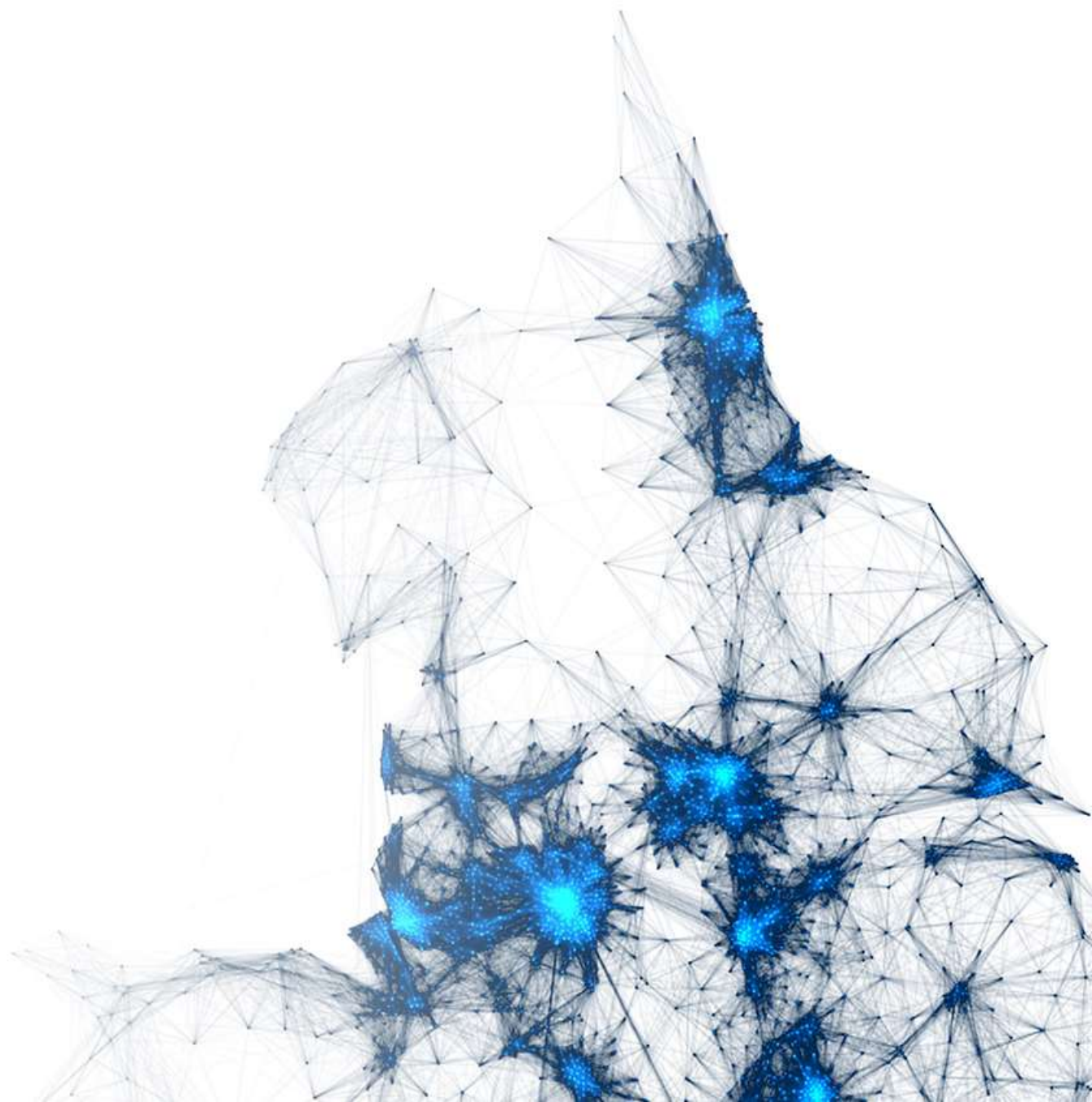


Great Exhibition of the North

22 June - mid September 2018



Creative Vision



Celebrating the North's great art and culture, design and innovation, in NewcastleGateshead.

Focusing on the present and future, with reverence for past triumphs.

Inspiring a new generation.

Forging pride in the role the North plays in shaping the world.

Demonstrating our inventive and radical spirit.

Celebrating the life-changing ideas, culture and products we export to the world.

Experiences & Content

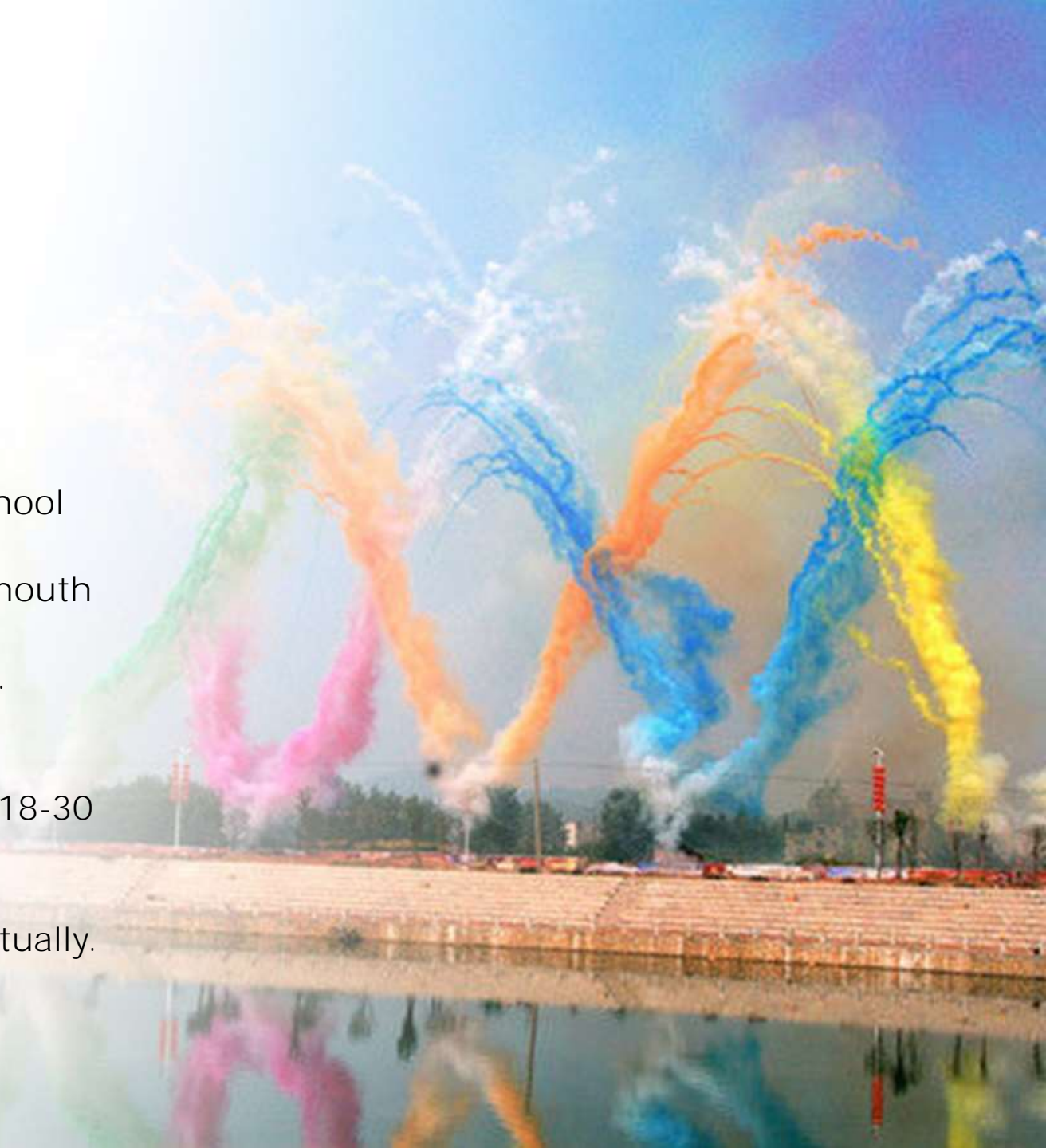
The past, present and future of how the North innovates, influences and manufactures:

- Who we are (e.g. identity, diversity & community)
- Where we live (e.g. architecture & housing)
- What we eat (e.g. food & drink)
- What we wear (e.g. fashion & fabrics)
- How we are entertained (e.g. from music and film to sport).
- How we travel (e.g. from trains to driverless cars, Hyperloop to space travel)
- **How long we'll live** (e.g. from medical advances to health and wellbeing).
- How we can live sustainably (e.g. global warming and the environment).



Great Exhibition of the North

- 80-87 days.
- Opening weekend, closing weekend.
- Peaks around opening, weekends and during school holidays.
- Durational activity is a priority, to build word of mouth and repeat visits.
- Also open to some pop up activity at peak times.
- Needs to have an inspirational, memorable and celebratory feel.
- Family audience is a priority, closely followed by 18-30 year olds, so lots of hands on experiences.
- Media and global platforms.
- Target is 3 million attendances, in person and virtually.



Legacy

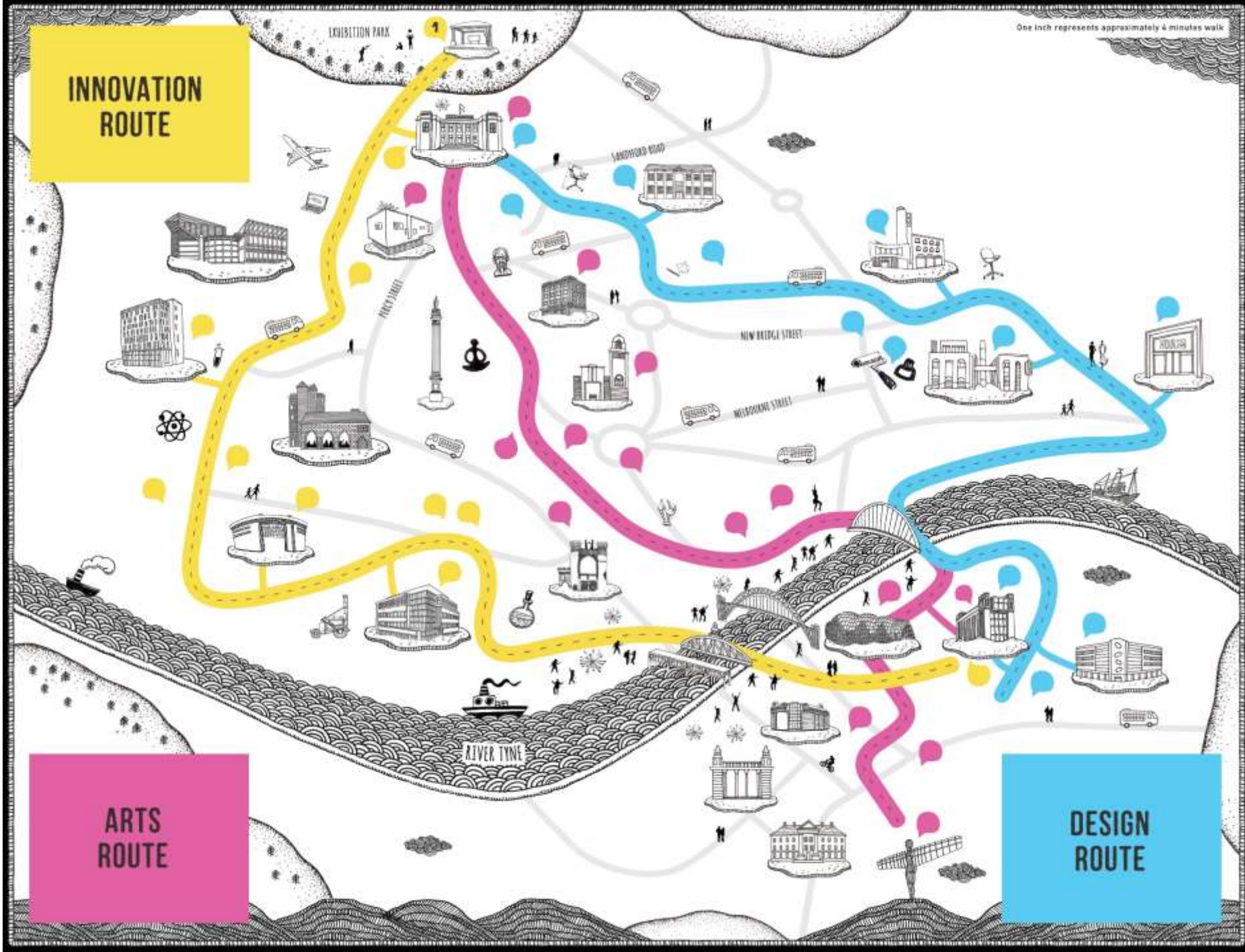
Looking back on the Great Exhibition in December 2018, we want to see:

- An audience of 3 million reached (through exciting physical and virtual programmes).
- Increased pride amongst people living and working in the North and many more people worldwide recognising the North as a great place to live, to work, to study, to visit and to invest.
- A step positive change in attitudes and perceptions of the North from those further afield.
- New connections forged across the North and around the world, strengthening opportunities for future collaborations.



INNOVATION ROUTE

One Inch represents approximately 4 minutes walk



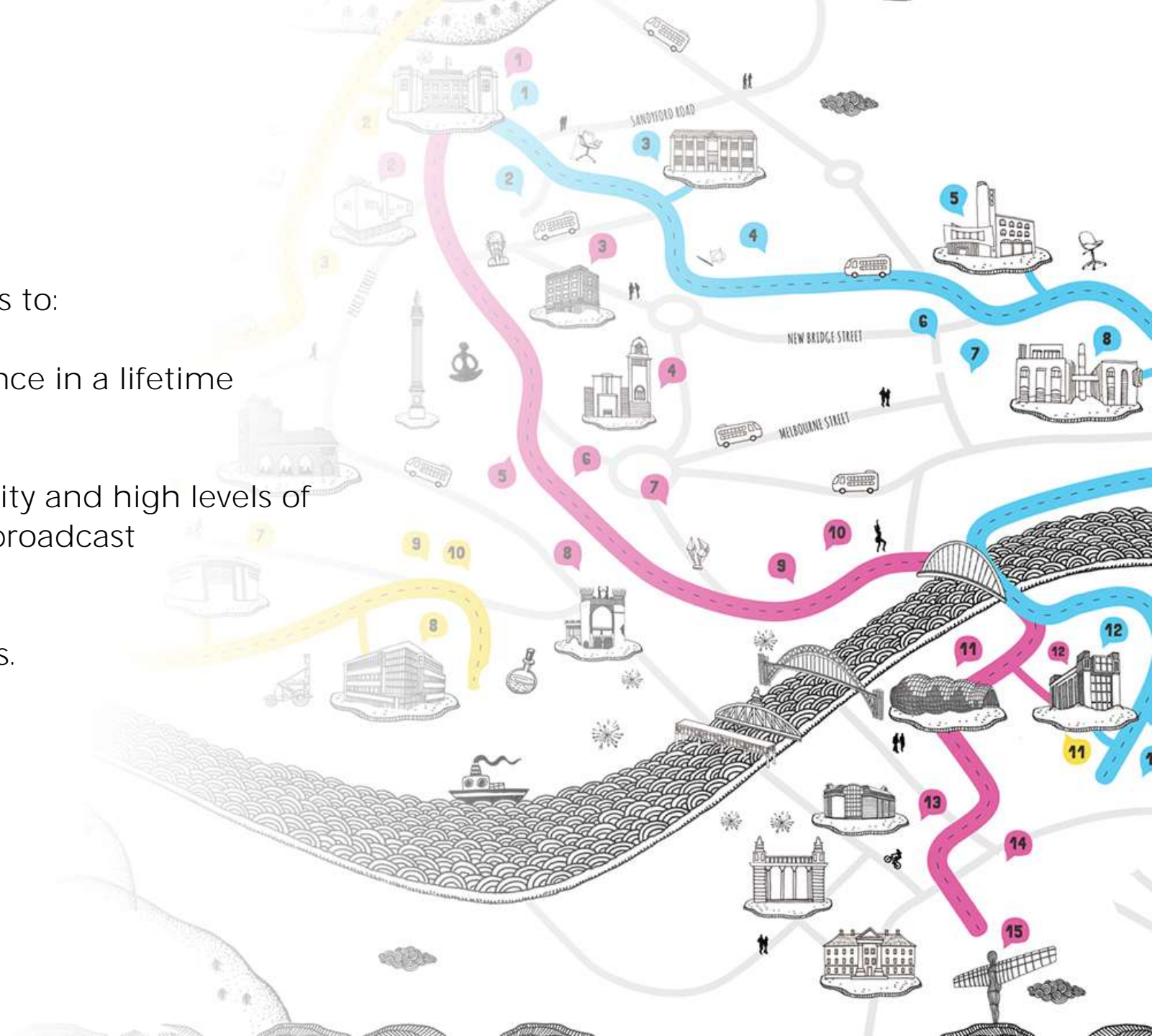
ARTS ROUTE

DESIGN ROUTE

Commissions

Commissions across the walking routes to:

- Create high impact, memorable, once in a lifetime experiences.
- Demonstrate excellent artistic quality and high levels of ambition, with some potential for broadcast opportunities.
- Reach many people – free to access.



What we are seeking

- Creative ideas that are high quality and captivating, engaging and accessible, challenging and thought-provoking, and memorable.
- Some standalone digital ideas which connect with the Great Exhibition and can be played out nationally and internationally.
- Ideas relating to journeys along the routes, e.g. buses, metro system, cycles, cars, particularly as these may animate journeys across the trails and to the Angel of the North.
- Works that could be created as multiples, mass produced and potentially sold as mementos for the Great Exhibition.
- A future opportunity to pitch proposals for a digital commission to inspire visitors, support their wayfinding and provide additional rich content for their journeys.



Timings

October 2016	DCMS confirms NewcastleGateshead as hosts for the Great Exhibition of the North
November 2016 – February 2017	Establishing governance and core team to deliver
March 2017	Vision and call out shared
22 May 2017	Expressions of interest submitted
August 2017	Call out programme elements selected
November 2017	Some programme elements announced
January 2018	Full programme announced
22 June – mid-September 2018	Great Exhibition of the North 2018
December 2018	Evaluation report



Comms

The Exhibition will have an identity which the commissions will carry.

Platforms include:

- Exhibition website.
- Social media.
- Exhibition leaflet and flyers.
- Advertising.
- Public relations – local, regional, national, international - tourist and cultural.
- Your marketing channels – partner support is vital to spread the word.



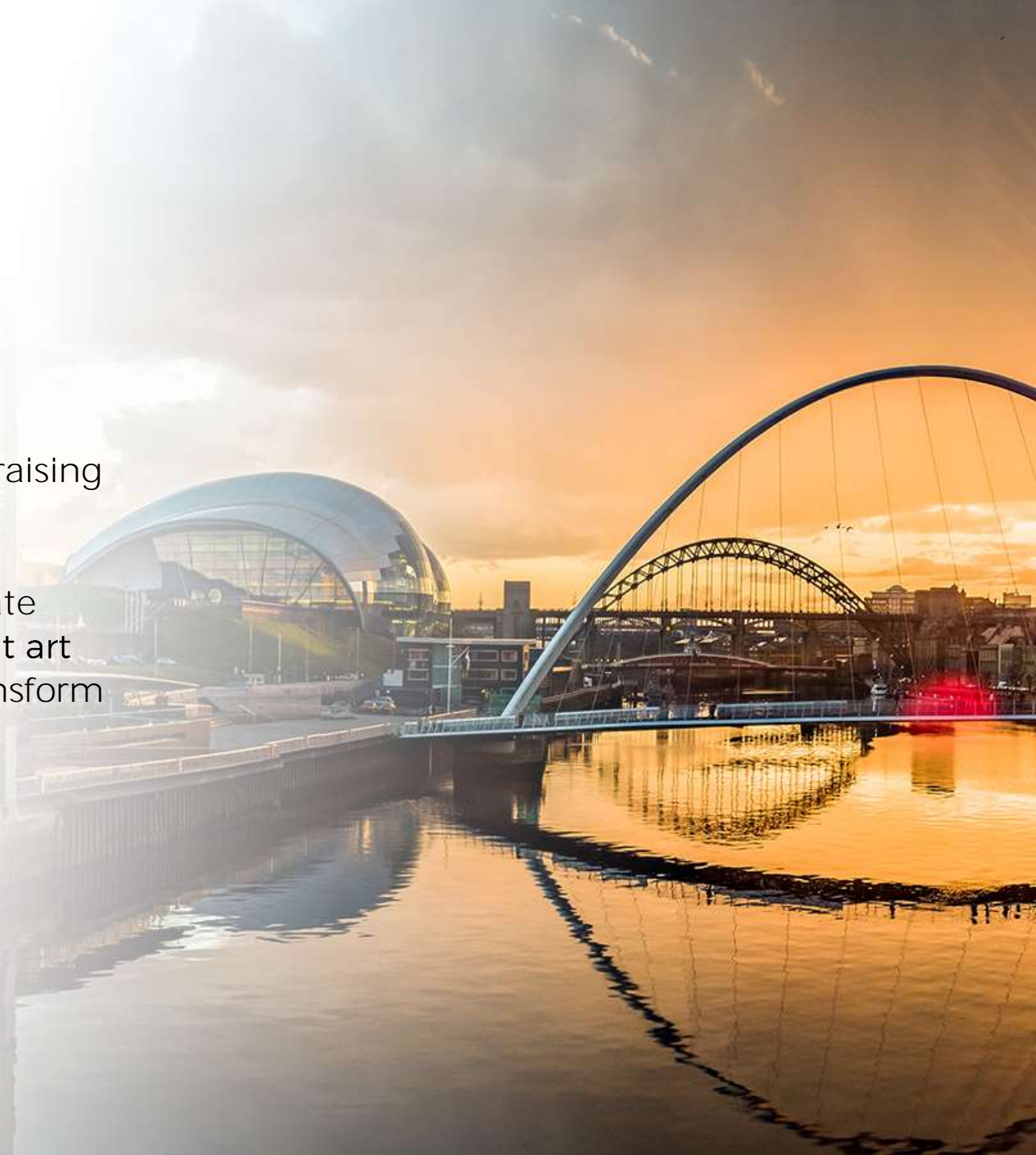
Thank You

The Great Exhibition of the North is coming to NewcastleGateshead.

Some funds have been secured and additional fundraising is underway.

Be part of a once in a lifetime opportunity to celebrate and tell the story of how the North of England's great art and culture, design and innovation, continues to transform today's and tomorrow's world.

Let's make sure it makes a difference.
Go to www.ngi.org.uk/GreatExhibitionOfTheNorth



“People are always asking, why an angel? The only response I can give is that no-one has ever seen one and we need to keep imagining them.

The angel has three functions - firstly a historic one to remind us that below this site coal miners worked in the dark for two hundred years, secondly to grasp hold of the future, expressing our transition from the industrial to the information age, and lastly to be a focus for our hopes and fears – a sculpture is an evolving thing. “

Sir Antony Gormley





R MILLIS

Great Exhibition of the North 2018