

# DO YOU HAVE A VENUE, SPACE OR ROOM? **THE FRINGE** **NEEDS SPACE**

## where it all began...

The Adelaide Fringe began in 1960 as an alternative to the Adelaide Festival of Arts.

The Adelaide Festival of Arts and Adelaide Fringe ran side by side, every second year for over three decades. 2007 was the first annual Fringe where it stood alone as separate and arts event.

It is the largest arts event of its kind in the southern hemisphere and only rivalled by the Edinburgh Fringe on a worldwide scale. Artists from across the globe participate alongside home-grown talent, in all art forms.

For independent artists, it's an inspirational environment. For audiences, it's an atmosphere that encourages taking a chance on something new.

But in general it is the artists, audiences and the **venues**, who make our Fringe a success!

## taking part in Adelaide Fringe 2011

Since the first Adelaide Fringe, venues across the city and surrounds have been supporting artists from around Australia and the world by providing or transforming their venues into visual and performing art spaces.

Reasons for participating include:

- Increasing awareness of the venue/business and exposure to new clientele
- Gaining experience in hosting arts events
- Receiving publicity through the printed Fringe Guide, Fringe Website, artists marketing material and word of mouth
- To facilitate further links and networks with artists
- To complement and develop venue programming
- The potential of increased revenue through sales

## what/who can be a fringe venue?

Due to the variety of artists that register to take part in the Fringe, an immense array of venues are needed in order to meet artists' individual requirements. Venues include:

**Pubs | Hotels | Theatres | Cinemas | Cafes | Restaurants | Function Centres | Studios | Gardens | Streets**

**Schools & Universities | Galleries | Retail outlets | Circus tents | Vacant buildings...and even shipping containers!**

The Fringe can assist you to turn the simplest (or weirdest!) of spaces into a theatre, cabaret den or visual arts gallery, just to name a few.

## how will artists find out about my venue?

All venues that have expressed interest and are registered to be involved in the Fringe can elect to be listed in the 'Venues List for Artists' and have an individual on-line 'Venue Page' which is viewable to all Fringe registered artists.

The Venues List and on-line venue page communicate vital information about your venue to artists, including: capacity and seating style, desired programming style, type of venue and location details.

The on-line Venue Page displays some valuable additions to the Venues List; artists can view photos and floor plans of the venue, access your website and make direct email enquiries for further information and booking requests.

**ADELAIDE FRINGE 2011: 18 FEB - 13 MAR**  
**WWW.ADELAIDEFRINGE.COM.AU**

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## is the venue guaranteed Fringe bookings?

Adelaide Fringe is an open access event which is uncurated where anyone can register, therefore it is impossible to know who is going to register and what their venue requirements will be. We wish that artists could utilise all registered venues but unfortunately year-to-year due to the variety of specific requirements, there are some venues that may not be booked.

## things to start thinking about

Signing up to be a Fringe Venue is not as simple as opening the doors and hoping for the best, you will need to consider a wide range of topics including:

Venue programming | Venue booking process | Venue facilities and equipment | Dealing with artists | Marketing and Publicity | OHS&W | Insurance | Special licensing conditions...

These topics and more are covered in 'The Adelaide Fringe Venues Handbook'. You will receive your copy once you have registered your venue.

## REGISTERING AS A VENUE - STEP BY STEP

From July 5 2010, you can register on-line by going to [www.adelaidefringe.com.au](http://www.adelaidefringe.com.au)- simply follow the link from the homepage. Below is a brief summary of the information you will need to enter.

### step 1. venue management company details

In this section you will need to enter details of your management company. This will include company name (this may or may not be the same as the venue name) and contact details that will be used by Adelaide Fringe. You will also be asked about any facilities and support you can offer to artist, including staff and marketing support.

### step 2. venue details

The questions in this section relate specifically to the venue/space/room that is available for artists to book.

**Venue details** - Contact details, physical location and website address

**Programming information** - What type of events are you looking for (cabaret, comedy etc.)? Do you have an intended overall feel for your Fringe season (experimental theatre, musical cabaret, large scale arts installations etc.)?

**Venue accessibility** - You will be asked about the accessibility of your venue.

**File Upload section** - This section allows you to upload a variety of files for artists to view, including venue floor plans, technical equipment lists, venue hire agreements and photos. You also have the opportunity to upload a venue image which will be displayed on FringeTix when the site goes live in January 2011.

### step 3. venue specifications for performing and/or visual arts

This final step will request technical information about the venue.

If your venue is suited to **performing arts events**, questions will include: audience capacity, available seating styles, performance area specifications and details on any technical equipment the venue may have.

If your venue is suited to **visual arts events**, questions will include: exhibition space dimensions, hanging/display points and details on any technical equipment the venue may have.

## need help or have questions...

If you need assistance anywhere along the way please call Carin, Venue Services Coordinator.  
Phone: 08 8100 2046 Email: [carin@adelaidefringe.com.au](mailto:carin@adelaidefringe.com.au)

**Thank you for your support and involvement with Adelaide Fringe 2011**

**WWW.ADELAIDEFRINGE.COM.AU**