



The Art of Unconventional

Professional Symposium 29th – 30th August 2019

Venue: Hull Truck Theatre

Freedom Festival Arts Trust in partnership with the British Council and creative partner Hull Truck Theatre invite you to explore, engage and imagine how together we can build an 'Extraordinary Place'.

Increasingly artists and audiences are claiming back the streets, discovering and rediscovering the familiar in an unfamiliar way. Unconventional spaces are becoming a powerful platform for reaching the public; creating unexpected interactions between people and place and inspiring cross sector creative collaborations between artists, urban planners, communities and wider industry.

The Art of the Extraordinary will explore how art in public space has moved from unconventional into conventional as artists, audiences, urban designers and municipal leaders across the globe are recognising the unparalleled role of arts & culture in building extraordinary places.

Has the once unconventional become the conventional? How do artists and organisations continue to embrace artistic risk; remain radical and relevant? What do extraordinary cities look like? What role does the arts sector play in shaping them and how do we maintain the integrity of socially engaged practice and avoid instrumentalising art.

Arts professionals, urban planners, policy makers and technologists from across the globe will converge to explore the interface between art, technology, communities, urban planning and health & wellbeing. We will consider the increasingly ubiquitous nature of art in public space, the rise of socially engaged practice and the impact of emerging technologies on our everyday landscape and imagine a community centric city of the future.

Programme

Thursday 29th August

1pm **Registration opens**

1:45 – 1:55 **Welcome** (Jenny Howard-Coombes Executive Director/Joint CEO Freedom Festival Arts Trust)

1:55 – 3:00 **Designing the Extraordinary** – Facilitated by Jenny Howard-Coombes (Artistic Director & Joint CEO – Freedom Festival Arts Trust)

How do we create extraordinary places where people thrive and what is needed to fulfil the spectrum of our needs? Can you build an extraordinary city? How do you collectively harness human narrative, culture, technology and design to achieve the vision?

Keynote Presentation Chris Murray (British Council) – Director of Core Cities

Panel discussion with

David Keel (Chair – C4DI)

Chris Murray (British Council)

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Rob Beardsworth (Senior Urban Designer & Conservation Officer Hull City Council)

Donna Close (Senior Research Fellow University of Brighton & Director of AMP Culture)

3:00 – 3:15 Q&A

3:15 – 3:35 Coffee/Connect/Explore

3:35 – 3:50 **Presentation** The Connected City - David Keel – Chair of Centre for Digital Innovation

3:50 – 4:45 **Alternative futures and System Change – Facilitated by Donna Close** - (Senior Research Fellow University of Brighton & Director of AMP Culture)

The prosperity and wellbeing of our society depends on our ability to tackle global challenges such as climate change, inequality, poverty and failing democracies. But to do so must we firstly look to radically change the systems that our society is built around or simply design better systems. Is it time for evolution or revolution?

Seth Honnor – Artistic Director Kaleider

Emer Grant – CEO/Artistic Director NN Contemporary Art

Yasmin Merali – Professor of Systems & Thinking – University of Hull

Friday 30th August

9:30 Registration (Hull Truck)

Inhabit the Streets (TALKABOUTS) & Artistic Interventions

9:45 – 11:30 Guided Tour of Hull City Centre (Paul Schofield – English Heritage Guide) Max 15

9:45 – 11:30 Explore the city centre and encounter - Artistic Interventions from:

Julien Marchaisseau - RARA Woulib (FR) (In residency as part of InSitu

Broken Orchestra and Vicky Foster – Fair Winds and Following Seas

The Grief Series – Ellie Harrison (a part of Ages of Isolation)

9:45 – 11:30 R.M Sanchez - The Print Shop - (Venue: Hull Truck)

9:45 – 11:30 Davina Drummond – The Temporary Tattoo Parlour - (Venue: Hull Truck)

Or just head to Hull Truck to catch up with your colleagues and enjoy the space to reflect and plan your weekend



1:30 Embracing Risk – Placed based narratives (Hull Truck Theatre)

Mark Babych – Artistic Director of Hull Truck theatre invites you to discussion exploring the importance of ‘risk’ in the creative process and presentation. We will consider what it means to develop work in collaboration with people, communities and place. How do we embrace risk as part of the process as we continue to explore beyond our boundaries in order to grow?

Mark Babych – Artistic Director/Joint CEO Hull Truck Theatre (Facilitator)

R.M Sanchez Camus – Creative Practitioner Applied Live Art (instilling agency/hope)

Richard Demarco CBE – Artist & Promoter of Visual and Performing Arts

Mikey Martins – Artistic Director/Joint CEO Freedom Festival Arts Trust

Amanda Huxtable – Theatre Director

Annie Roy – Executive & Artistic Director Company ATSA

2:30 – 2:45 Q&A

2:50 – 3:50 Reflections from a Cultural City? Where do we go from here? – Facilitated by Mikey Martins Artistic Director/Joint CEO Freedom Festival Arts Trust)

Panel discussion exploring Hull’s journey to date and considering the journey ahead as we work towards affirming our position as a global, connected, culturally diverse and economically vibrant city.

Panel discussion

Kathy McArdle – Director of England and Cities - British Council

Franco Bianchini – Director Culture Policy and Place Institute (CPPI) University of Hull

Janthi Mills Ward – Executive Director/Joint CEO Hull Truck Theatre

Garry Taylor – Assistant Director Major Projects & Place

Pete Massey – Director, North - Yorkshire & The Humber & Northern Economy and Partnerships

Arts Council England

Louise Yates – Director Back to Ours (Creative People & Places Hull)

3:55 Provocation – Darren O’Donnell (Artistic Director - Mammalian Diving Reflex)

Close – Now go and enjoy Freedom Festival 2019 and experience an extraordinary city.

To register for your free ticket visit <https://www.hulltruck.co.uk/whats-on/conference-hire/the-art-of-unconventional-professional-symposium/>

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