**Initial First draft for discussion.**

**Where Do We Go From Here?**

Production important dates:

Wednesday 15th Nov - First robots arrive on site / Production (possible press release and media opportunity with BBC and Hull Daily Mail. Jason Bruges to front any interviews)

Monday 20th Nov - Programming start

Prelude

Wc. 20th Nov - **Robot Journey** / Potential press activity, profiling Jason Bruges Studio and what they are doing to create the installation.

Thursday 23rd Nov - **Christmas Lights** turn on / first signals from Beverley Gate / initial thought

Wednesday 29th Nov - **Volunteers briefing tour /**  this is for the volunteers who will be explaining the piece each night

potentially so they have spoken to the design and technical teams

Live / *First draft: Normal running days : Wednesday to Sunday unless indicated on special days. Closed Xmas and Boxing day.*

*Running times 17.00 to 21.00.*

w/c 27 November Press photography (possibly Wednesday 29 November, embargoed until Friday 1 December)

Thursday 30th Nov - **Press event:** Mid-late afternoon: Media invited to interview Jason Bruges and have a tour of the

different locations, filming and photographic opportunities, BBC Look North and ITV Calendar may

want to do lives (6pm and 6:30pm). National BBC will also be offered the opportunity.

Partners night in the Street location Museum then out to see the Museum piece with Mulled Wine

and chestnuts – Speech allowance of 15 mins. Then walk round.

Friday 1st Dec - **Opening** / Partners tour and artist talk and tours

Saturday 2nd Dec - **Youth workshop** / TBD (Sam Hunt Lead)

Sunday 3rd Dec - **Access** (20 people) Special tour. *(evening) then again on the 2nd January.*

Tuesday 5th Dec - **Turner Prize** / coordinate with their lights potential special as per timings given

(note: Event in Minster closing 22.45) (open til late)

Saturday 16th Dec - **Nativity Play** / potential special light to light the live nativity

*Sunday 31st Dec - Normal day*

*Monday 1st Dec - Normal day Final week with special location for response pieces to be viewed.*

*Sunday 7th Jan - Last day*

**PR**

**Press and activity**

* Story about the robot's journey to Hull. Film GREAT and Foreign office potential. (Think film trailer) this can add to the digital marketing in the region. The idea is To simply show light and bits of robot with the question to build up to its coming….
* Robot Portraits – a week of activation time to be discussed.
* Commissions through Kingston Art Group, and Ground Gallery. (10k in total)- Press announcement around this.
* Click, BBC, British Council (on line) Design Council (on line), Tech publications, Architecture publications, Art publications
* Local and regional news channels (start of the campaign) national later.

**Marketing / Interpretation / Public information / Wayfinding (35k)+ (5k) for capturing documenting.**

* Way finding asking the questions we want to ask…
* Interpretation on each site on designed pillars with question one side an interp on the other. (3) on the pavement outside the gate of Wilberforce possible question on floor. Or on another wall, lit.
* Leaflet – also drop through doors of hard to reach communities in hull, with map etc.
* Marketing piece in the ‘next city of culture potential runners – train stations), Liverpool, Manchester, Leeds and York – Digital.
* Social Media platforms and varied materials available on each
* Volunteers (vox pop ask the question live on the 1st January)
* Volunteers at each site explaining and discussing the pice as we did in Made in Hull and Blade.
* Have a letterbox on Whitefriare gate to post answers on
* Write on a window with special pens the answer t the question
* Shine light through cut outs asking questions in shop and café windows (simple graphics)
* 2x lights on route with gobo question.
* Stickers on existing maps

3 x marketing push local and regional – 15th Nov ; Christmas week, final week.

Down load the soundscapes

**Public engagement /** *During live period*

* Photo and Film commissions being shown in the final week in a location selected few with the learning robots, but also this could be international and national especially if we have done the GREAT film.
* General response / Where Do We Go From Here? What kind of place do we want to live in? What role does culture play?

**Exhibition /** *End of live period*

* Collected material from public engagement
* Commissioned pieces
* Potentially get ABB and JLR involved to demonstrate robot

**Important Questions:**

1. What is the trailer, - lights glimpses and leading to the question….. weird, intriguing utilizing footage
   * 1. Builds in trailers across the 5 weeks into full documentation. Glimpses of the GPS mapping
2. Who is doing this? Us or JB… I think us.
3. Documentation, cover everything – edit in final week shown as part of the final exhibition / vox pops with tablets and vollies included. – a provocative response in the space