



PRESS RELEASE

Wednesday, 20 September, 2017

Art encourages free speech in Hull

Billboards across Hull have been brought to life this year in the name of art and culture.

REDBoard, celebrating 20 years of RED Contemporary Arts (formally RED Gallery), is transforming 13 billboards across the city into works of art as part of the Hull UK City of Culture 2017 celebrations.

This Saturday (September 23) will see the latest billboard, Freedomation, on the corner of Freehold Street and Spring Bank act as a backdrop to a unique performance allowing people to stand up and say what they really think.

Artists Davin Watne and Dawn Woolley are the creators of the Freedomation billboard, and this weekend they are inviting people to stand in front of it on a soapbox and speak their minds.

Dawn said: "For the Freedomation Soapbox performance we invite anyone who is outspoken and passionate - about any subject - to get on a soapbox and make a speech.

"It can be about something very serious, or not, someone might get up and speak for 1 minute or 60 minutes, it is entirely up to the audience.

"As more and more people express their freedom of speech it will become increasingly difficult to hear what is said, demonstrating the concept freedomation.

"Freedom and domination appear to be opposing concepts but the freedom to act without restraint can oppress others."

Audience members can spontaneously decide to participate during the event itself, but if you would like to know more, you can get in touch with Dawn at dawn.woolley@network.rca.ac.uk

The performance is this Saturday at 3pm on the corner of Freehold Street and Spring Bank. It is expected to last between 30 and 60 minutes.

REDBoard is part of Hull 2017's Creative Communities Programme.

So far the REDBoard project has seen local artists join international artists from Rotterdam, Reykjavik, Aarhus and Freetown to produce amazing artwork that has been popping up all over the city.

Three more billboards will be transformed this year as part of the project.

They will be displayed at the following locations -
9 October, Cleveland Street.

6 November, Melrose Street, Anlaby Road.

4 December, Devon Street, Gipsyville.

Martin Green, Director of Hull 2017, said: “REDBoard is one of many projects this year showing that art doesn’t have to be confined to galleries. The fantastic artwork has been displayed on billboards all over Hull meaning that it’s probably been harder to miss the project than see it!

“The Creative Communities Programme has taken Hull 2017 to doorsteps all over the city, ensuring that everybody has the chance to be part of this incredible year.”

ENDS

For more information, please contact:
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NOTES TO EDITORS

REDBoard 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: <https://www.hull2017.co.uk/discover/article/sixty-community-projects-inspire-creativity-across-hull-2/>

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/>