



## **HULL TAKEOVER 2019:**

### **Call out for Expressions of Interest**

Through the work of Hull Independent Producer Initiative (HIPI) it transpired that during Hull UK City of Culture 2017, five of the best shows coming out of the city were heading to the Edinburgh Fringe Festival.

A meeting was held and it was agreed that five companies would join together to form a showcase, which went on to become the Hull Takeover. Four Hull-based companies (Middle Child, Silent Uproar, Bellow and Pub Corner Poets) along with a Hull UK City of Culture 2017 commission *Frogman* by curious directive, stormed the Fringe bringing back 5 star reviews, numerous awards and new international links. We bussed 150 volunteers up to the Royal Mile to wave the Hull flag in support, gaining national media attention. The Hull Takeover resulted in Silent Uproar's extensive UK tour, Middle Child's transfer to The Bush Theatre and collaboration with Bellow Theatre's Maureen Lennon, building on the reputation of Hull-based companies as the talent to watch.

In 2019 Absolutely Cultured, through the continuing work of the HIPI, plans to 'Takeover' the Fringe again. The model will continue to be responsive to the ideas of the artists involved to ensure the flavour of 2019's Hull Takeover is bespoke to the new cohort.

We are asking for Hull based companies that are already planning to go to Edinburgh for a minimum of 1 week between the dates of 2-27<sup>th</sup> August to apply to be part of the Hull Takeover 2019.



## **WHAT WE CAN OFFER**

- £3000 cash bursary towards your fringe budget
- Mentorship and producing guidance from HIPI's producers Helen Goodman and Munya Redman-Bayasi
- Administration and management to facilitate shared resources amongst companies
- Introductions to industry leaders whilst at the Fringe and supported networking opportunities
- Graphic Design for your flyers
- Graphic Design and Printing of a combined Hull Takeover 2019 brochure
- Featuring as part of a 25 sec social media trailer
- Lead image professional photography for publicity use
- Free hot-desking at Middle Child's space, Darleys
- 1 full day production and tech time inside Hull Truck Theatre's studio
- 1 show slot at Hull Truck Theatre for a Edinburgh Preview
- A review from Hot Potato
- Bespoke support from Absolutely Cultured's Volunteers
- Further bespoke producing support based on the co-operative input and ideas from the selected companies
- Support and ambassadorship in Edinburgh when the festival is underway

## **THE COMMITMENT WE NEED FROM YOU**

- Commitment to pay all artists fairly, demonstrated in your budget
- A well-researched and planned fundraising strategy, recognising the cash bursary is forming one part of your overall budget
- Engagement in regular Hull Takeover meetings and willingness to pool resources
- Enthusiasm and supportive ambassadorship for all shows within the Hull Takeover 2019 cohort, including exit-flyering combined print brochure
- Creative ideas to develop and shape the Hull Takeover in a mutually beneficial way
- Commitment to attending at least 3 training sessions from Fringe Central whilst the festival is underway
- Crediting HIPI, Absolutely Cultured and the Hull Takeover 2019



## TIMESCALE

**2<sup>nd</sup> January 2019 (1pm):** Application deadline

**4<sup>th</sup> January 2019:** Shortlisted companies informed and sent pitching briefing requirements

**11<sup>th</sup> January 2019 (6-9pm):** Shortlisted companies attend 'How to Pitch' and Q&A session

**25<sup>th</sup> January 2019 (between 10am-6pm):** Shortlisted companies pitch day (1 hour pitch from each company within the day)

**31<sup>st</sup> January 2019:** Decision made and companies informed

**1<sup>st</sup> February 2019 onwards:** Various group planning meetings, 1:1 producing support sessions, rehearsals, fundraising and general Fringe preparation

**8<sup>th</sup>-11<sup>th</sup> July 2019:** 1 full day of tech at Hull Truck Theatre

**13<sup>th</sup> July 2019:** Preview at Hull Truck Theatre

**2<sup>nd</sup> -26<sup>th</sup> August 2019:** Edinburgh Fringe Festival

**26<sup>th</sup> September 2019:** 2 hour evaluation session in Hull

## HOW TO APPLY

Please send the following to:

[Munya.Redman-Bayasi@absolutelycultured.co.uk](mailto:Munya.Redman-Bayasi@absolutelycultured.co.uk) **by 1pm on 2<sup>nd</sup> January 2019:**

- Completed 'Expression of Interest' Form
- Completed equal opportunities monitoring form



## **ABOUT ABSOLUTELY CULTURED**

Built on the foundations of the company that delivered Hull's year as UK City of Culture 2017, Absolutely Cultured continues to play a leading role in Hull's future, as an arts company rooted in the city.

Absolutely Cultured will capitalise on the success of 2017, both through its own work and through working collectively with other partners in the city and colleagues across the cultural sector, to ensure Hull's reputation as a centre for creativity and culture is upheld.

Our core purpose is to commission and produce a high quality, ambitious, surprising and imaginative programme of cultural events. Our events inhabit and animate Hull's incredible outdoor spaces and we work with artists who create work which connects people and communities. We also continue to partner with national organisations to bring significant events to the city.

Alongside our commissioned work we programme and run Humber Street Gallery, now a firm fixture in the ever-evolving Fruit Market area of Hull, and develop our award-winning City of Culture Volunteer programme, continuing the opportunity to put people at the forefront of the city's iconic voice.

We are dedicated to supporting and developing the cultural sector in the city and further afield through direct initiatives and through sharing knowledge and learning. We are also committed to creative education and access to cultural opportunities, with all of our projects carrying a learning and engagement strand.

In a city where creativity thrives, we are proud to commission a world-class arts programme for residents and visitors. Made in Hull, but with a far-reaching ambition, we are and always will be Absolutely Cultured.

## **PARTNERING WITH MIDDLE CHILD AND HULL TRUCK THEATRE**

Absolutely Cultured are proud to be partnering with Hull's leading gig-theatre company, Middle Child, a company who understand how difficult it can be for theatre makers to live and work in Hull. Middle Child bring years of experience learned from taking shows up to Edinburgh Fringe Festival. Middle Child are a Hull-based company creating gig theatre that brings people together for a good night out with big ideas. They tell untold stories



which capture the electrifying moment when the beat drops, mixing original live music with bold new writing. Middle Child are an associate company of Paines Plough and an Arts Council England national portfolio organisation, supported by Absolutely Cultured and Hull City Council.

Hull Takeover is also supported by Hull Truck Theatre, who will host the Edinburgh Previews in the studio theatre, along with in-kind resource for production and technical rehearsal time. Hull Truck Theatre is a pioneering theatre with a unique northern voice, locally rooted, global in outlook, inspiring artists, audiences and communities to reach their greatest potential.

The Hull Takeover reflects Absolutely Cultured, Middle Child and Hull Truck's strong commitment to artist development in the city.

## **MORE INFORMATION**

For all Hull Takeover 2019 enquiries please email:

[Munya.Redman-Bayasi@absolutelycultured.co.uk](mailto:Munya.Redman-Bayasi@absolutelycultured.co.uk)

More information about Absolutely Cultured and HIPI can be found at:

[www.absolutelycultured.co.uk](http://www.absolutelycultured.co.uk)

For further information about the Edinburgh Fringe Festival visit:

[www.edfringe.com/take-part](http://www.edfringe.com/take-part)

*The Hull Takeover is produced by Absolutely Cultured through the Hull Independent Producer Initiative (HIPI) in partnership with Middle Child, with support from Hull Truck Theatre.*

*HIPI is an Absolutely Cultured project, funded by Arts Council England, Hull City Council Arts Development and Back To Ours, with support from Hull Truck Theatre.*



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