

ABOUT VIVE LE FRINGE !

Since 2011, the Institut français d'Ecosse (French Institute) has curated *Vive le Fringe !*, a performing arts programme that coincides with the Edinburgh Festival Fringe. It aims to showcase the best of French theatre, music, dance, and performance art. Participation in *Vive le Fringe !* is not limited just to French artists—the Institute is also keen to programme quality art with demonstrable links to French and Francophone culture.

Since August 2018, *Vive le Fringe !* has taken place at our new premises at the top of the Royal Mile, the epicentre of the Edinburgh Fringe and the city itself. In terms of visibility and centrality, it is an ideal location to attract audiences.

Over the ten years of its life, *Vive le Fringe !* has programmed physical theatre, dance, puppetry, devised work, multimedia performance, ciné-concerts, and children's theatre. Many of the selected pieces have been non-verbal, while others have been bilingual productions. In some cases, we have selected monolingual shows (French or English). We follow no formula in constructing our programme, but we do like for shows to be able to reach and be understood by the international audiences that come to Edinburgh in August.

We offer artists free access to perform at one of the best locations in Edinburgh, but our experience is that a central location and a good performance is not enough—we are looking for talented artists who also know how to market their own shows. Being well planned, knowing why you are coming to the Fringe, and having a realistic budget all help. Hustling is *l'ordre du jour*: the Fringe is a jungle and only the good, the lucky, and the ceaselessly hard working rise to the top. If this sounds like you, please apply!

2021 *Vive le Fringe !* programme dates are 6 – 30 August 2021. Please note that the Institute will impose a mandatory non-performance day on Monday, 16 August 2020. This means that a full run allows for 24 performances.

SELECTION CRITERIA

Even though the French Institute's mission is to promote French language and culture, we do not exclusively select French artists for our *Vive le Fringe !* programme. We encourage all interested artists to apply. The following criteria will help you understand what we tend to look for in our shows:

Quality

This is the single most important criterion. We want the art we showcase to be well conceived, interesting, bold, new, and expertly performed.

French connection

We prefer to programme work that has a demonstrable connection to France, the French language, or French and Francophone cultures. We are particularly keen to programme Franco-Scottish co-productions.

Technical flexibility

Our main performance space, the Salle Emilienne Moreau-Evrard, has retractable raked seating (capacity 50-74), black dance flooring, a stereo sound system, a projector, and a suspended truss with basic lighting setup. The final lighting configuration will be in function of the technical requirements proposed by the selected shows. This set-up should be sufficient for most shows, but you must note that you will not be the only artists using the space. We will favourably view an application that demonstrates that your show can be performed within our technical limitations. We recommend that you explain both your ideal technical requirements and the bare minimum needed for you to perform.

Fringe experience

We accept first-timers, but we also recognise that those who have performed at the Fringe before know what the Fringe is about and tend to have more enjoyable, more successful runs. If you haven't performed at the Edinburgh Fringe, perhaps you've performed at the Festival d'Avignon, or any other similar festivals. We also favour applications that propose to perform for a full *Vive le Fringe!* run.

Marketing savvy

There are over 3000 shows at the Fringe and competition to attract audiences is fierce. We will favour artists and companies that have a clear idea of how to promote their shows, both with the press and the public. Having a press kit, production stills, and promotional materials (posters, flyers, etc.) available at the time of application will increase your chance of success in the selection process. A written marketing plan is likely to increase your chances of being accepted.

International appeal

The following two points are not as influential in the selection process, but may give your application the edge over other applicants: (1) the ability for your show to be understood by international (sometimes non-French and non-English speaking) audiences and (2) whether or not your show has ever been performed before (world premieres are best, but European, UK, or Scottish premieres are good too).

Franco-German Cooperation

As the beating heart of the European Union, France and Germany share a special relationship. Paris, Berlin, and Munich (home of the Goethe Institut) wish that this relationship deepens and manifests itself in a cultural policy entailing greater cooperation between the Institut français and the Goethe Institut. As such, we are very open to Franco-German co-productions.

WHAT WE OFFER

No venue hire fees

Unlike other venues at the Fringe, we do not charge venue fees.

Registration fees advanced

We advance your Edinburgh Festival Fringe registration fees and reimburse ourselves from the box office proceeds.

Box office split

After reimbursing ourselves for the registration fees, we operate a box office split, with 60% of box office takings going to you, the artist or company, and 40% going to the French Institute in Scotland. You will typically receive your pay-out in late September.

A centrally located venue

We are at the top of Edinburgh's Royal Mile, the epicentre of the city and the Festival itself. We are a mere 5-minute stroll from Waverley Station, the city's central train station. You would be hard pressed to have a more visible and accessible venue.

Basic promotional support

While artists and companies will be responsible for the bulk of promoting their shows, the French Institute in Scotland's communications team will do all that it reasonably can to make sure that your show is well promoted and attended. We strive to achieve this through our printed *Vive le Fringe!* brochure, our website, our social media profiles, in-house signage and posters, contacting journalists, promoting the general offer of the Institute, and providing you with the information and contacts you need to promote your own show.

A friendly and supportive team

In past Fringes, we have had a regular presence of 10 Institute staff members, some working 6 days a week for 10-12 hours a day. We have also had additional front-of-house support from a motivated corps of around 20 volunteers who ushered the shows and accompanied the visiting artists as they arrived at the Institute. Some of these volunteers have been open to helping artists' flyer for shows. We try to help you succeed in achieving your target financial and promotional objectives at the Fringe. We also organise a couple of social events for the artists, volunteers, and staff, including a *Souper des Artistes*.

An in-house technician

From 2018, we have been fortunate to have an in-house technician, who will work with you on your tech requirements, assist during tech rehearsals, and run lights and sound during your show's run at the Fringe. The in-house technician is not there to create your light and sound design, although they are able to liaise with your own show's designer or technician to try to give you the best performance conditions possible.

Flexible and professional performance spaces

- **Salle Emilienne Moreau-Evrard:** This is the main theatre space and can accommodate 50-74 spectators, depending on how far the raked seating is extended; its lighting and sound systems should suffice for most shows.
- **Salle Philippe Kieffer:** This more intimate theatre space can seat 25-40 spectators and is suitable for shows with minimal technical requirements. We have a basic PA and some lighting available for this room. We are open to innovative and unusual proposals for the use of this space. In 2018, we were able to offer one company exclusive use of this space, whereas the other companies had to share the use of the Salle Moreau-Evrard.
- **Other possible spaces:** We also have a **Children's Theatre** and our **Salle Boulez** spaces available, with similar configurations as the Salle Kieffer. Pending approval with the management of the **Institute's Bistrot**, we would also be willing to consider potential late-night cabaret-style performances in this space.

WHAT WE DO NOT OFFER

Production costs / travel costs / accommodation / per diems

Unfortunately, our resources are such that we cannot cover any other cost attached to your coming to Edinburgh to perform in the Festival Fringe. Beyond the ultimate box office split, we do not pay artists a fee or guarantee a minimum payment at the end of the Festival. We cannot cover additional technical costs, including (but not limited to) technician costs, additional technical equipment, sets, costumes, music licensing, or makeup. Furthermore, all artists are responsible for their own travel costs, accommodation while in Scotland, meals, and other living costs.

YOUR RESPONSIBILITIES IF SELECTED

Adapt your show to our spaces and technical specifications

You must liaise with the Institute's in-house technician to ensure that your technical plans are in line with what the Institute's performance spaces can support. Should your show require additional light and sound equipment beyond what the Institute supplies, you will be responsible for bearing the cost of hiring this equipment. All requests to bring additional technical equipment must be approved by our in-house technician.

Create, produce, and finance every other aspect of your show

As mentioned above, outside of use of our spaces and the lighting and sound equipment that will be installed in them, you will be responsible for every other creative and technical element of your show.

Keep in touch

Once candidates have been selected, we move swiftly to prepare the information for registering the shows with the Fringe Society, the non-profit charity that helps coordinate the Edinburgh Festival Fringe. We will also prepare contracts between you and the French Institute in Scotland. We need clear and professional communicators who will keep in touch and let us know how their preparations for the Fringe are progressing. Similarly, keeping in touch is essential for us to coordinate our promotional efforts.

Prepare your stay early

You must organise your own travel costs to and from Edinburgh, as well as your accommodation in Edinburgh and other living costs during the Fringe. Plan ahead and book early.

HOW TO APPLY

Please send your application materials to:

- ifecosse.edimbourg-cslt@diplomatie.gouv.fr

Please include the following:

- Completed **application form**
- If necessary, a supplementary **technical specifications document**
- A **CV** of the artist's or company's work to date
- **Promotional materials** for your proposed show; if unavailable, you may send promotional materials or **web links** for past shows.

Our diplomatic email inboxes cannot receive emails with more than 7MB in attached files. If you try to send an email that exceeds this limit, we will not receive it. If the total size of your attachments exceeds this amount, we recommend that you send us your attachments in multiple emails. Alternatively, you may use a free file sharing service such as WeTransfer. We would prefer that you not try to send us files via Dropbox or Google Drive.

Applications and supporting documents can be provided in either French or English.

IMPORTANT DATES

Monday, 29 June 2020	Applications open
Sunday, 30 August 2020	Deadline for <i>Vive le Fringe ! 2021</i> Applications
End of September 2020	Candidates notified of selection decisions
November 2020	Artist-Institut français agreements signed
January 2021	Artists send Institut français all relevant registration info
Mid-March 2021	Fringe Society discounted registration deadline
Mid-March 2021	Artists confirm Fringe Society programme contents with Institut français
May 2021	Fringe Society programme deadline
May 2021	Promotional materials deadline, including posters, flyers, and the <i>Vive le Fringe ! 2021</i> official brochure
Mid-July 2021	<i>Vive le Fringe ! 2021</i> programme launch
TBC	Fringe Society launch event
6 – 30 August 2021	Edinburgh Fringe Festival