

PRODUCTIONS **IMAGINEER**

3-8 AUGUST 2015, COVENTRY
FESTIVAL OF IMAGINEERS
EXPECT THE UNEXPECTED



Evaluation Report

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Festival of Imagineers 2015 – Evaluation Report

Introduction

Building on the pilot event in 2014 Imagineer's overarching aim for the Festival of Imagineers 2015 was to create a new model arts festival, celebrating creative ingenuity and charting the journeys of creative expeditionaries from all walks of life who innovate, invent and inspire, linking art, design and engineering, performances exhibitions and workshops in different spaces for different groups. The idea was that everyone's journey through the festival would be different, a series of immersive experiences and surprising discoveries which collectively make up a unique Imagineering adventure.

The company aimed to develop a distinctive and ambitious programme, rooted in the region but drawing on national and international input and encompassing a diverse range of performances, exhibitions and activities that are excellent, impactful, accessible, inspiring, imaginative, creative, arresting, extraordinary, bold, engaging, exciting, thought provoking, ambitious, achieve a dynamic relation with audiences and transform the way people look at things.

Imagineer Productions worked in partnership with **Culture Coventry** to deliver the second annual **Festival of Imagineers**.

The Festival of Imagineers was supported using public funding by the National Lottery through Arts Council England as well as funding partners Medwell Hyde, Imagineer Technologies, Talent Match and BIS. The festival was also supported by Imagineer Productions' business patrons including; Shortland Horne, Premier Group Ltd, Shaw Sheet Metal, Warwick University, Coventry University, The Imagineering Foundation and the Institute of Engineering and Technology.

The Festival of Imagineers ran from 3-8 August across a range of venues in Coventry, culminating in the festival finale day in Broadgate.. The company worked with four creative producers over a four month period to create a diverse programme which encompassed performances from national and international street performers, a series of visits to 'hidden' spaces in the city, specially commissioned and/or produced performances and interactive exhibitions/demonstrations from individual artists and businesses. (full programme attached as Appendix One).

Each producer curated a specific strand of programming with Imagineers CEO and Creative Producer carrying the strategic and artistic overview of the whole programme.

Aims

Imagineer set the strategic aims for the festival at the outset, giving a clear context and rationale for the event. This report seeks to evaluate the project against the project aims below and in the context of Arts Council England's goals of achieving excellence and enabling more people to engage in and be inspired by the arts.

- To establish FOI as a new Festival with a distinct identity which reflects the ingenuity inherent in the regions character
- To begin to embed the festival into strategic plans for City of Culture
- To reconnect with some of local companies
- To be a public facing showcase for the work coming out of the Imagineerium and imagineers home produced work
- To make new creative partnerships with national and international artists to develop new outdoor/site specific work
- To build the involvement of businesses
- To link with City's museums
- To build new audiences
- To engage priority neighbourhoods
- To establish Imagineer as a commissioning/co-producing partner positioning it within the context of strategic touring
- To reintroduce international work into Imagineers portfolio
- To begin to explore new Imagineering spaces or repurpose spaces for Imagineering projects/performances
- To create a diverse range of experiences to enable many communities of interest to create their own sensory, physical, mental and emotional journey through the festival
- To raise the profile significantly from the pilot event in 2014
- To begin to work with other partner venues to increase the scope and reach of the FOI

Evaluation/Outcomes

To establish FOI as a new Festival with a distinct identity which reflects the ingenuity inherent in the regions character

The festival embraced a wide cross section of work which drew on the identity of the region as a centre for creative engineering and manufacturing (contributions from MIRA, Premier Group, Institute of Engineering and Technology), and new technologies (Ludic Rooms, Coventry Pedalling Games) as well as resonating with the region's heritage (linking with Coventry as the birthplace of cycling – through arts and performance projects; cyclopedia, Pedalling Games, Bicycle bistro, Bicycle spirograph, cycle based cavalcade as well as with the region as the birthplace of William Shakespeare – the development of the Winter's Tale.)



Nick Sayers *Bicycle spirograph*

The programme ranged from Bloodhound SSC, (the car designed to break the 1000 mph speed barrier) to sonic bikes, to a mechanical rising Phoenix and a wind powered knitting machine. Contributors to the programme included artists, engineers, architects, scientists, researchers, thinkers, maker-uppers/inventors and tinkerers, combining interactive technology and enterprise. This eclecticism and celebration of creative ingenuity across sectors is the distinguishing feature of the festival and is key to maintaining a unique 'imagineering' identity for the event. Having established the idea for the festival and delivered it our challenge is how to best present the work building on the strong partnerships we have made. This year's festival reaffirmed the huge potential of a range of resources both in terms of producing exciting work and reaching a whole new network of contacts, audiences.



Bloohound SSC



Merel Karlhof – Wind Knitting Factory

To begin to embed the festival into strategic plans for City of Culture

- Series of advocacy meetings with David Nuttall and Andrew Dixon to present the FOI as an exciting part of the city's cultural offer for the city of culture 2021 bid
- Achieved seed funding from Coventry City Council to support the development of work with local producers and artists for 2015
- Meeting to review the festival with City Council and City of Culture consultant
- Selection of Imagineer as one of a small number of companies who will be solicited to bid for funding under the City of Culture 2021 Sustainability programme to help to sustain the company to grow and deliver the festival on an annual basis.
- Strategic conversations with the LEP regarding the educational and STEAM related work that feeds into the festival meeting the skills, training and employment agenda as well as City of Culture
- Continued advocacy programme with the LEP board and officers, feeding information about our work to our strategic contacts and building on their initial support of the festival.
- Event featured in City of Culture newsletter
- David Burbage, Chair of Coventry 2021 steering group attended Festival Finale and responded enthusiastically:

Dear Jane

Many congratulations on the outstanding success of the Imagineer Festival. I was really pleased to have, at last, seen your wonderful Godiva in action. I have heard so much about it but not yet seen her in the "flesh".

Let's hope that we can win the City of Culture so that imaginer can have the opportunity of being on a bigger stage.

Very best wishes

David.

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Coventry²⁰²¹
UK City of Culture bid

To reconnect with some of local companies

This year we reconnected with a number of local independent companies (Ludic Rooms, Coventry Makerspace, Highly Sprung), individual artists (Julie Joannides, textile artist) and producers. Local creative producers were commissioned to curate elements of the programme (Anne Forgan, Dave Long, Lou Lomas) and in the process began to generate ideas and lay the foundations for future commissions.



Ludic Rooms creating the ultimate paper plane

A central part of the vision for the festival going forward is as a platform and showcase for local companies, a catalyst and focus for the creation of new work which pushes creative boundaries. Even at this early stage it was clear through informal dialogue with local companies (Theatre Absolute, Talking Birds) that the festival could meet a need for a focal point for local artists and companies. Emerging ideas for projects and collaborations generated by the 2015 festival include:

- A Coventry Kite Festival - flying kites from the roof tops of City buildings in partnership with Artspace
- deconstructing a jaguar car into 1,000 parts and rebuilding it
- create a national touring exhibition of artists and hand made machines building on the Dominic Wilcox exhibition in collaboration with Anne Forgan
- creating a textile arts commission in the old public slipper baths underneath Coventry Swimming Pool due for demolition in 2019

The success of working with local companies is time related and needs a year round programme of activity if we are to engage them to create new and dynamic work. Many local companies and artists attended festival events especially the national and international work and were inspired especially by Teatr Biuro Podrozy and Kaffe Mathew's Sonic Bike installation – reaffirming the importance of outside work to stimulate new relationships and ideas within the sector.

To be a public facing showcase for the work coming out of the Imagineerium and imagineers home produced work

This year we focussed on participatory work with NEETS young people through the Transformations Project which brought in new funding from Talent Match and BIS (British Science in Society) .A group of 42 young people created two kinetic structures with artists

and engineers from Network Rail and Imagineer Technologies as a backdrop to two new performances, constructed on steel platforms, pushed to locations by three tricycles.



Imagineer Productions Cloud Dreaming



Come Fly with Me

This project further developed the idea of a performance cavalcade as a unique alternative to carnival. The project created the framework for the development of three new performances by Imagineer (Liberty, Come Fly with Me, Cloud Dreaming). The project also highlighted the potential of the cavalcade for commissioning with outdoor companies and as a dynamic way to link creatively with engineering companies and apprentices.

To make new creative partnerships with national and international artists to develop new outdoor/site specific work

The Winters Tale

Imagineer worked in partnership with Teatr Biuro Podrozy engaging 6 polish and 7 British actors in a ten day residency project working on ideas and a series of emotive visual images that would link and drive the narrative of the play. This enabled us to create the ideas for a new site specific production of The Winter's Tale as a co- production with Teatr Biuro Podrozy for 2016. . It was a reinvigorating experience for us as artists and we achieved the initial ideas and style for an exciting new performance which we shared as work in progress in a promenade performance in the areas in and around Broadgate and the Cathedral area.

Originally intended as an informal sharing for 50-100 people, the developmental production played to around 350 people and was warmly received. The project was achievable in a relatively tight timeframe because Imagineer, already has a strong artistic relationship with the company, producing The Millennium Mysteries with them in 2000. This work marks an important creative step forward for the company:

- to begin to work with other directors and producers to make new work

- to explore international co production
- to work with a company renowned for its outdoor theatre work

We gained a great deal of feedback which we will use to further develop the work.



The Winter's Tale Teatr Biuro Podrozy

Imagineer linked with Creative Producer Bill Gee to commission international artist Kaffe Mathews, to create ***Coventry Pedalling Games*** for the festival, a new interactive game of sounds and music for sonic bikes with bike-mounted speakers in the 'home of the cycle' Coventry. The project resulted in:

- the production of the first children's sonic bike to be built in the UK, created by Imagineer Technologies,
- an engaging, surprising and innovative experience of new technology for a wide cross section of the public transforming people's perceptions and experiences of travelling through a desolate urban landscape through specially composed music (? people took part over two days)
- an innovative digital project utilising the Big Screen in Millennium Place to raise the profile of the project and enhance the cyclists sonic bike experience

The success of the project has inspired discussions about future collaborative work including a Bicycle Opera.



Coventry Pedalling Games – Kaffe Matthews

We were able to cement further our relationship with national companies, Pif Paf and Acrojou and to work with Catalonian street company, Fadunito who inspired us with their self - powered wheel chair which captivated audiences in its simplicity and audaciousness



Acrojou

To build the involvement of businesses

This is a key area of development as the festival will rely on the support of businesses to supply funding and creative and innovative work into the overall programme. We secured £26,000 in sponsorship from Medwell –Hyde and involved 20 businesses directly in the festival programme. It is difficult to place a monetary value on the overall business contribution but it amounted to many thousands of pounds as support in kind .The partnerships with business are building a new audience for the event and we were able to reach employees and other networks through advertising the programme on company websites. As Imagineer begins to look at the governance and structure of the festival there is the potential to create a steering group with representatives of key businesses involving them in the development of the festival. We learnt that in order to fully capitalise on the unique relationships we have built with companies like The Premier Group, Rightstep, The Ramada, Unipart, MIRA, we need more lead in time and producer involvement to realise the full potential both in terms of resources and creative out put . Engagement and endorsement of engineering and manufacturing companies and local businesses will be vitally important to securing investment from the Coventry and Warwickshire LEP in the future.



Mira Exhibition

To build new audiences

Increase in audience from 16,500 to 30,000

38% of the audience came from outside a 25 mile drive time

70% coming specifically to experience the festival as opposed to coming across it in the City centre

Significantly increased level of marketing spend

Improved reach via more concerted social media campaign and sharing through partner organisations and websites including Culture Coventry, ACE, Cycle Coventry, visiting street companies (Desperate Men, Pif-Paf), Bicrophonic Research Institute and street arts organisations (X-Trax), Coventry City Council, local businesses linking through to workforce and contacts.

Targeted regional press and PR activity and distribution of print

Targeted the priority neighbourhoods through projects and performances to ensure that people who are the least engaged in the arts in the City were involved in the event.

To engage priority neighbourhoods

We worked with NEETS young people on the Transformations project which culminated in performances in the festival (Liberty, Come Fly with Me and Cloud Dreaming). The project was focussed initially on young people aged 14-25 in Hillfields and Willenhall and moved to other areas of the City e.g. Walsgrave and Tile Hill. Over 30 % of the audience for *Come Fly With Me* came from priority neighbourhoods in the City. This was made possible through the generous financial support of Medwell-Hyde and Intransit. Placing work in The Transport Museum and The Herbert Art Gallery also meant that families on low income were able to engage in the festival because both venues are free to visitors.



Imagineer Productions Liberty

To establish Imagineer as a commissioning/co-producing partner positioning it within the context of strategic touring

It is important for Imagineer to establish itself as a company creating new and exciting outdoor theatre for touring either through its own new work and co-production or commissioning new work from other outdoor companies nationally and internationally. The festival has begun to signal this with the development of *The Winter's Tale* which has gained interest from outside festival producers for next year. This year we also hosted *FunnyPeculiar*, a collaboration between *Time Won't Wait* and *Red Herring* as part of its strategic tour, as well as the regional premiere of Pif-Pafs new show *Planetary*. The relationships we are building with outdoor theatre and arts companies is beginning to inspire conversations around future commissions. The imaginative framework of the *Godiva Cavalcade* also has the potential to be a platform for a unique commissioning programme. This festival has begun to lay some important foundations for the future and it is essential that we can maintain momentum and continued dialogue with artists and companies. In addition we need to continue talking to producers and networks eg *Without Walls* and *ISAN* to develop our work and build a profile.



Pif-Paf - Planetary



Time Won't Wait - Funny Peculiar

To reintroduce international work into Imagineers portfolio

We worked with Teatr Biuro Podrozy (Poland) Fadunito (Spain) and Merel Karlhof (Netherlands), building on years of past experience of programming and co-producing international outdoor work in the City. This will develop to become a key strand of the festival

programming in the future and an important development for the City as Coventry embarks on the journey towards becoming City of Culture 2021.



Fadunito – Ceci 3

An important strand of building links and profile internationally will also be to work with UK based artists whose portfolios include international commissions – this year this included Kaffe Matthews, Dominic Wilcox

To create a diverse range of experiences to enable many communities of interest to create their own sensory, physical, mental and emotional journey through the festival

We created a diverse programme and people responded finding their own journey through the event some searching for the engineering innovation and others for high quality arts, others for the interactive element or some for a mixture of experiences. There were bike enthusiasts, tinkerers, music and interactive technology enthusiasts and people who wanted to discover hidden parts of the City. The sonic bike project summed up this experience, each unique sonic bike journey conjuring up a unique sound and sensory world for each individual ride.

The festival framework created a wide range of ways for public and communities to engage as:

participation in interactive performances e.g. Pedalling Games, Bicycle Bistro, Watch the Birdie, Funny Peculiar, Chippolatas



Safety Catch– Watch the Birdie



The Chippolatas

participatory performances – Cloud Dreaming, Cavalcade, Liberty

demonstrations/exhibitions – Premier Group, Dominic Wilcox Coventry University Department of Industrial Design , Twisted Barrel Brewery



Coventry University School of Industrial Design

engagement of young performers and producers – Winters Tale

workshops/activities – make your own paper plane, bicycle spirograph, jump rockets, Bloodhound, IET, Ramada, spaghetti structure, animating Godiva



University of Warwick Engineering Society



Animating Godiva

To raise the profile significantly from the pilot event in 2014

130% increase in media coverage increasing AVE from £15,527 in 2014 to £35,707 in 2015 and PR Value from £46,581 in 2014 to £107,121 in 2015 (details of media coverage attached as Appendix Two)

Regional profile raised through coverage on BBC Midlands Today

Promotional Festival of Imagineers film and sonic bike project featured on the Big Screen in Millennium Place from Mid July until the end of the event

To begin to explore new Imagineering spaces or repurpose spaces for Imagineering projects/performances

The festival developed beyond Broadgate to animate a range of squares and spaces across the city including Millennium Square, Council Square and Fargo Village (inside The Twisted Barrel) , sites in and around Coventry Cathedral and University Square including Priory Gardens. It utilised more unconventional and hidden spaces e.g. The Premier Group Factory, the basement of Coventry University's recently opened engineering and spaces in the undercrofts of Coventry Cathedral where we worked with a textile artist in the cope rooms to reflect the John Piper stain glass windows. We worked in in Woodend, Willenhall and Hillfields and streets, avenues and unusual spaces in and around Coventry Transport Museum as part of the Sonic Bikes project. We are excited about the idea of using unusual

settings for work and with more time we will develop this element of the festival with unusual thought provoking and original commissioning inspired by sites and settings in the City.



Festival Beer from Twisted Barrel Brewery

To begin to work with other partner venues to increase the scope and reach of the FOI

We have established a range of important partnerships that will be key to the development of the festival going forward. We have inspired our partners to keep thinking and developing ideas to create an extraordinary experience for the audiences year on - a context for development and a platform where almost anything can happen. A sense of can't wait to see what will happen next. The collaborations make this a potentially rich event with very wide and popular appeal and a way of maximising the potential of what can happen. Partnerships and the juxtaposition of ideas will drive new aesthetic experiences. We have raised the ambition of the city a little - what is important is what happens next. The partnerships with venues are important because they add resources and a sense of stability to the event .This will increase but our founding partners are Culture Coventry, Coventry University, Warwick University, Coventry Cathedral .

To link with City's museums

The partnership with Coventry Transport Museum and The Herbert Art Gallery and Museum is key to the future of the festival. Both offer space, curatorship and marketing support (this year *Come Fly With Me* was promoted through the Herbert's summer newsletter). The success of the Sonic Bike Project and the *Come Fly With Me* education project at Coventry Transport Museum and the Dominic Wilcox exhibition at the Herbert came out of strong partnership working with both organisations. Both are keen to be partners in the future and want to be more creatively involved.



Coventry Pedalling Games

Key Challenges

Having established the idea for the festival and delivered it our challenge is how to best present the work building on the strong partnerships we have made and how we can make stronger creative relationships rather than simply present work, through artistic producer involvement at a much earlier stage.

In order to achieve this we need to be able to undertake R&D at an early stage, plan and develop projects on a year round basis and secure sufficient lead in time to deliver projects to the highest possible. A lack of proper development time will both compromise the vision and ambition of the festival as well as limiting the commissioning programme. Securing the resources to achieve this planning and development time is the key challenge for Imagineer.

Other key challenges include:

Achieving a good balance between corporate businesses and individual artists

Creative engagement of corporate businesses

Achieving appropriate structure for successful development and delivery of festival

Getting the right balance between professional companies and participatory work

Effective marketing to a regional and national audience

Sustained development of social media campaign and website

Appendix One

Festival Programme

3-8 AUGUST 2015, COVENTRY
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3 – 7 August - Things you never get to see in Coventry

One event per evening for approx. 30 people per event

Twisted Barrel Brewery: Monday 3rd August 6.30 p.m.

Twisted Barrel is Coventry's newest brewery and is located in Fargo Village.

Starting life as a self-styled pico-brewery in January 2014, Twisted Barrel was the UK's smallest commercial brewery at the time, based in the Tile Hill area of Coventry. Brewing only 60 litre batches they supplied a small number of independent retailers in the Coventry and Birmingham area and discovered a keen following of beer drinkers across the region, anxious to consume more of their beers.

In May 2015 they became a fully-fledged micro-brewery with the delivery and installation of our 6BBL equipment at our new location at FarGo Village, in the centre of Coventry.

A tour of Coventry Cathedral's hidden spaces Tuesday 4th August 8.00 p.m.

A visit to see the hidden parts of Coventry Cathedral from the needle room to the boiler room and the archives followed by a soup supper in the nave. A chance to view some of the fantastic fragments of medieval stained glass and some of the original blueprints for the building

Harrier Jump Jet – Coventry University - Wednesday 5th August 6.30 p.m.

Hidden beneath the University in a setting that resembles a sci fi movie rests the famous Hawker Siddeley Harrier Jump Jet complete with simulators a wind machine, drones, designs and models of futuristic vehicles. See where the young engineers of the future design to innovate . *'Creativity is vital in engineering, its where the innovation comes from'*

Visit to the Premier Group Ltd – Thurs 6th August

Discover the incredible world of the Premier Group, one of the city's most ground breaking companies, designers and makers of the iconic Olympic torch for London 2012. Visit their factory to see their handcrafted bespoke projects in the making.

5 – 7 August

Come Fly with Me – Coventry Transport Museum

Imagineer Productions new show for children at Coventry Transport Museum.

A visual story of how man's endeavour, inventiveness and ingenuity aspires to replicate the wonder of nature.

Godiva Awakes to take two young Imagineers on an adventurous discovery of the secrets of flight. Entering a the fantastical world of aviation they meet the some inspirational inventors - Leonardo da Vinci a man of 'unquenchable curiosity' the Montgolfiere Brothers, architects of the imagination and Coventry's own – Sir Frank Whittle, inventor of the Turbojet engine.

Stretch your wings and join them to witness, a menagerie of mechanical machines defy gravity - see a kite soar, a Humming bird hover, the first hot air balloon rise, a Turbojet zoom, a rocket launch, and finally a human fly!

Beautiful, magical, inspirational – A visual delight to stir the child in all of us....

Following the show the audience can meet the imagineers and take a closer look at the mechanical machines.

Produced by Imagineer Productions in Partnership with Imagineer Technologies

Flying machine by kind permission of Highly Sprung performance Comany.

Venue: Coventry Transport Museum

Date: 5th – 7th August

Show Times: 11am, 1pm, 3pm

Suitable for a family audience.

Friday 7 August, 7.30pm

Teatr Biuro Podrozy – The Winter’s Tale

Starting in Broadgate finishing in Coventry Cathedral Ruins, Coventry

Teatr Biuro Podrozy, co-producers of the legendary Millennium Mysteries return to Coventry to begin development work on a new production based on The Winter’s Tale for 2016. The culmination of a two week residency exploring the themes of the play and artistic collaboration between Polish and English actors, The Winters Tale; Leontes Jealousy will be a parade based performance inspired by the theme of jealousy within the play – it is the story about what is happening to a man when suspicions and distrust freeze his feelings. It is a story about the guilt but also about forgiveness.

The project has been supported by Polish Ministry of Culture and City of Poznań as part of the "Reconciliation" project and is an Imagineer Productions/Teatr Biuro Podrozy Co-production in association with Coventry Cathedral and Warwick University, culminating in 2016 as part of commemorations around the 450th anniversary of Shakespeare’s death.

7 & 8 August, 11am – 5pm daily

The Coventry Pedalling Games

Millennium Place, Coventry

Kaffe Matthews and the Bicrophonic Research Institute (BRI)

Award-winning sound artist and composer Kaffe Matthews and the Bicrophonic Research Institute (BRI) are creating a new interactive game of sounds and music for their sonic bikes with bikemounted speakers in the ‘home of the cycle’ Coventry.

For 15 minutes, players can come pedal a sonic bike in and around Millennium Place, making music that will change dependent on where they go and how slowly they pedal. Playing with the changing daily life of the city square, Matthews will hide sounds and immerse narratives that will encourage players to ride slow, stop static, spin in circles or pause for quiet spots of listening.

Saturday 8 August

11am – 5pm, Broadgate, Coventry.

10.00 – Public transfer performance – showing the public the transformation of Godiva from sitting at full height astride her cyclopedia into the walking Godiva

11am – Godiva’s welcome and a cavalcade of fantastical machines

Godiva in all her glory, 9 metre’s high, aboard her cyclopedia will welcome the public and the Festival performers to Coventry and present a cavalcade of fantastical machines made up of especially commissioned and designed mini cyclopedias created by young people.

11.30am – 5pm, Broadgate, Coventry

Street Theatre and performances

Throughout the day expect street performances from some of Britain and Europe’s best outdoor companies including:

- The **regional premier** of **Pif-Paf’s Planetary** a brand new piece of aerial theatre.
- **Acrojou’s** stunning **The Wheelhouse** which presents a contemporary circus experience housed in a hand built structure.

- **Safety Catch's Watch the Birdie** will see individuals from the crowd posed for surprising photographs.
- **Fadunito's Ceci 3** a wheelchair will suddenly appear, seemingly abandoned, watch as it makes contact with the audience.
- **The Chippolatas** with their universally-acclaimed **Gentlemen of the Road** where circus meets theatre and live music.
- **Desperate Men's Slapstick and Slaughter** will confront the absurdity of war in a comedic show.
- **Funny Peculiar's** intrepid **tour guides Leslie and Lesley** will seek out the most eccentric people in Britain looking to celebrate the outcasts, the colourful, the oddballs and local quirky characters.
- **Circu Rum Ba Ba's Bicycle Bistro** will unleash café mayhem with hat juggling, tea dancing, acrobatics and if audiences are lucky a cup of tea.

Imagineer Productions BIS PROJECT

In January 30 young unemployed people (16 – 25yrs) from Coventry embarked on an Arts and Engineering Project funded by a BSIS Award (British Science in Society). Their brief was to imagine, design and create two performance structures for the Festival of Imagineers 2015. They explored engineering principles through performing arts working with professional artists (aerial, rigging, dance and movement) and then went on to work with professional designers and engineers to imagine and create scale models of their structures. Finally they presented their concept model and working drawings to professional makers and construction artists and assisted them to build their structures. They have now taken on various roles in creating the performances and have become a team of young producers.

LIBERTY – just off Broadgate

Performances at 1.00, 3.00 & 4.45

Big Brother is watching you but who is Big Brother? Who controls the infinite information that continually saturates our brains?

Is it possible to 'free your mind' in a world driven by power and greed? Have we all simply become cogs in a giant machine that continually turns without question? Is there anyone brave enough to throw a spanner in the works? To become the master of their fate, to seek out the truth to claim their freedom?

Current, Dynamic, Challenging, Physical.

Liberty is performed by a company of emerging artists working alongside professional performers and choreographers, Luka Owen and Antoine Marc.

CLOUD DREAMING Council House Green, Little Park Street

Performances at 12.00, 2.00 & 4.00

Inventors extraordinaire, Joseph and Etienne Montgolfiere, dream of 'climbing to the sky'. One day while observing a group of peasants drying their laundry a wonderful thought occurs to them – have they found the secret to reaching their goal? So begins an adventure that takes them to Paris and the Palace of Versailles for the first launch of their creation

before the court of Louis XVI and Marie Antoinette. A launch with some highly entertaining and unusual passengers!

Inventive, visual, fun told through movement, puppetry and dance.

Performed by a company of emerging artists alongside dancers from Elite Academy with choreography by Jade Falconer.

11.30am – 5pm, Broadgate, Coventry

Activities and workshops: Inventors and artists

Budding inventors and artists will be inspired by the range of hands on activities on offer including:

Merel Karhof's wind powered knitting machine

The Windmill Knitting Factory is a portable wind-powered knitting machine. In the wind, the metre-long blades of the windmill powers the knitting machine. When it is windy the machine knits fast and with less wind, the machine knits slowly. Occasionally the knitwear gets 'harvested' and transformed into, amongst other things, scarves. Every scarf gets a label that tells the time and date on which the wind knitted the scarf.

Nick Sayers bicycle spirograph

Draw big geometric flower patterns on the ground with sand using a Bicycle Spirograph. Trace mini body outlines of your friends onto A4 paper with a Giant Pantograph, or enlarge your hand to make an A3 poster. Made from familiar materials, and reminiscent of children's toys, these contraptions demonstrate maths and mechanics in a fun, interactive way.

Coventry Makerspace LED Festival Badges.

Coventry Makerspace will be teaching the public how to make specially designed light-up LED badges. For a small fee you can learn how to solder and make a highly collectable badge which will be the envy of all your friends.

Coventry Makerspace is a member organisation which aims to provide local people with the tools, space and the skills to make whatever they want. Makerspace members can use woodworking equipment, electronics tools and computers as well as access to training and cutting edge tools such as laser cutters, CNC machines and 3D printers.

Dominic Wilcox's film and images.

In the **Herbert Art Gallery and Museum's** covered court enjoy the films and images of one of Britain's most ingenious artist and inventors, **Dominic Wilcox**. Wilcox works between the worlds of art, design, craft and technology to create innovative and through provoking projects from shows with inbuilt GPS to guide the wearer home to a stained glass driverless car of the future.

Ludic Rooms

Join Ludic Rooms in a series of experiments and games that explore the magic of flight. Learn how to create the ultimate paper plane, perfect your folds, tinker with wingspans, darts for speed, gliders for distance and stunt planes for tricks. Design, tinker and tweak your design then take test flights with computer controlled launchers. There'll be a leaderboard on the day and prizes for the longest flights. We'll also play with motorising your planes and

even making them remote controlled! We'll also be hosting a team challenge to see who can build the biggest plane. Come fly with us!

Ludic Rooms are a postdigital arts organisation that specialise in projects that bring people together to experiment with play, creativity and technology.

Ludic Rooms is a postdigital arts organisation led by a collaborative approach and a passion for creative technology. Our work is enquiry-led and site responsive, rewarding curiosity in the playful. We like to help make things which are interactive and are informed by the ways in which all people can be creators, not just consumers. We try to uncover the little moments of joy that hide somewhere between digital things and the real world.

11.30am – 5pm, Broadgate, Coventry

Activities and exhibitions: Companies and organisations

Coventry Sport Trusts bicycle-powered **Smoothie Maker**

Twisted barrel brewery – demonstrating making a brewers mash and a chance to sample their specially made Festival of Imagineers beer

Coventry University Department of Industrial Design

School of Art & Design – demonstrating clay modelling

Jaguar LandRover – Caesar Pieri, designer from JLR with a programme of activities based around design sketching tbc

MIRA – demonstrating the soap box car and a hydrogen car tbc

Unipart – designing and making a rising phoenix from car parts

Hunter audio visual – interactive audio activities inc DJ decks for people to have a go tbc

IDP group – inviting festival attendees to design the house of the future, with display of houses of the past and inviting public to put them in chronological order.

Imagineering Foundation - Create your own jump rocket powered by a giant set of bellows.

The Bloodhound Project will demonstrate cutting edge engineering with an opportunity to get close up to the Bloodhound itself, a jet and rocket powered car designed to go at 1,000 mph (just over 1,600 kph) a supersonic car designed to go faster than the speed of sound. The team will run workshop activities on the day in partnership with **Warwick University** for children and young people to design their own model speed cars.

IET – Electromagineering - demonstration of their education activities including - wind turbine exhibit, building blocks exhibit, video microscope, history of engineering, PAT testing, how not to wire your plugs, LED torch kits for the kids to assemble, Cambridge Brainbox circuits

Ramada Hotel – a giant bed and Godiva’s duvet interactive installation with live performance

In Transit Feature their famous **Mercedes Truck** – a feature of Pulp Fiction and airbrushing . Also they are sponsoring the festival so need to be included in the list of businesses .

Coventry University –Centre for Research, Psychology, Behaviour and Achievement

First Person Visions – track your own personal experience of the festival through first person recording devices creating your own visual narrative .

Dominic Wilcox exhibition: Variations on Normal - Herbert Art Gallery and Museum’s covered court 10 - 4

An exhibition of absurd yet logical invention drawings by artist and designer Dominic Wilcox. Wilcox works between the worlds of art, design, craft and technology to make brilliantly creative and thought provoking work.

This exhibition runs from 1-16 August

Appendix Two – Summary of Media Coverage

Festival of Imagineers 2015

3 – 8 August 2015, Coventry

The Festival of Imagineers 2015 is a fantastic family friendly festival, uniquely celebrating art, design and engineering. Throughout the week 3 – 8 August, 30,000 people took part in and were amazed by events, activities and experiences in hidden spaces, Coventry Transport Museum, Millennium Place and Broadgate.

Media Coverage

Total AVE: £35,707

PR Value: £107,121

Date	Media Title	Type of Coverage	AVE	Notes/Links
5 May 2015	Coventry Telegraph	Online	£150	http://www.coventrytelegraph.net/whats-on/whats-on-news/festival-imagineers-return-coventry-second-9182522
5 May 2015	Birmingham Press	Online	£150	http://thebirminghampress.com/2015/05/festival-returns-to-coventry/
6 May 2015	Coventry Telegraph	Print	£2520	Headline: Festival returns to Coventry
10 June 2015	BBC Coventry & Warwickshire	Broadcast	£1045	Drivetime – two pieces on Festival of Imagineers. Interviews with Jane Hytch and Kaffe Matthews.
June 2015	What's On Live	Online	£150	http://whatsonlive.co.uk/warwickshire/event/coventry-city-centre/festival-of-imagineers/187297#details
June 2015	Primary Times	Print	£250	Listing for Come Fly with Me
June 2015	Primary Times	Online	£150	Listing for Come Fly with Me
12 June 2015	Birmingham Press	Online	£150	http://thebirminghampress.com/2015/06/use-your-imagination/
17 July 2015	Coventry Telegraph	Online	£150	http://www.coventrytelegraph.net/whats-on/whats-on-news/festival-imagineers-whats-when-9678910
21 July 2015	BBC News	Online	£150	http://www.bbc.co.uk/news/live/uk-england-coventry-warwickshire-33487028
21 July 2015	BBC Coventry & Warwickshire facebook	Online	£150	https://www.facebook.com/bbccoventryandwarwickshire/videos/869818239764482/?permPage=1

21 July 2015	Coventry Telegraph	Online	£150	http://www.coventrytelegraph.net/whats-on/family-kids-news/school-holidays-2015-seven-fun-9699017
21 July 2015	BBC Coventry & Warwickshire	Broadcast	£670	Interview with Trish Adudu. Jane Hytch. Afternoon show.
24 July 2015	Arts Council England	Online	£150	http://www.artscouncil.org.uk/news/arts-council-news/expect-unexpected-coventrys-2015-festival-imaginee/
28 July 2015	Coventry Observer	Online	£150	http://coventryobserver.co.uk/lifestyle/coventry-museums-plan-for-summer-of-family-fun-8613/
2 August 2015	BBC Coventry & Warwickshire	Broadcast	£670	Interview with Jane Hytch – afternoon show. Look ahead to the Festival.
3 August 2015	BBC Coventry & Warwickshire	Broadcast	£1045	Drive time interview with Jane Hytch, events happening each day focus on 4 things to see and Come Fly with Me.
4 August 2015	BBC Midlands Today	Broadcast	£16,998	Lunch (£4616), tea time (£10,550) and late news (£1832). Includes Kaffe Matthews, Teatr Biuro Podrozy, Jane Hytch and Nick Martin.
4 August 2015	BBC Midlands Today facebook	Online	£150	
4 August 2015	BBC Coventry & Warwickshire	Broadcast	£1045	Drivetime piece on Midlands Today put together by Satnam. Features Jane Hytch, Kaffe Matthews, Nick Martin.
6 August 2015	Coventry Observer	Print	£1881	What's On – Festival of Imagineers
7 August 2015	Coventry Telegraph	Online	£150	http://www.coventrytelegraph.net/whats-on/whats-on-news/10-amazing-things-coventry-warwickshire-9809014
8 August 2015	BBC Coventry & Warwickshire	Broadcast	£1045	Breakfast interview with Dave Long a look at the day ahead.
8 August 2015	Coventry Telegraph	Online	£150	http://www.coventrytelegraph.net/news/coventry-news/hundreds-fill-broadgate-finale-festival-9818407
9 August 2015	Coventry Telegraph	Online	£150	http://www.coventrytelegraph.net/whats-on/whats-on-news/look-23-pictures-years-festival-9820088
9 August 2015	Coventry Telegraph	Online	£150	http://www.coventrytelegraph.net/news/coventry-news/five-things-you-might-missed-9820939
10 August 2015	Coventry Telegraph	Print	£3807	Front page.
10 August 2015	Coventry Observer	Online	£150	http://coventryobserver.co.uk/news/weird-and-wonderful-festival-of-imagineers-lights-up-coventry-8844/
11 August	Birmingham Press	Online	£150	http://thebirminghampress.com/2015/08/imagineers-in-coventry/

2015				
13 August 2015	Coventry Observer	Print	£1881	Headline: The weird and the wonderful
13 August 2015	Julia Snowdin Blog	Online	£150	http://julasnowdin.co.uk/Blog

Note: AVE figures calculated on data applied in 2014. PR value calculated as AVE x 3.

Appendix Three - Feedback on the Festival of Imagineers 2015

Audience Questionnaire Analysis

39% travelled over 25 miles

68% cited the FOI as the main reason for them visiting Coventry City Centre at this time

25% BME audience

81% agreed strongly with the statements that:

- Community activities like this are important to me
- Artistic events like this are a good way to bring people together
- Artistic events like this enrich my life and make me feel happier
- Artistic events like this are a good way to celebrate our local talent, industry and heritage
- Events like this support the local economy

73% said the event had made them more interested in activities, performance and engineering than they were before

Specific comments:

Buzzing

Brilliant

Really good use of the city

Saw venues in the city in a different light

Magical

Great atmosphere

Great for children

Should be in the City centre every weekend! Super important not to lose sight of the arts

On the Pedalling Games

Excellent time!! Whooooah –
The whole family had a great time
Thanks for this brilliant experience

I had a good time, I liked how the music changed when we were riding . I had the best time loved it

I had a really good time – have a go! You will love it!!

I enjoyed the changing of music as I went around . Overall a great experience. Good fun was had, great idea and makes you think!

I rode for much longer than I thought I would – I loved the dance ‘corner’ of the square and the seagulls – I freaked lots of people out in the park

What a great idea – make it permanent

It is mad, I want one

Finding different sounds the more I venture out on the sonic bike!!! This is a really great way to bring a community together

Amazing idea, great part of the holiday and loved the bridge

It was a bit scary and a bit exciting

Best way to see Coventry

The pedalling games is a great way to listen to the sounds of Coventry! But it also made me feel like I visited other places along the way, I felt like I was in India at one point. Amazing☺ a real journey!

The sonic bikes are amazing, a fantastic experience!! A really fun way to get around and see Coventry in a whole new way. It’s wonderful to hear such different sounds and music that suddenly changes from one zone to the next. BRILLIANT!

The sonic bikes are a wonderful invention!!! Not only are they a tool for creating fun but they also act as a means of freedom and exploration! Not only being able to hear sound but creating some kind of mix? Well that’s a pretty neat idea.

From Stakeholders

Coventry Cathedral was delighted to be part of this year’s Festival of Imagineers, ‘Expect the Unexpected’. On Tuesday evening, we welcomed inquisitive and creative guests to the cathedral to explore some secret places, and to converse and celebrate around The Table at the back of the nave. On Friday evening we provided stunning backdrops to an extraordinary pre-production performance by Teatr Biuro Podrozy based on the Winter’s Tale, which made

imaginative use of the medieval and twentieth century architecture and the proximity to the city centre to offer a memorable and emotive exploration of love, jealousy and reconciliation, complete with fire, water, ice and a bear (of course).

On Saturday, Coventry City Centre was filled with creativity, life, laughter – and imagination, as Godiva returned, and Broadgate was alive with the fruits of this city's ability to turn ideas into action, for the sake of the future. The two performances by young people's workshops, developed by Imagineer, were especially memorable – both challenging and enjoyable, they lifted the spirits of both performers and audience. The atmosphere in the city centre was wonderful.

Imagineer offer a tremendous gift to the people of this city. Their presence and work is a constant inspiration, keeping alive the city's great traditions of drama and innovation, and bringing people together in creativity and celebration. I'm proud to work alongside them.

The Very Revd John Witcombe MA MPhil

Dean of Coventry

Coventry Cathedral, 1 Hill Top, Coventry CV1 5AB

Cathedral Office 024 7652 1200

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From Producers

Festival of Imagineers

Anne Forgan: feedback

Planning

I was aware that I was operating according to my own timescales and systems and didn't feel part of a larger project until quite late. I think that all the event production systems might need formalising so that we all work to the same schedule & process. (for example, I think another producer had already allocated stewards to her artists at an early stage, whereas I wasn't aware that they were engaged or could be allocated.)

Programme

Think there's always going to be a tension with presenting artists work alongside commercial exhibits. The commercial exhibits tend to take up more space, make more noise and may be more eye catching. The art works require audiences to come up closer and be a bit braver. Couldn't see the point of some of the commercial exhibits (A sports organisation? A lorry with strange paintings on it!) which seemed to be there just to fill the space. I think the rationale for commercial exhibits needs to be quite rigorous – otherwise it might as well be Festival of Any Old Thing. Plus it gave less space for artists' work.

Not quite sure what this is supposed to be expressing about Coventry?

Should the different types of work be zoned?

It felt like progress that Culture Coventry was involved, although the next stage would be for them to initiate a project or be involved in decision making about an aspect of the programme in a more active way. This needs to happen now!

Also collaboration with Uni departments needs to happen now so that students work towards presenting something.

Marketing

This year Imagineer did a better job of building up to Fol by distributing fliers at Godiva Festival. However, these were for a specific performance and may have only mentioned Fol at a tangent. I think there should be more coherent marketing for the Festival as a whole – ad in the Godiva & Motofest brochures?

I think all producers should have been involved in developing the marketing strategy with Imagineer's marketing person. We should have made a plan for how to market our specific strand to target audiences, as well as how to feed info to be used by Imagineer's marketing team as a whole.

Liked the image used but worried it needed a bit of clarifying – eg things in hair more specific, relevant to technology?

Was there a leaflet explaining the whole weeks' programme? Think the A4 flier didn't explain enough about what the event was, just a list of contributors. Map on back too big.

On the day there was a need for clear signage in Broadgate – a huge banner in front of Cathedral Lanes was needed to explain what was going on.

Possibly signs for each stall to improve the visual identity & wayfinding (especially impt for Kaffe Matthews & Dominic Wilcox stuff)

My contribution

Dominic Wilcox exhibition

Really pleased that this was realised as the artist didn't confirm or get things moving until quite late. The Herbert were very helpful and gave us a good space to exhibit in.

It's a shame that we couldn't confirm this early enough to go in the Herbert's brochure or signage. I think I should have worked more proactively with the Herbert & Imagineer marketing staff to raise awareness of this exhibition as it had the potential to bring in new audiences for the Festival.

With more time I also would have liked to offer an opportunity for audiences to give feedback.

I learned a lot about presenting an exhibition and the planning involved. It's also given me the chance to develop a working relationship with Dominic Wilcox, with a view to working with him on a larger exhibition for 2017.

Although a modest exhibition it felt very much in keeping with the ethos of Festival of Imagineers and visually demonstrated the Herbert as a partner organisation in the Festival. The Herbert reported a very positive response from the public and even more importantly *from the staff!*

Merel Karhof: Wind Knitting Factory

This piece was the first thing that we identified present at the Festival of Imagineers 2015 and proved to be quite challenging to bring to the Festival as it is based in the Netherlands and quite a valuable artwork.

As a piece it's probably most interesting when operational and I should have given more thought to this aspect. As the wind levels were quite low on the day, Merel had to demonstrate the machine manually. One option would have been to move it to a more windy location. This had not been planned for however, and the route would have been difficult to navigate without the assistance of several stewards. In hindsight, I think a more performative approach would have made this piece more exciting and we should have planned to move it at regular intervals.

However, the public enjoyed the machine and talking with Merel about the idea of using wind to power domestic tasks. It was also a thought-provoking and beautifully designed and made piece of machinery.

Coventry Maker Space: Throwies & Bristlebots

CMS brought activities that proved to be very popular with the public. They showed how to make LED 'throwies', connecting an LED, battery and magnet without the use of soldering. They also made 'bristlebots' which involved sticking small motors to toothbrushes to make them into vibrating creatures.

Both offered the appropriate level of participation for children and adults in a festival situation.

Ludic Rooms: Paper Planes

Ludic Rooms offered various twists on the making of a paper plane; they demonstrated the effect of different design on the planes' distance and height. They used a launcher to increase the distance flown and they demonstrated a remote controlled paper plane. The public enjoyed the making and flying of the planes and some may have even learnt a bit about the science behind them! Some simple diagrams may have increased understanding.

Nick Sayers: Drawing Machines

Nick Sayers brought three machines; the Bicycle Spirograph and two pantographs.

The Bicycle Spirograph proved to be the most popular as people enjoyed the interesting mechanism and the drama of drawing patterns with sand. Nick offered a range of patterns of increasing complexity which involved gear changing and cooperation between a group of strangers. The giant pantographs involved people lying on the floor and being drawn round to make a smaller copy. Children enjoyed this, but only a few adults were brave enough to do this in the middle of Broadgate!

Nick was worried that the position of the machines, to the side of Broadgate would limit audiences but there was in fact a steady stream of participants. The play that was positioned opposite did slightly overlap but also brought more audiences and life to the area.

(Ironically, Merel's Knitting Factory would have worked here more effectively as there was a lot more wind in the area).

Festival of Imagineers

Lou Lomas: Feedback

Planning

In terms of planning a lot of initial thoughts /needs:

- Without Walls consortium
- Needs to be on XTRAX Radar
- Programming time to go and see work in progress and other festivals
- Need to be commissioning artists – Our event is bespoke and very different from commercial festivals lets embrace being different.
- We need to network
- Attend ISAN conference in November

Programme

In terms of the festival this year I felt that we had worked more efficiently to build and expand upon a program that really captured the true identity of what the Festival of Imagineers was about. It's about those links between business and the creative industries exploring invention and the diverse creators that reside within the city and beyond.

Employment – Imagineer Productions employed over 15 Graduates from Coventry University this year offering the next generation of artist makers the opportunity to work and develop and enhance their skills set with a particular focus on production and working within the Outdoor sector. This particularly key the moment as we are lacking those skills set within the Outdoor sector so any chance to build and create opportunities for development can only be a positive regionally and nationally.

City of Culture – City of Culture desperately needs to support and back the festival this is totally what the city is about, invention, creation art and engineers. The city needs a vision and I believe the festival if supported would provide a gateway to collaboration nationally and internationally that will provide Coventry the profile it so desperately craves and needs to survive and expand.

Moving forward – Crucial to the development of this event is having support from Coventry City Council we should be working together on this vision. We need to know in terms of building a larger and diverse programme for the festival funding decisions need to be made earlier. This will provide a greater lead in time and to build more substantial and key

relationship with artists making the sort of work that relevant and marries the ideas of art and engineering together.

Also collaboration with Uni departments needs to happen now so that students work towards presenting something. I believe this should not sit within the major framework of the event. Unless the students have worked in association with a business or a Creative (Pif-Paf, Acrojou) companies that are leading and are more importantly exceeding in their field.

The event needs to be a 3 day programme that is manageable that works for Imagineer and companies that you are looking to collaborate with ideally this would cover having a daytime and evening programme. There needs to be a large scale spectacle event. Particularly that builds to the public having some form engagement and getting involved although I think this should not happen next year. I think a large scale spectacle should be programmed just for audiences to watch and observe.

Need to work with other festival programmers in the region – costs share and sharing and supporting new work in development like.....Graham Callister at the Hippodrome and Appetite Stoke etc.

Marketing

Needs to feels more connected, creative producers need to meet the businesses and they should want to engage and take interest in the artists programmed for the event.

I think all producers should have been involved in developing the marketing strategy with Imagineer's marketing person. We should have made a plan for how to market our specific strand to target audiences, as well as how to feed info to be used by Imagineer's marketing team as a whole.

Was there a leaflet explaining the whole weeks' programme – (Too much event needed to be more manageable 3 days)

More meeting with Helen and Felicity – More website coverage, businesses need to share the information through that marketing and communications teams.

Think we need to be selective about which business we would with and why and make that really concise.

Think more about audience development.....

Sonic bike was incredible and was great to be working in association with Bill gee and Kaffe Matthews ...Museums need to back the marketing and push this more.

Brilliant to have Jon Randle – a new collaboration Mindriot productions working with him developing a promo trailer before the event and trailer that we can sell after the festival event.

My Contribution

I worked alongside Claire to program the event more of the companies I started to build a long term relationship with, through Mintfest and my work with Appetite stoke and the Outdoor network.

Desperate Men

- I have worked with Richard before in developing the street art element to the course at Coventry University.
- Well known working in outdoor arts for over 35 years
- Community engagement relationships
- Richard and Jon also like Imagineer received the cultural Olympiad funding for the South West.
- Political theatre

Acrojou

- We have a long standing relationship with Acrojou as they have worked with us on this event for the past 2 years and we have a great relationship with them.
- They have a huge following nationally and Internationally
- Jeni Bernard the Artistic Director builds and designs all there structures too this is an important link to what we are trying to create with the festival
- They have been Without Walls funded
- Operates on medium and large scale outdoor networks
- They have a good profile
- They offer workshops for audiences to develop circus skills and try something new.

Pif – Paf

- We have a long standing relationship with Pif-Paf as they have worked with us on this event for the past 3 years and we have a great relationship with them.
- They have a huge following nationally and Internationally
- Pete is a Civil engineer too and builds and makes his own structures so he is an important link to what we are trying to create with the festival
- They have been Without Walls funded
- Operates on medium scale outdoor networks
- They have a good profile
- Planetary was a midlands premier and they had invited promoters form other festivals to our event
- We are supporting work in development like (planetary)

Circo rum ba ba

- Cycle themed show
- Small scale
- Circo and acro balance

Fadunito

- International connections

- Engineer – built his own show
- Making look at how we view disability and response to the wheelchair
- Political

Funny Peculiar

- Strategic touring
- Audience engagement
- Xtrax Profile

The Chipolatas

- International profile
- Music and Acrobats
- Worked in the city previously
- Popular for festivals and events