

AN INVITATION TO SUPPORT
ARCHITECTURE FRINGE 2018
architecturefringe.com

COMMUNITY SENSES

SUPPORT US

8-24 June 2018
Scotland

ARCHITECTURE
FRINGE 2018

“The Architecture Fringe must be the most dynamic entity in British architecture right now.”

Phineas Harper, Deputy Director of the Architecture Foundation

“The Architecture Fringe 2017 put on an incredible programme fuelled by voluntary power and passion which rivalled many of the creative festivals with paid staff and showed the creative programming power of an open programming structure.”

Claire Stewart, Director of Creative Edinburgh

“The Architecture Fringe brings a breath of fresh air to the staid formality of the official architectural discourse in Scotland. A vigour and energy that is truly refreshing.”

Malcolm Fraser, Architect and former Chair of Architecture + Design Scotland

SCENES SEES COMMUNITY

WINNER!

**Architecture Fringe 2017
Collaboration Award
Creative Edinburgh Awards 2017**

HOT 100!

**Architecture Fringe 2017
Debut at number 65 in Scotland's Hot 100
cultural listings
The List Magazine Hot 100 2017**

HELLO! & WELCOME

Hello! And welcome to the Architecture Fringe 2018. This brochure shares our work, why we do it and how you can help to make the Architecture Fringe the best it can be.

The Architecture Fringe 2018 will run 08–24 June 2018.

Our provocation theme for this year is **COMMON/SENSES**

WHAT IS THE ARCHITECTURE FRINGE?

The Architecture Fringe was founded in 2015 and launched in 2016 by a group of architects, designers, photographers, engineers, visual artists and curators to encourage public debate about architecture and design in Scotland within its broader socio-political context.

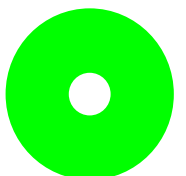
The Architecture 2018 will be our third edition of the festival. In 2017 the fringe hosted over 50 projects from around 260 contributors in 37 venues across Scotland.

The Architecture Fringe is a registered non-profit Community Interest Company and is run by a dedicated group of volunteers.

WHY AN ARCHITECTURE FRINGE?

Why do we do what we do?

- to support new work and emerging practice in architecture in Scotland
- to develop a friendly but critical community of voices to connect, support and challenge each other
- to offer a platform to encourage a wider conversation about architecture and design in Scotland in a contemporary socio-political context
- to engage internationally with other people and organisations



PROVOCATION THEME

For 2018 the Architecture Fringe programme will be lightly structured under a provocation entitled **COMMON/SENSES**

Our core programme of research, projects and events will explore and support the **COMMON/SENSES** theme.

noun: common senses

Greek koine *aísthesis* then Latin *sensus communis*

1. sound practical judgement that is independent of specialised knowledge, training, or the like; normal native intelligence

adjective: common

1. belonging equally to, or shared alike by, two or more or all in question

2. pertaining or belonging equally to an entire community, nation or culture; public

3. joint; united

4. widespread; general; ordinary

5. of frequent occurrence; usual; familiar

6. course; vulgar

noun: common

7. a tract of land owned or used jointly by a community

8. common people

noun: sense(s)

1. any of the faculties such as sight, hearing, smell, taste or touch by which humans and animals perceive stimuli originating from outside or inside the body.

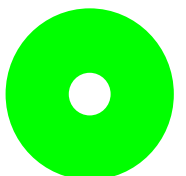
2. these faculties collectively

3. their operation or function; sensation

4. any special capacity for perception, estimation, appreciation etc.

COMMON suggests sharing; a sharing of experience, location or point in time. An intersection, however temporary, of two or more paths with distinct departure points and varied endings. A collective. The everyday.

SENSES suggests wider connection; an awareness of someone, something or somewhere, else. Encounter. Empathy. Invigoration. Enlightenment.



“One of the most exciting,
innovative and diverse
festivals on the Scottish
arts calendar”

The List Magazine

Architecture Fringe is an
independent festival of events
and projects, exploring
architecture and its impact.
→ architecturefringe.com

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“A force for good!”

Civic Soup

CREATOR SAM JACOB
CURATOR BEATRICE
GALILEE
CRITIC CATHERINE
SLESSOR

architecturefringe.com
@archfringe / #archfringe



SUPPORT- ERS

WHO HAS SUPPORTED US

We are very fortunate, and extremely grateful, to have worked alongside or been financially supported by a number of truly wonderful people and organisations.

These include;

Creative Scotland
The University of Edinburgh
British Council
British Council Scotland

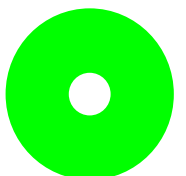
Collective Architecture
Reiach & Hall Architects
Oliver Chapman Architects
Helen Lucas Architects
UrbanPioneers
3DReid
Bennetts Associates
WT Architecture
Calum Duncan Architects
Konishi Gaffney Architects

Olsen Fire & Risk
Thomson Gray
Agile City
TAKTAL
New Glasgow Society
Creative Dundee
Creative Edinburgh

Aesop
TukTuk
Street + Arrow
Ekeko Eats
The Drink Cabinet
Glasgow Collective

MILK Music Collective


Thank you!



A group of approximately ten people, including men and women of various ages, are standing in front of a display board. The board is covered with various architectural drawings, posters, and documents. One person in the center is holding a large white circular object. The scene is brightly lit, and the overall atmosphere appears to be a professional yet open event.

**“As a new graduate this gives me hope
and a reason to stay in Scotland!”**

Anonymous visitor to Civic House, Architecture Fringe 2017

A close-up shot of a hand holding a newspaper. The newspaper is open, and the text is partially visible. The background is a blurred green and blue gradient. The overall image has a strong green tint.

**“The combination of meaningful
critique and boundless energy is
infectious and welcome.”**

Anonymous audience online feedback, Architecture Fringe 2017

HELP MAKE IT HAPPEN

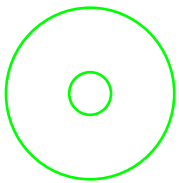
Your support makes a huge difference to what we can do. Help us make the Architecture Fringe the best it can be.

By supporting the Architecture Fringe you'll be helping to grow and develop one of the most exciting grassroots creative platforms in Europe. Your support will align your company to our energy and audience.

We are seeking either financial or in-kind support (materials, equipment, venues, hospitality).

We are a non-profit registered Community Interest Company and have a simple sponsorship structure.

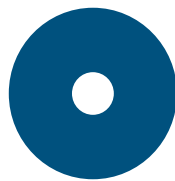
OPPORTUNITIES



SUPPORTER

A supporter is any person, group or organisation who supports the Architecture Fringe up to £500.

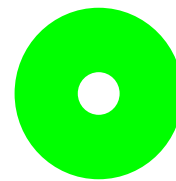
Supporters will be featured on our sponsorship page on our website (architecturefringe.com).



SPONSOR

A sponsor is any person, group or organisation who supports the Architecture Fringe up to £1,000.

Sponsors will be profiled on our sponsorship page on our website (architecturefringe.com) and displayed prominently within the Architecture Fringe 2018 printed programme.



MAIN SPONSOR

A main sponsor is any person, group or organisation who supports the Architecture Fringe over £1,000.

Main Sponsors will be profiled on our sponsorship page on our website (architecturefringe.com), displayed prominently within the Architecture Fringe 2018 printed programme, and receive complementary tickets to our headline Closing Lecture.

OUR AUDIENCE

Throughout the Architecture Fringe 2017 we tracked and surveyed our growing audience.

96% of our audience rated the quality of their experience of the Architecture Fringe as either Very Good or Good

95% of our audience would recommend the Architecture Fringe to others

48% identify as Male
52% identify as Female

20% are aged 16–24
38% are aged 25–34
14% are aged 35–44
8% are aged 45–54
3% are aged 55–64
6% are aged 65–74
1% are aged 75–84

WEBSITE IN NUMBERS

(Data gathered July 2017)

10,900 visits to our website
8,997 unique visits
24,500 page views

TWITTER IN NUMBERS

2,718 followers and growing

430 tweets issued by @ArchiFringe
14,700 visits to @ArchiFringe
320 new followers
815 mentions
342,00 impressions
11,000 impressions per day
1,600 link clicks
960 Retweets
1,800 Likes
93 replies

FACEBOOK IN NUMBERS

1,080 followers and growing

64 posts made by ArchiFringe
20,405 audience reach
1,623 engagements

INSTAGRAM IN NUMBERS

1,078 followers and growing

129 posts made by ArchiFringe
1,623 engagements



THANK YOU!

WE HOPE YOU'LL JOIN US

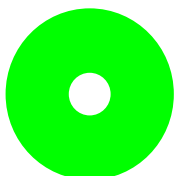
If you have any questions or would like to meet us to discuss supporting the Architecture Fringe 2018 please get in touch.

CONTACT US

Please drop us a line at:

sponsorship@architecturefringe.com

With best wishes, and thanks.
ArchiFringe x





© The Architecture Fringe CIC

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architecturefringe.com
[@ArchiFringe](https://www.instagram.com/ArchiFringe)