## **Look Up - Audience Feedback**

## **Discussion Guide**

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| **Topic area** | **Comments / Questions** | **Timing** |
| **Welcome** | * Welcome, thanks for taking the time to come to this discussion | 5 minutes |
| * Introduce yourself - independent researcher commissioned by Hull 2017 and the University of Hull |
| * Explain there’s lot to get through and the group will last for 2 hours in total |
| * Explain it will be recorded to enable accurate reporting, though all comments will remain anonymous |
| * Remind everyone to speak up and not to interrupt each other |
| * Ask them to be honest and open – there are no right or wrong answers and it’s okay for them to disagree |
| * Refreshments / housekeeping, e.g. toilets, fire exit |
| **Icebreaker** | **EXERCISE:** Give each group member one minute to state:   * Their first name; and * What thing they remember most about Hull’s City of Culture year in 2017? | 10 minutes |
| **Motivation to Visit** | **EXERCISE:** Provide images of each of Look Up installation from 2017 and ask each person to complete the accompanying sheet, ticking which they saw, and whether they were part of a programme called Look Up.  **QUESTION:** When visiting the installations you have ticked, were you aware it was / they were part of a wider project called Look Up?   * If yes: How did you become aware of this? (Probe: pre first visit vs. latter visits)   **EXERCISE:** Show images of each installation in turn.  **QUESTION:** For those who visited this installation, can you recall why you chose to visit it? **Probe:** Extent to which visit was premeditated vs. happening upon the installation. | 15 minutes |
| **Overall Reaction to Look Up** | **EXERCISE:** Leave slide show of the installations running on a loop onscreen.  **DISCUSSION:** Reflecting on the Look Up programme, i.e. a series of public art installations in the public realm throughout 2017:   * How would you describe the Look Up programme to someone else? * In what ways, if any, do you feel the Look Up programme contributed to Hull’s year as City of Culture? **Probe:** What was good about? What was bad about it? What was its impact on Hull overall? | 15 minutes |
| **Reaction to Specific Art Works** | **EXERCISE:** Leave slide show of the installations running on a loop onscreen.  **DISCUSSION:** Reflecting on each installation:   * What was your favourite installation of the ones you saw, and why? * What was your least favourite installation of the ones you saw, and why? * Can you recall how you felt looking at the installations you saw? | 15 minutes |
| **Interpretation** | An onsite information board and in some cases, a leaflet, accompanied each Look Up installation:  **QUESTION:** Do you recall seeing information boards or reading a leaflet at the installations you visited?   * If yes: What do you recall learning about the installation and / or Hull from these? **Probe:** What new knowledge did you gain about Hull’s past; artistic practice; art forms; the site? * All: What level and type of information do you like to have about artworks like these? What formats do you like to have this information in?   **QUESTION:** Do you recall speaking to a Hull 2017 Volunteer at the installations you visited?   * If yes: What do you recall learning about the installation and / or Hull from them? **Probe:** What new knowledge did you gain about Hull’s past; artistic practice; art forms; the site? | 20 minutes |
| **Personal Response to Look Up** | **EXERCISE:** Provide each person with a list of statements and give them 10 minutes to note down under each how their Look Up experiences made them think about each area. Where they don’t think it’s applicable to their experience tell them to leave it blank.  **QUESTION:** In what way, if any, did your Look Up experiences make you reflect on the contribution Hull has made to the world? [Probe: which of the installations inspired this and why?]  **QUESTION:** In what way, if any, did your Look Up experiences make you look at Hull’s public spaces and buildings in a different way? [Probe: which of the installations inspired this and why?]  **QUESTION:** In what way, if any, did your Look Up experiences celebrate the history of Hull? [Probe: which of the installations inspired this and why?]  **QUESTION:** In what way, if any, did your Look Up experiences provide you with a different experience of the city? [Probe: which of the installations inspired this and why?]  **QUESTION:** In what way, if any, did your Look Up experience make you think differently about Hull’s future? [Probe: which of the installations inspired this and why?] | 35 minutes |
| **Other comments** | Is there anything else you would like to say about Look Up or the individual installations that hasn’t been covered? | 5 minutes |