

About Vive le Fringe!

Since 2011, the Institut français d'Ecosse (French Institute in Scotland) 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 is not limited to just 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, we have 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!

In 2023, the festival dates are 4-28 August 2023. Please note that the Institute will impose two or three mandatory non-performance day(s). This means that a full run allows for a maximum of 23 performances. We will accept a minimum of 6 days performance per show.

Selection Criteria

Even though the French Institute's mission is to promote French language and culture, we do not exclusively select French artists. 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) and additional moveable rows (74 seats), 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. We can be technically flexible to an extent, but please note that artists will be sharing the space with other performers, and that as a multipurpose space expansion is limited. We will favourably view an application that demonstrates that **your show can be performed within our technical limitations**. We recommend that when you explain your technical requirements, you fully detail both your ideal technical requirements and the bare minimum needed for you to perform.

Fringe experience

We recognise that those who have performed at the Fringe before know what the Fringe is about and consequently tend to have more enjoyable, more successful runs. That said, we absolutely accept and encourage first timers, just be prepared for lots of flyering, busking and in-person engagement.

Marketing savvy

There are **almost 4000 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, as the Institut has limited resources for helping promote shows.

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).

What we offer:

No venue hire fees

Unlike other venues at the Fringe, we do not charge venue fees for performances and rehearsals.

Registration fees advanced

We will front your Edinburgh Festival Fringe registration fees to be reimbursed from the box office proceeds of your show.

Box office split

After reimbursement 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 October. After the profits are calculated by the Fringe Society (after licensing fees and VAT) money is sent to the French Institute for us to send to artists.

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 accessible venue.

Basic promotional support

While artists and companies will be responsible for the bulk of promotion, the French Institute in Scotland's communications officer will carry out typical internal promotion in line with our resources. 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

We here at the IFE are a small, but hard-working team with a lot of responsibilities. We will do our utmost to make sure you are welcomed and able to perform in the best conditions possible. As we are such a small team, we all help out as best we can at such a busy time of year, so please bear in mind we can't act as a PR agency or show crew, but we are thrilled to do our best to help you facilitate your show.

An in-house technician

Since 2018, we have been fortunate to have an in-house technician, who will help you and your team with advice, technical information and practical support. Like our team as a whole, our technician is always excited for the Fringe, but can be very busy. We recommend ensuring you know your requirements early on, and to not rely on our technician to run your shows if 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.

Other potential spaces (availability to be confirmed in January)

Salle Philippe Kieffer: This more intimate space can seat 20-30 spectators and is suitable for shows/installations with minimal technical requirements. We are open to innovative and unusual proposals for the use of this space.

Salle Boulez: Similar opportunity as with the Salle Kieffer.

What we do not offer:

Production costs / travel costs / accommodation / per diems

Unfortunately, our resources are such that we cannot cover any cost other than registration fees 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/makeup, music licensing or marketing. Furthermore, all artists are responsible for their own travel costs, accommodation, meals, and other living costs.

Your responsibility 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 and be reasonable for the space.

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

As mentioned above, outside of the use of our spaces, and the lighting and sound equipment that is installed in them, you will be responsible for all other creative and technical elements 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 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. As a French Consulate, the Institute has the power to grant letters of welcome to artists performing with us. These letters act as a Visa waiver in agreement between us, the Festival Fringe and the Home Office.

How to apply:

Please send your application materials to:

vivelefringe.ifecosse@gmail.com

Please include the following:

- **Completed application form**
- **Your supplementary technical specifications document**
- **A CV and Portfolio of the artist's or company's work to date**
- **Promotional materials for your proposed show**

Applications and supporting documents should be provided in English where possible.

Important Dates

Friday 10 th November 2023	Applications open
Friday 19 th January 2024	Deadline for applications
5 th February 2024	Candidates notified of selection decisions
26 th February 2024	Artist-Institut français Agreements signed AND Artists complete Institut Registration Form.
March 1 st 2024	Artists confirm Fringe Society Programme contents with Institut français
Mid- May 2023	Promotional materials deadline, including posters, flyers, and the <i>Vive le Fringe ! 2023</i> official brochure
June 12 th 2024	Fringe Programme Launch
TBC	Fringe Society launch event
2-26 th August 2023	Edinburgh Fringe Festival