

ARCHITECTURE  
FRINGE  
2019

In Real Life,



7–23.06.19

How to Take Part

# Welcome!

# In Real Life,

## ARCHITECTURE FRINGE 2019

Hello! and welcome to the Architecture Fringe 2019 open call. This brochure takes you through everything you need to know to take part in this year's open programme.

The open call launches on Monday 07 January 2019 and closes for confirmed submissions at 12 noon on Monday 08 April 2019.

Confirmation that your submission has been accepted onto the open programme will be given by Monday 15 April 2019.

Submission to and inclusion upon the open programme is free.

The Architecture Fringe 2019 will run 07–23 June 2019.

Our provocation theme for this year is 'In Real Life'

## 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 cultural and socio-political contexts.

The Architecture Fringe 2019 will be our fourth edition of the festival. In 2018 the fringe hosted 65 projects and events all across Scotland.

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



# A Provocation;

# In Real Life,

**In Real Life** is about the extraordinary here and now. It is about the fabric of everyday life, the contradictions it creates, and the opportunities it presents. In a world where the only constant is 'rapid-change', how can architecture help us understand and navigate the complexities of modern life?

## **Back to life, back to reality.**

So what role can architecture have in this shifting landscape? What is really happening on the ground? How can the visionary integrate with the everyday? There are real problems to be solved all around us, and an imaginative, generous, inclusive architecture can help us realise this - not in a far-off future, but in the places and spaces we occupy today.

## **A Critique of Everyday Life.**

Our built environment is the singular condition that unites us all. We share space but too often the design of that space dictates the way it is occupied and selects those who get to share it. Architects dream of a return to affecting public life, extolling the virtues of civic space, civic buildings and shared infrastructure. But in real life people

also learn, work, socialise, date, create and play online. If we are to believe that our lived experiences are increasingly seen from inside our own 'filter bubbles' how should we design for shared experiences, or for places that can embrace plurality and diversity? In the era of fake news, are we equally guilty of creating architectural façades?

You only need to walk 100m from where you are now to experience a multitude of diverse and often conflicting 'realities'. How can we acknowledge and design for these parallel worlds? Architecture has become increasingly rarefied. It neglects the opportunity to engage and elevate that which is ordinary, and becomes lifestyle and spectacle - visible, but rarely accessible. How can we ensure we hear the voices currently missing from architectural discourse?

## **Ways of Living.**

This year's provocation is an invitation to speculate on the 'ordinary' - to explore and expose the conditions and contradictions in architectural culture, experiment with the every-day, challenge the 'realities' of our built environment, and re-energise architecture's role in creating better places and spaces, IRL.



## HOW TO PARTICIPATE

The Architecture Fringe seeks to pluralise the mosaic of architectural culture in Scotland.

Since inception the open programme has offered a platform for diverse and emerging work, ideas and voices to question, explore and challenge the contemporary status-quo of our civil society and shared built environment.

The Architecture Fringe has encouraged and hosted work from architects, landscape architects, artists, activists, academics, designers, musicians, ethnologists, photographers and students. Anyone can submit to participate in the open programme, from individuals to collectives and organisations.

Submission to and inclusion upon the Architecture Fringe open programme is free.

## SUBMISSION

The Architecture Fringe open programme is precisely that - open. There is no curation, selection or gatekeeping committee. You should assume that your submission will be accepted and work towards the required timeline and deadlines of the Architecture Fringe 2019.

The Architecture Fringe does however reserve the right to decline submissions. Reasons for declining projects include: overt commercial exploitation of the platform; a lack of required information; a lack of commitment that the project will take place. Any decision by the Architecture Fringe to decline work will be final.



# Requirements

# In Real Life,

## WHAT YOU NEED TO SUBMIT

The following is a point-by-point checklist of all the information that you will need to submit to the open call by 12 noon on Monday 08 April 2019.

This information will be uploaded by you to our open call Typeform page.

All information noted as required in Typeform must be submitted.

The information you are providing will be used within the online and printed programmes - public-facing and your audience - please make sure it is correct!

Submissions must be real and scheduled to take place on or between 07–23 June 2019 anywhere in Scotland.

What does 'real' mean? Real means that at submission in April, whilst obviously not yet complete for June, the project must be submitted with a commitment to actually happening. As noted earlier, the Architecture Fringe does not curate, select or gatekeep submissions. Likewise we cannot under any circumstances promote a submission that is not real.

Please read the submission checklist on the following page, and then submit your project via the typeform here:  
[architecturefringe.typeform.com/to/G8GXPL](https://architecturefringe.typeform.com/to/G8GXPL)



## SUBMISSION REQUIREMENTS

- Your signed Memorandum of Understanding
- Project name
- Team members
- Project description in one sentence
- Project description in 100-150 words
- Full address of venue (including postcode)
- Accessibility of your venue
- Whether your submission is suitable for children
- Date(s) within 07–23 June 2019
- Time(s)
- Link to ticketing page if applicable
- Link to website if applicable
- Link to Facebook page or Facebook event page if applicable
- Twitter handle and hashtags if applicable
- Instagram handle and hashtags if applicable
- Links to any other relevant online videos, films, blogs etc
- Project images / artwork (see below)
- Make your submission via [architecturefringe.typeform.com/to/G8GXPL](https://architecturefringe.typeform.com/to/G8GXPL)

High quality eye-catching project images or artwork are crucial in attracting an audience. Images or artwork submitted for the open programme can include photography, collage or illustration. Please provide an image or images (max. 5) to accompany the project information to the following labelling / specification:

Longside 2100 pixels @ 300dpi OR  
Longside 180mm @ 300 dpi

ProjectName\_Number\_Credit e.g.  
TestUnit\_01\_Credit Susan Jones

Images should be sent via email,  
WeTransfer or DropBox to:  
[architecturefringe2019@gmail.com](mailto:architecturefringe2019@gmail.com)

ALL by 12 noon on Monday 08 April  
2019.



# Image Inspiration      In Real Life,

## VISUAL PROMOTION

As noted, high quality eye-catching project images or artwork are crucial in attracting an audience.

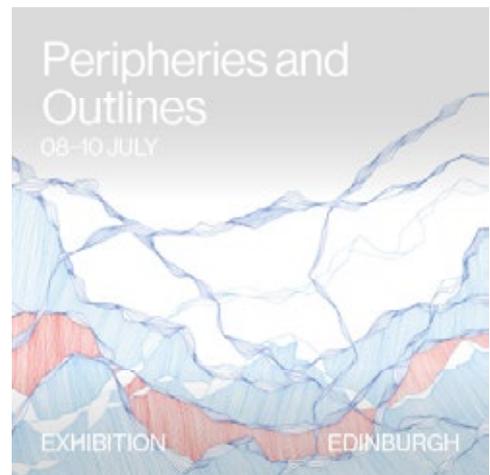
For inspiration, on the following pages we've included some of our favourite submission images from the Architecture Fringe 2016, 2017 and 2018.

Planning artwork or bespoke photography takes time. Start now!

(Thanks to all those with artwork featured in this showcase!)



# Image Inspiration      In Real Life,



# Image Inspiration

# In Real Life,



# Image Inspiration

# In Real Life,



## —When will the Architecture Fringe take place?

The Architecture Fringe 2019 will open on the evening of Friday 7th June 2019 and take place 07–23 June 2019. Your projects can take place at any point during this period – some will run over the whole period and others will be one-off events on only selected dates.

## —What if I want to do my project outwith June?

If this is the case due to constraints beyond your control please get in touch with the team at [hello@architecturefringe.com](mailto:hello@architecturefringe.com) to discuss the suitability of including your project on the open platform.

## —Where can projects take place?

Anywhere in Scotland! Projects can take place indoors or outdoors, in traditional venues or unusual spaces depending on the nature of your project. So long as you have the necessary permissions to use any space and you manage the health & safety for your project location it can take place anywhere.

## —Does the Architecture Fringe offer funding?

No – the platform is run by a voluntary production team and does not fund open programme projects. We do however offer project support and promotion via the monthly meet-ups and by connecting your work with other projects and sharing details across our media and professional networks.

## —Will the Architecture Fringe help me deliver my project?

All organisers contributing to the open platform programme are responsible for presenting and delivering their own projects. Contributors remain in control of their own work and are solely responsible for all aspects and

liability relating to that work including funding, management, insurance, health & safety, press and advertising. Whilst The Architecture Fringe cannot accept responsibility for work undertaken by others, the monthly meet-ups are a great way to get peer feedback on emergent ideas as well as find collaborators, venues, get funding tips etc. The Architecture Fringe reserves the right to decline the inclusion of work on the open platform which is deemed unsuitable.

## —Is my project guaranteed to be accepted onto the platform?

Generally very much 'Yes' :-) All projects submitted to the Architecture Fringe by 12 noon on Monday 08 April 2019, whilst obviously not yet complete for June must be real and with a commitment to actually happening. Projects submitted after this date will miss the printed programme deadline. The Architecture Fringe reserves the right to decline projects proposed for the platform. Reasons for declining projects will include overtly commercial work or a lack of required project information.

## —Will the Architecture Fringe manage the issuing of tickets for my project?

No – the platform is unable to manage your ticketing and payments – there are several ticket management websites such as Eventbrite and Brown Paper Tickets for free/paid events, or Attending.io if you just want to keep track of who's intending to come to a free event.

## —How much does it cost to take part in the Architecture Fringe?

Submission to and inclusion within the Architecture Fringe 2019 open programme is free.



IF TAKING PART IN ARCHITECTURE FRINGE 2019, PLEASE READ,  
COMPLETE PARTS IN ORANGE AND RETURN THIS SIGNED MoU TO  
architecturefringe2019@gmail.com BY 08.04.2019

## MEMORANDUM OF UNDERSTANDING

between

The Architecture Fringe CIC

and

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*Organisation / Participant(s)*

regarding

Architecture Fringe 2019

### 1. INTRODUCTION

Thank you for submitting self-directed work for inclusion within the Architecture Fringe 2019 open programme. This Memorandum of Understanding sets out the principles underpinning the acceptance of you and your work as a participant in this year's festival.

### 2. PURPOSE OF THE MEMORANDUM

The purpose of the Memorandum of Understanding is to:

- o Ensure effective co-operation between The Architecture Fringe CIC and each participant by using transparent processes and guidance
- o Clarify roles, responsibilities, timelines and finance for the project
- o Ensure maximum impact and enjoyment for the Architecture Fringe 2019

### 3. PROJECT DESCRIPTION

The Architecture Fringe is an independent contributor-led non-profit organisation and platform for the arts which seeks to encourage public debate about architecture and design in Scotland within its broader cultural and socio-political contexts. The Architecture Fringe 2019 will take place 07-23 June 2019 across Scotland.

### 4. BENEFITS OF PARTICIPATION

- o Inclusion within the Architecture Fringe 2019 open programme [with no submission fee]
- o Promotion as part of the Architecture Fringe 2019 open programme online, via social media and elsewhere as appropriate
- o The opportunity to test, research, foster, present and promote self-directed work and to help nurture, develop and pluralise the culture of architecture in Scotland and further afield

### 5. PARTICIPANT ROLES AND RESPONSIBILITIES

- o To deliver the submitted work [exhibition, installation, event, project etc]. Participants are fully responsible for all aspects of their submission including the raising of funds, finding a venue and project-managing their event

- o To promote, gather and return audience participation information as directed by The Architecture Fringe CIC to the best of your abilities. Master copies of the A4 B+W paper audience questionnaire and feedback forms will be provided for use at your venues and events. A link to an online version will also be provided
- o To promote the Architecture Fringe 2019 through your own networks, websites, newsletters and social media channels to the best of your abilities
- o To provide The Architecture Fringe CIC with copies of any event or documentary photography and film, credited, at a hi-resolution granting The Architecture Fringe CIC a license to use and reproduce all such work, free of charge, in connection to the Architecture Fringe. Copyright and ownership of all submitted material shall remain with the participant

### 6. FINANCE AND INSURANCE FOR PROJECTS

All self-directed work included within the open programme remains under the full responsibility, liability and ownership of those by which it was submitted. The Architecture Fringe CIC accepts no responsibility, liability, ownership or costs associated with or incurred by the work or participants. All necessary insurances of work and / or people also remains the full responsibility of those participating.

### 7. COMMENCEMENT DATE

This Memorandum of Understanding will be deemed to have come into effect from 16th April 2019.

### 8. AGREEMENT

This Memorandum of Understanding shall run until 30th September 2019 (the end of the annual Architecture Fringe festival cycle) and shall be subject to review at the request of either party to the agreement.

Signatories to this agreement:

The Architecture Fringe CIC

Signature

**Organisation (if applicable):**

**Name:**

**Position:**

**Signature:**

Thank you! and welcome to the Architecture Fringe 2019 \o/  
PLEASE RETURN YOUR SIGNED MoU ALONG WITH YOUR  
SUBMISSION TO architecturefringe2019@gmail.com  
BY 08.04.2019



# Thankyou!

# In Real Life,

## THAT'S IT

If you have any queries or questions  
please drop us a line at  
[hello@architecturefringe.com](mailto:hello@architecturefringe.com)

Remember the open call closes at  
12 noon on Monday 08 April 2019.

Good luck!

ArchiFringe x

