

THINKING ABOUT FRINGE?

Artist Magazine: Issue One

Look out for the next three issues of the Artist Magazine coming soon:

Issue Two: How to Register

Issue Three: Find Your Audience

Issue Four: Your Festival

Adelaide Fringe recognises Kaurna Yerta Meyunna First Nations People and their ancestral lands. The lands were never ceded and remain as important to the living Kaurna people today. We respect the living culture, spirit, and country of the First Peoples. We acknowledge and embrace the significance and diversity of First Nations People's contributions in our Fringe and in the greater arts community.

Welcome to Issue 1 of the twenty twenty two Adelaide Fringe Artist Magazine!

Heather Croall, Director & Chief Executive

It is hard to believe that it is time to get planning for Adelaide Fringe twenty twenty two, but here we are. The twenty twenty one Adelaide Fringe was a great success thanks to the herculean efforts by all – somehow, we navigated our way through and put on the world's largest arts festival and we did it together. We were blown away by the commitment and passion from the artists and participants through the whole month. Adelaide Fringe is a huge collaboration between artists, venues, stakeholders and audiences and I thank each and every one of you for being involved and making it such a memorable and magic festival. If you are thinking about participating in Adelaide Fringe twenty twenty two, this is the place find a bit more information and decide whether Adelaide Fringe is right for your show. There are plenty of factors that lead to having a successful Fringe season and the Fringe team are here to make Fringe work for you! So, if you are looking to be involved in Adelaide Fringe, we are here to help you every step of the way; from finding you a venue, advice on to professional development workshops and sessions. We are excited to announce that we are expanding our FringeWORKS and Honey Pot professional development sessions to be all year round, in person and digitally to help you develop your arts and get the most out of your Fringe. Looking forward to working together and making the twenty twenty two Adelaide Fringe another fabulous year!

THINKING ABOUT FRINGE?

Twenty twenty one snapshot

Sixteen point four million dollars from Box Office. This income is paid to artists and venues.

Nine hundred and five events

Five thousand and fifty eight participants

Three hundred and eighteen venues

Six hundred and thirty two thousand six hundred and sixty seven tickets sold

Fringe was born out of a necessity for the artists. It was, and still is a place for events to exist and thrive outside of the mainstream Arts Festivals. It has now grown into a festival where almost anything is possible!

WHY DO ARTISTS PARTICIPATE?

“I love the Fringe” Fringe Artist Survey twenty twenty one.

Adelaide Fringe is the largest open access festival in the Southern Hemisphere and the second in the world! The reason being is that every year we're inundated with artists and arts practitioners who are chomping at the bit to be a part of this festival! Adelaide Fringe is a great framework to produce within, find an audience for your voice, discover a hidden gem. It is a time for networking and connecting with like-minded people, and learning about yourself and the work you make.

TWENTY TWENTY ONE ARTIST SURVEY

Thirty four percent participate to extend networks

Fifty two percent participate for fun and enjoyment

Fifty percent participate to perform work to new audiences

Seventy two percent are returning participants

Sixty two percent of participants take part in more than one Adelaide Fringe event making the artist community at Adelaide Fringe incredibly collaborative, supportive and open to new networks and connections!

By being a registered participant in Adelaide Fringe, you are eligible to participate in additional Fringe offerings, including the Honey Pot and FringeWORKS programs!

HONEY POT

Taking part in the Honey Pot program provides opportunities for Adelaide Fringe artists and producers to connect with worldwide events and festival industry members. Providing artists with future programming opportunities, new commissions, collaborations, professional development and new industry connections. Find out more about Honey Pot in Issue 2 of the twenty twenty two Artist Magazine.

ANYONE & EVERYONE CAN REGISTER!

Finding a venue and your audience is up to you! Adelaide Fringe is an open access festival. This means we do not book events or program venues, but rather provide a festival framework for arts practitioners and independent artists to present their work. The only thing stopping you is your imagination! (as well as the terms and conditions and the law!) We don't choose you, you choose us!

“Thanks for putting together a safe, inclusive and supportive fest despite all the additional challenges twenty twenty one brought! We are so happy we could be part of the fest.” Fringe Artist Survey twenty twenty one

IS FRINGE RIGHT FOR MY EVENT?

Short answer: Yes!

Long answer is... There are plenty of factors that lead to having a successful Fringe season, and they are all dependent on what you as an arts practitioner want to get out of it at the end of the day. Fringe is open to everyone and every event (as long as it abides by the Terms and Conditions, and the law). If you're looking to develop work to tour in the future, Fringe is a chance to explore new work that you're making and share with a new audience and get feedback to help you develop it. If you are a brand new practitioner and want to feel out the industry, Fringe gives you opportunities to mingle with seasoned Fringe participants, and delegates from all over the industry, and essentially learn from the best of the best. The events don't have to be in a theatre, or a music hall. It doesn't have to have a linear story or a story at all. Events can be ten minutes long and occur only once during the whole festival or they could be a durational piece that goes from day one and doesn't stop until the final day thirty one nights later! As long as you, the presenter of the work, know what you want to get out of participating, Adelaide Fringe is a platform that can help you get that goal.

"Being part of the Fringe is a positive and easy process (as both a venue and artist) and I know it takes tremendous effort to make this process simple." Fringe Venue Survey twenty twenty one

PROFESSIONAL DEVELOPMENT SERIES

We have listened! Eighty three percent of the surveyed participants prefer out of season offerings. So we're mixing it up and the FringeWORKS daytime program is going year round! Maximise your next Fringe season by building your legacy AND your admin skills! Strengthen your industry knowledge with peer to peer learning while creating thoughtful conversations. Join us for interactive workshops and masterclasses on the last Saturday of every month - first few sessions announced in our Key Dates panel. Stay tuned with our FringeWORKS eNews and Facebook page for more dates and delivery methods! The Artist and Venue Team works all year round and are always excited to talk to a new potential participant, so don't hesitate to write us an email or pick up the phone and give us a call. We can't wait to meet you!

Keep an eye out for the second and third installments of the Artist Magazine to find out more about opportunities, resources, how to register and more!

KEY DATES

Five JULY twenty twenty one Artist & Venue Info Session, Artist Fund Grants OPEN

Twenty seven JULY twenty twenty one Venue Registrations OPEN

Thirty one JULY twenty twenty one Professional Development Series Session: Craft to Creation

Sixteen AUGUST twenty twenty one Artist Magazine Issues two and three released

Twenty eight AUGUST twenty twenty one Professional Development Series Session: Producing Workshop: A Starter's Guide

One SEPTEMBER twenty twenty one Event Registrations OPEN

twenty SEPTEMBER twenty twenty one Meet the Venues Event

Three NOVEMBER twenty twenty one Printed Program and Online Program deadline

Two DECEMBER twenty twenty one Adelaide Fringe Program Launch

Eighteen FEBRUARY – twenty MARCH twenty twenty two ADELAIDE FRINGE twenty twenty two