



News Release

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Embargoed

MEDIA CALL: Hull 2017 supplier The Strata Group is on track for a great year

****EMBARGOED TO 9.30AM, TUESDAY, JULY 26, 2016 ****

WHEN: 9.30am, Tuesday, July 26, 2016.

WHERE: The Strata Group, Hawthorn Avenue, Hull, HU3 5LL.

WHAT: The Strata Group is announced as a Hull 2017 supplier. Filming and photo opportunities of trackside banner reveal, which will be visible to all rail passengers using main train routes in and out of Hull. Interviews available with Hull 2017 director or marketing, communities and legacy Phil Batty, and Tony Schultz, group chairman of The Strata Group.

TO BOOK: To arrange interviews and filming/photography, please contact Jamie Cartledge at yesyesBD on behalf of The Strata Group - jamie.cartledge@yesyesbd.com; or Ben McKnight at Hull 2017 – ben.mcknight@hull2017.co.uk

The Hull-based fabrication group responsible for manufacturing some of the city's most prominent recent artworks is revealed today [Tuesday, July 26, 2016] as a Hull UK City of Culture 2017 supplier.

A prominent trackside banner celebrating City of Culture is to be revealed

on the company's Hawthorne Avenue premises in west Hull. The signage will welcome all rail passengers using major train routes in and out of Hull.

The Strata Group's Hull installations include the floating Hull 2017 logo installation in Queens Gardens in Hull city centre. In October 2015, this 2mx3m installation was created using aluminium beams and powder-coated bright yellow. It makes up half the Hull 2017 logo, allowing the reflection in the pond to complete the design. This summer, the group installed 54 artist-designed moths on buildings across Hull and the East Riding as part of this summer's Amy Johnson Festival A Moth For Amy trail.

The firms that make up the group specialise in signage, engineering, interiors and furniture. They employ a local workforce.

Tony Schulz, group chairman at The Strata Group, said: "As born and bred Hull locals, we are very proud to be able to work alongside the Hull 2017 team on some of the exciting projects planned for the City of Culture year. We have, and always will have, a keen interest in the betterment of our home, Hull and the surrounding areas. Our Hull staff are totally committed to our involvement in 2017 and are really proud to be able to play their own part."

The relationship between The Strata Group and Hull 2017 builds on the valuable, existing presence that the group already has in the city. This includes working with schoolchildren to train, develop and invest in the next generation of STEM industry professionals. Over the past two years, The Strata Group has hosted more than 60 Hessle High School pupils, engaging them in workshops and on-site days to learn about the industry. The group is now looking to offer training opportunities to those in further education.

Phil Batty, director of marketing, communities and legacy at Hull 2017, said: "We are delighted to confirm The Strata Group as a Hull 2017 supplier. They are supporting us with the promotion of the year by providing their services and expertise, as well as visitor welcome opportunities to help spread the word about Hull 2017. That first impression for visitors - whether they have travelled 500 metres or 500

miles - is key to the creation of a flexible, successful brand that lives in the streets of Hull.”

Working with Hull 2017, The Strata Group will help to engineer, dress, brand and kit out key points in Hull city centre. Details of specific projects will be confirmed in due course.

-ENDS-

About The Strata Group

- The Strata Group is a group of engineering, design and fit-out brands based in Hull. They are Sovereign Signs, Pearlgreen Engineering, Ark Interiors, Officio Office Furniture, OGP Partitions and Stiga Electrical.
- The Strata Group was started in Hull over 25 years ago and employs a Hull-based workforce.
- The Strata Group is actively involved in developing the next wave of STEM (Science, Technology, Engineering and Mathematics) professionals in Hull. Spending time with schoolchildren and others interested in the STEM industries, its teams assist schools in educating the local youth in these key skills.
- The Strata Group has already assisted bringing assets for Hull 2017 and many other important local events to life, including the Hull 2017 logo in Queens Gardens pond and the installation of the A Moth For Amy trail, which is part of the Amy Johnson Festival.

About Hull UK City of Culture 2017

Hull secured the title of UK City of Culture 2017 in November 2013. Hull is only the second city to hold the title, and the first in England. The vision of the Hull 2017 Culture Company, the delivery organisation of the project, is “to deliver 365 days of transformative culture in 2017 through a range of diverse and high-profile events and projects”. Following on from the Olympics and Paralympics, Commonwealth Games and the Tour de France in Yorkshire, Hull 2017 is the next major event in the nation’s cultural calendar.

The Culture Company is an independent organisation with charitable status, funded both publicly and privately. It has an £18m funding target, with key contributions coming from: Host City – Hull City Council; Principal Partners - Arts Council England, BBC, East Riding of Yorkshire Council, Heritage Lottery Fund, KCOM, KWL, Spirit of 2012, Yorkshire Water and the University of Hull; Major Partners – ABP, Arco, Big Lottery Fund, BP, the British Council, MKM Building Supplies, Paul Hamlyn Foundation, Sewell Group, Smith & Nephew and Wykeland Group.

Hull 2017's International Partners are: Aarhus, Denmark, European Capital of Culture 2017; Reykjavik, Iceland; Rotterdam, The Netherlands; and Freetown, Sierra Leone (twinned with Hull).

Useful links for background information on Hull, the UK City of Culture bid and the UK City of Culture programme:

1. www.hull2017.co.uk
2. www.visithullandeastyorkshire.com
3. <https://www.gov.uk/government/policies/supporting-vibrant-and-sustainable-arts-and-culture/supporting-pages/uk-city-of-culture-programme>

Kingston upon Hull City Council www.hullcc.gov.uk