

THINKING ABOUT FRINGE?

Artist Magazine: Issue 1

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

Issue 2: How to Register

Issue 3: Find Your Audience

Issue 4: Your Festival

ADELAIDE FRINGE
19 FEBRUARY – 21 MARCH 2021 Principal Partner
bankSA

Adelaide Fringe recognises Kurna Yerta Meyunna – the First Nations People of these ancestral lands. We respect the living culture, spirit, and country of the first peoples of this place.

Welcome to Issue 1 of the 2021 Adelaide Fringe Artist Magazine!

Since the 2020 Adelaide Fringe ended, the world has experienced some uncertainty during this time and I hope you have all kept safe and continued to connect in different ways with your family, friends and peers and continued your creative works and projects in some way, shape or form.

Adelaide Fringe has continued to keep close communication with the relevant Government departments to remain informed about the COVID-19 pandemic and the associated health guidelines and crowd restrictions. The safety of our Artists, Venues and the community is our utmost priority and Adelaide Fringe will continue to act in line with government advice.

The Fringe team are excited to announce that we will be going ahead with the 2021 festival set for February 19 to March 21 and we are thrilled that you are looking to participate!

The 2021 Fringe may take a different shape from previous years but since its humble beginnings in 1960, we have always been flexible, agile and open access. Each year the shape of Fringe is determined by the Artist and Venues that register. We have grown to be the Southern Hemisphere's largest open access arts festival because of the fabulous artists, the amazing venues and the audiences who keep coming back wanting more and more each year! The size of the 2021 Fringe will be determined by those who register.

Adelaide Fringe presents a wonderful platform for anyone to show their works and we are here to help you at every step along the way from finding a suitable venue, excellent resources, advice, podcasts, workshops and sessions to help make your season a success.

We hope to see you at the 2021 festival!



Heather Croall,
Director & Chief Executive

THINKING ABOUT FRINGE?



2020 SNAPSHOT

\$19 MILLION

Box Office Returned to Artists (minus ticketing fees)



1203
EVENTS



6724
PARTICIPANTS



368
VENUES



915,264
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!

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!

WHY DO ARTISTS PARTICIPATE?

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.

"I'll be at Adelaide Fringe every year until I die"

Jess Brien, 2020 Street Performer and FringeWORKS facilitator

2020 ARTIST SURVEY

33% participate to extend networks

52% participate for fun and enjoyment

45% participate to perform work to new audiences

62% are returning participants

57% of participants are involved 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 HIVE. Image: Chloe Elizabeth

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 the Issue 2 of the 2021 Artist Magazine.

"I keep coming back to Fringe because of the gift of opportunity it offers to performing artists to present fresh and ambitious work."

Joanne Hartstone, 2020 Artist, Venue Manager, Producer

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 10 minutes long and occur only once during the whole festival or they could be a durational piece that goes from day 1 and doesn't stop until the final day 31 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.

"The Adelaide Fringe community is just supportive as all heck. Artists have one another's backs and want to support each other's shows. Audiences are warm and generally willing to give something new a go."

Millicent Sarre, 2020 Artist (Friendly Feminism for the Mild Mannered)

INFO SESSIONS

Throughout the registration period we'll be holding a number of information sessions to give you *even more* detail about in the ins and outs of Adelaide Fringe and how you can take part. They're the perfect opportunity to learn more about the opportunities we offer, how to market your show, network with other artists and get hot tips and tricks on how to make the most out of your festival.

These sessions will be delivered via digital online platforms, or if social distancing guidelines allow, in person in Adelaide. All sessions will be recorded.

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. Stay tuned to our bulletins and Facebook page for dates and delivery methods!

We can't wait to meet you!



Yuck Circus. Image: Shaun Higgins

KEY DATES

22 July 2020:
Venue Registrations OPEN

22 July 2020:
Artist & Venue Info Session

18 August 2020:
Artist Registrations Open

23 September 2020:
Meet the Venues Event

TBC:
StandOUT Marketing & PR Event

4 November 2020:
Print Registrations CLOSE

19 February 2021:
Adelaide Fringe Opening Night!

TBCs: Make sure you check out Issue 2 of the 2021 Artist Mag for more events and key dates!

Artist & Venue Hotline:
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Email us!
artists@adelaidefringe.com.au

Follow us on FB:
facebook.com/adlfringeworks

Sign up [HERE](https://adlfringe.com.au/artist-bulletin) to our bulletins for more information!
<https://adlfringe.com.au/artist-bulletin>



Guru Dudu's Silent Disco Walking Tours. Image: Rebekah Ryan