



VIVE
LE
FRINGE!

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 Franco-Scottish theatre, music, dance, and performance art. The Institute is keen to programme quality art with demonstrable links to French, Francophone and Franco-Scottish culture; and are always keen for our shows to reach the many international audiences that come to Edinburgh in August.

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.

We offer artists free access to perform at one of the best locations in Edinburgh, and in return 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.

The festival this year will run from the 1st to the 25th of August. We will require applicants to be able to perform for at least full 3 weeks - including any days off.

Selection Criteria

Even though the French Institute's mission is to promote Franco-Scottish language and culture, we do not exclusively select Franco-Scottish 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.

Franco-Scottish connection

As a French Institution in Scotland, we prefer to promote shows that highlight the Auld Alliance heritage we serve. Works that can demonstrate French, Francophone or Franco-Scottish connection are highly desired.

Technical flexibility

Our main performance space, the Salle Emilienne Moreau-Evrard, is a multipurpose events space with ample sound and lighting for any show we programme - please consider the technical specifications found on this form and ensure that your show can work with/within this specification. We require you to provide a technical spec of your show with your application, and any significant technical requirements outwith our space's stated capabilities will need to be both reasonable and justified.

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 Fringe attracts audiences from all over the world, so ensuring a show is as universally understood as possible is an important criterion when we make our decision.

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. Note: you will still be required to fill out the registration form yourself.

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.

Limited 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: 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.

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.

What we do not offer:

Production costs / travel costs / 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, meals, and other living costs. You may indicate interest to stay in our French Residence - however it has limited space and is offered based on company size.

Your responsibility if selected:

Adapt your show to our space 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 space, 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.

Application and Supporting Documents should be in English as far as possible.

Important Dates

Applications Open	Friday 27th September 2024
Applications Close	Friday 17th January 2025
Selection Announced	4th February 2025
Preparation Meetings	4th - 7th February 2025
Registration Completed and Contracts Signed	4th - 25th February 2025

More Dates To Come

Please ensure that you are available for the full month of February