



PRESS RELEASE

25 August 2017

Hull photography to go on display on beer mats in pubs and clubs throughout the city

A fantastic photography festival showcasing Hull starts next month before some of the images will take pride of place in watering holes throughout the city.

Winners of the Hull Beer Mat Photography Festival, chosen by world-renowned photographer Martin Parr, will feature on beer mats in pubs and clubs at the end of the year.

To submit a picture all you have to do is upload a photo to Instagram, Twitter or Facebook using the hashtag #HullPhoto2017

The festival's organiser, photographer Graeme Oxby, said: "We want to turn traditional exhibition style on its head with a new photography festival curated specifically with social settings and social media in mind.

"Forget white cubes, silent galleries and DO NOT TOUCH signs. Instead, picture images of Hull, submitted via Instagram and printed onto beer mats strewn across the tables of the city's pub, clubs and venues.

"Touch them. Critique them. Or simply just enjoy them - and maybe a pint or two, too."

The competition opens on Saturday 9 September at the first of a number of free photography workshops coinciding with the festival.

The first, led by Dougie Wallace at Kardomaah94, will be followed by workshops from Lottie Davis, Verity Harr and Graeme Oxby.

They are open to all levels of photographer.

Winners will be announced by Martin Parr on Wednesday 15 November at 7pm at Kardomaah94.

Winning photographs will be printed onto beer mats and placed in selected Hull pubs and venues in December.

Martin Green, Director of Hull 2017, said: "What an amazing way to get people out and about and taking pictures. The great thing about this project and the whole of the CCP programme is that anybody can take part and let their creativity run wild.

"The idea of displaying the winners on beer mats is brilliant and I'm sure they will create lots of discussion and buzz in pubs and clubs throughout the city."

Details of the workshops, which can be booked at www.hull2017.co.uk/events/hull-beermat-photography-festival-curated-martin-parr/ from Wednesday 30 August:

Street photography workshops with Dougie Wallace
10 September, 10am-4pm
Kardomah 94

Dougie will guide a group of photographers how to work effectively on documentary and street photography projects. Bring your own camera, flashes provided. Includes a review and group critique of images produced. Some outdoor photography so please dress for the weather.

Using your smartphone for photography workshop with Verity Harr
16 Sept 2017, 11am-4pm
North Bransholme Community Centre

Verity will guide you through getting the best out of your phone to take great pictures of people and places. No prior experience needed, just bring your own smartphone. Includes a practical session on using your phone camera and a group review of work produced. Some outdoor photography. so please dress for the weather.

Get the best from your digital camera workshop with Graeme Oxby
7 Oct 2017, 11am-4pm
Freedom Centre

Graeme will guide you through how to use your DSLR to take great pictures of people and places. Some prior experience an advantage but not essential, bring your own camera. Includes a practical session on using your phone camera and a group review of work produced.

Travel photography workshop with Lottie Davies
14 Oct 2017, 10am-5pm
Kardomah 94

Lottie will talk about her own work and then lead a travel photography workshop to help make the best pictures of Hull. Includes practical instruction and a group review of work produced. Some outdoor photography so please dress for the weather.

ENDS

For more information, please contact:
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NOTES TO EDITORS

The Hull Beermat Festival is one of 60 new projects to receive funding through the Hull 2017 Creative Communities Programme, which is being delivered in partnership with the Big Lottery Fund, a Principal Partner of Hull 2017.

A total of £750,000 is being invested in the programme, which was set up to celebrate, nurture and support local talent and develop opportunities for emerging artists.

In addition to cash from Hull 2017 and the Big Lottery Fund, the projects will receive staff support to build capacity in the arts sector, helping to create a legacy. The Creative Communities Programme is also being supported by Hull and East Riding Charitable Trust.

The projects - which range from photography exhibitions to music and food festivals and choral and orchestral concerts to audio-visual installations - will see local artists, community groups, cultural and other organisations in the city working with local people of all ages to create new artistic work, events, installations and other activity throughout 2017.

For a full list of projects visit: www.hull2017.co.uk/ccp

About Hull UK City of Culture

Hull UK City of Culture 2017 is a 365 day programme of cultural events and creativity inspired by the city and told to the world. Hull secured the title of UK City of Culture 2017 in November 2013. It is only the second city to hold the title and the first in England.

Divided into four seasons, this nationally significant event draws on the distinctive spirit of the city and the artists, writers, directors, musicians, revolutionaries and thinkers that have made such a significant contribution to the development of art and ideas.

The Culture Company was set up to deliver the Hull 2017 programme and is an independent organisation with charitable status. It has raised £32 million, with over 60 partners supporting the project, including public bodies, lottery distributors, trusts and foundations and local and national businesses. Key contributions are coming from: **Host City** - Hull City Council; **Principal Partners** - Arts Council England, BBC, Big Lottery Fund, East Riding of Yorkshire Council, Heritage Lottery Fund, KCOM, KWL, Spirit of 2012, Yorkshire Water and the University of Hull; **Major Partners** - Associated British Ports, Arco, BP, the British Council, British Film Institute, Green Port Hull, Hull Clinical Commissioning Group, MKM Building Supplies, P&O Ferries, Paul Hamlyn Foundation, Sewell Group, Siemens, Smith & Nephew and Wykeland Group.

68 per cent of the funding is dedicated to public facing activities, including the widest range of cultural events in every corner of the city, with a further 11 per cent for legacy and contingency. More than £5 million is being invested in volunteering, learning and community engagement. £1.6 million is being invested to ensure a legacy after 2017. This includes capacity building, such as supporting existing events so they can grow, staging curtain-raiser events, developing future programming for after 2017 and building a new platform to support a unified ticketing system for the city.

Hull 2017's International Partners are: Aarhus, Denmark, which is European Capital of Culture 2017; Reykjavik, Iceland; Rotterdam, The Netherlands; and Freetown, Sierra Leone (twinned with Hull). These relationships are reflected in a number of events throughout the year.

For information go to www.hull2017.co.uk

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About Big Lottery Fund

- The Big Lottery Fund is the largest funder of community activity in the UK. It puts people in the lead to improve their lives and communities, often through small, local projects.
- It is responsible for giving out 40% of the money raised by National Lottery players for good causes. Every year it invests over £650 million and awards around 12,000 grants across the UK for health, education, environment and charitable purposes.
- Since June 2004 it has awarded over £8 billion to projects that change the lives of millions of people. Since the National Lottery began in 1994, £34 billion has been raised and more than 450,000 grants awarded.

About Hull & East Riding Charitable Trust

The Hollingbery Family founded the business in 1933 with the first Comet superstore opened in Hull in 1968. The business was subsequently sold to Kingfisher and in 1985 the charity was established with the defined purpose of donating funds to help and support charities, both national and local, and other deserving causes, provided that direct benefit was forthcoming for people who live in Hull or the East Riding of Yorkshire.

For more information, including on how to apply for funds, see <http://hullandeastridingtrust.org.uk/>