding social media message for if there is a local disaster/emergency situation and we need to terminate all the calls to the phone boxes.**

Due to unforeseen circumstances, we have had to cancel the calls to the phone boxes. However, you can still participate in 2097 by calling 50 2097 using any landline or mobile (calls from KCOM landlines are free, your network operator will charge you at your standard rate for calls from your mobile).