



DEPTFORD X Initial Fringe Meeting - Wednesday 19th April – NOTES

KEY DATES

24 May	Fringe listings open: ONLINE FORM
23 July	FINAL Fringe listings deadline
19 August	Media Kit distributed to galleries and fringe participants
21 September	Fringe opening night
22 Sep – 01 Oct	Deptford X Festival dates (exhibition opening times are normally 12-6pm)
01 October	Closing event for Deptford X TBC

KEY INFO ABOUT DEPTFORD X 2017

Patrick Henry is director and Thea Smith is deputy director. We will also be hiring two assistants in the run up to the festival. The annual festival remains at centre of everything we do. This year, the 2 main elements – curated programme and Fringe – are drawn closer together than ever. The core programme is called 'Platform 2017': we are commissioning 5 emerging artists to make substantial new works.

KEY INFO ABOUT FRINGE 2017

Deptford X will support, facilitate and champion the Fringe but not curate or control it: it stays true to its roots as an open programme made up of independent projects. The fringe unites all the independent parts of the festival under the Fringe banner: artists projects, independent spaces, open studios. Anywhere within a mile of Deptford Station can apply as a host venue or be approached by an artist for their project.

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Deptford X won't be able to place artists in venues or arrange invigilation schedules, but if you're struggling to find a venue, or want to host an artist, please get in touch as soon as possible. Deptford X will be working with designers to create a printed guide for the whole of the festival, so it is imperative that you send us the correct information by the submission date.

We will be sending out an FAQ/guide of the key points to think about before submitting your project.

For Fringe participants who are applying for external funding we can offer letters of support and help with estimating the value of 'in kind' sponsorship that being in Deptford X equates to.

BIG NEWS

Deptford X, Units A-C, Norfolk House, 9 Brookmill Road, London SE8 4HL
Tel: 020 8694 8842 Charity no. 1087490 Company no. 04133414



Deptford X are launching 12 mini-bursaries of £100 each for Fringe projects, available to artists based in the boroughs of Lewisham, Greenwich and Southwark, but not to full-time students (in September 2017). Recent graduates may apply. Applicants will be asked to provide additional details and information about their proposed Fringe projects but we'll keep the process as simple as possible. Applications will be assessed by a small panel of Deptford X staff and trustees.

VENUES AND OTHER DETAILS

Please confirm your venue before you send us your submission.

Deptford X will do as much as it can to help facilitate the fringe, please email admin@deptfordx.org if you need any help contacting venues.

There are numerous public spaces and 'unusual' places for art in Deptford. You're welcome to be as creative as you want with your location, as long as you organise the necessary permissions. We'll do our best to spot and flag up potential clashes between projects wanting to use the same public location.

It can be difficult to access vacant shops or properties on the High Street or around Deptford. The best thing to do is find out who owns or manages the property and approach them directly. We can offer letters of support but will not be able to get involved beyond this.

PROGRAMME

Due to the enormous task of collating the printed programme we have set a strict deadline for submissions by 23 July. We can't make any changes to the printed programme information after this date.

MARKETING

We will send out a digital media pack to all artists, galleries and studios by 19th August. This will include pdfs and jpegs of the 2017 festival identity and Deptford X logo, and other relevant things. We'll promote the festival as a whole and give the Fringe equal prominence alongside the curated programme. We don't have the resources to provide marketing support to individual Fringe projects, or to guarantee an audience. We strongly recommend that you do your own marketing and think hard about how to make your project visible (for example, by clearly signposting the way or creating posters/flyers for your project).

We will be working in collaboration with South London Art Map, Art Licks weekend and other arts/marketing partners. SLAM Fridays Deptford tour will happen on the last Friday of September – during Deptford X – we can't guarantee what will be on the tour, but many Fringe projects choose to stay open late for that evening.



The Deptford X logo is attached — but in the meantime... why not add a footer to your emails with the Deptford X dates, invite your contacts by email or on facebook, tweet about your project, or design a flyer advertising your event? If you have any behind-the-scenes stories or images that you'd like to share with us in the lead up to the festival please email admin@deptfordx.org so we can update our press manager.

Social Media:

FACEBOOK

Like the page <https://www.facebook.com/DeptfordX>

Join the event <https://www.facebook.com/events/1569176186716962/>

Feel free to create your own page or event, and please send it to us by posting the link to the Deptford X facebook wall.

TWITTER

Follow <https://twitter.com/Deptfordx>

Tag @DeptfordX in your tweets so we see them and can retweet you

Suggested hashtags are #DeptfordX, #DXfringe2017

We will set up specific twitter lists following the Deptford X artists and galleries, please make sure you tweet us about your project so that we can add you to the list too.

INSTAGRAM

Follow @deptfordx and tag us in any Deptford X related photos, and use the same hashtags as twitter.

PARTNERSHIPS

Kitmapper

Deptford X have partnered with Kitmapper, the UK's first peer-to-peer equipment rental network, that puts high-quality photography and audiovisual kit in the hands of creatives, and lets owners earn money from lending it out. Fringe participants will benefit from special terms on equipment rental – watch this space!

<https://kitmapper.com/>

Problem Solver Workshop

As part of this year's festival, local artist Jack Brown will be organising a 'problem solver' workshop with a Fringe artist and a class of pupils from the Tidemill Academy. This is a great



opportunity to try new stuff, brainstorm ideas, experiment, play and open up new possibilities in your work. You will work collaboratively with Jack to plan the workshop. Jack will arrange and lead the workshop, leaving you to focus on gaining new insights into your work whilst working with 30 brilliant brains! A great opportunity to work with the local community to build your practice - any medium/method welcome: painters, sculptures, performance, video, dance, street art, mixed media, installation, etc. If you are interested please contact Thea at admin@deptfordx.org by June 2nd.

To apply, please write a brief summary of your practice and the problem/s you wish to solve, and confirm that you will be available for one afternoon during the festival.

INSTALLING WORK

Once you've installed your work - in plenty of time for the 6pm launch on **21 September** – we'd love it if you could send some beautiful installation photos to us at admin@deptfordx.org

PUBLIC LIABILITY INSURANCE

Deptford X public liability insurance doesn't cover Fringe venues. Fringe artists could speak to their venues to check if the venue's PLI covers everything during the festival, if not artists will need to take out their own PLI cover.

Artist membership of a-n includes public liability insurance: <https://www.a-n.co.uk/register-artist> (a-n also offers advice about additional insurance options, e.g. covering art work whilst in transit and on display.)

INVIGILATION

If you're organising invigilation for your Fringe show why not try using a doodle poll to work out the times? http://doodle.com/en_GB/

MONITORING INFO

We'll be asking Fringe venues and artists to collect evaluation info. We need this to keep our funders happy and to help us get a clear picture of how things have gone so that we can keep improving things in future. Please talk to your venue about this if you're not going to be there, and let us know if you have any questions. We will send out an evaluation form that you can ask your visitors to fill out, and at the end of the festival we'll be asking you about:

-Visitor numbers

- Any comments and tweets about your projects
- Any press links or reviews relating to your projects