

# **RVKFRINGE 2018**

## **Artist Guidelines**

**Dear Artist,**

Thank you for being interested in performing at the first ever Reykjavik Fringe Festival (RVKFrInge 2018).

Before you proceed with the application form, please take a moment to familiarize yourself with our artist guidelines.

Should the information provided here not be enough, please do not hesitate to contact us at: [info@rvkfringe.is](mailto:info@rvkfringe.is)

### **Artist Guidelines**

What is Reykjavik Fringe, and who can apply to the festival?

- Reykjavik Fringe is an international arts festival, and is open to any artist, from anywhere. The festival welcomes work from both established and emerging artists.
- Reykjavik Fringe is a multidisciplinary arts platform where various artistic expressions/disciplines are presented together.
- Reykjavik Fringe encourages innovative and experimental work.
- Our team likes to facilitate art that does not fit into other commercial festivals.
- You are free to submit any type of work. The application form offers the following genres/choices:

Theatre

Dance

Performance

Installation

Music

Visual Art (Photo, Video, Film etc)

Spoken Word

Mobile Art

Site specific (please specify site below)

Roaming performance (a performance with more than one location)

Stand-Up Comedy

Other

- An average Reykjavik Fringe show is 60 minutes long. Durational work and shorter presentations are however of course welcomed!

- Reykjavik Fringe is a green festival so applications can only be submitted online. If possible, please source your production materials locally.
- An application fee of 5000 ISK is required, and is non-refundable.
- Each Reykjavik Fringe stage/space is typically used by several productions during the course of the festival.
- You don't have to perform in Icelandic, and the vast majority of the audiences understand English.
- Work in progress, arts discipline, crossover projects and international collaborations are particularly welcomed.
- The final program will be semi-curated due to limited venue capacity.

### **Festival Program and Self-promotion:**

- All selected artists are featured in the Reykjavik Fringe programme.
- Reykjavik Fringe 2018 will be promoted in various channels, both traditional and non-traditional for maximum attention.
- All editorial materials such as promotional pictures and info texts are subject to approval from the programming team.
- Any edits to programme text will be presented for approval prior to publication.
- The festival reserves the right to crop pictures for editorial purposes.
- All promotional images must be Hi-Res! Substandard/low resolution promotional images cannot be included in the official programme. Information about file size specifications will be provided to all selected artists.
- The Fringe works according to the "Many little streams create a river" principle. The more you put in, the more you get engaged, the further you'll get. More information about hyperlinking, use of hashtags and inviting people from your private and professional environment will be posted soon.
- Reykjavik Fringe will invite tons of industry professionals to the festival. Each year, hundreds of productions are purchased by producers at Fringe festivals all over the world, and many artists find new international collaboration partners.

### **Venues – Where will you Perform or Exhibit your Work?**

- Reykjavik Fringe 2018 will be housed in multiple venues across downtown Reykjavik.
- The venues come equipped with performance spaces, gallery rooms and stages of various size and capacity.
- Venue hire in Reykjavik is covered by Team RVKFringe.
- Artists are asked to indicate their space choice in the application form. Be specific.
- There is a limited set of each stage type and not all productions will have access to their first hand stage or space choice.
- All productions will be consulted before final venue allocation.

- A panel of seasoned industry experts helps the programming team with the stage or space allocation.
- Anticipated audience is estimated and taken into consideration during this stage of the selection process.
- The artist is expected to arrive “on set” fully prepared.
- There are minimal or no storage facilities in the venues.
- Do you have a set/props heavy production? Our team will consult with you during the pre-festival period.
- Your team will be assigned a tech consultant that will analyze your needs and if your venue can accommodate them.

### **Ticketed Venues:**

- The RVKFrInge team covers all the cost of hiring equipment like PA systems and light rigs. Artists that are selected in the need of a ticketed venue will have to pay an additional ISK 5000 (approximately 50\$/40€/35£) fee to help cover equipment and venue costs.
- A festival pass will be sold, with unlimited access to all shows. Profits from the festival pass will go towards the festival itself to ensure that all costs of venues and infrastructure on site are covered.
- Tickets will also be sold online and at the door for individual performances, but we recommend keeping ticket price at a minimum. Proceeds from sales for individual shows will go directly to the artists (minus the processing fees associated with payment platforms).
- Venues vary, and some may take a percentage of ticket sales. Each case will depend on the size of the show and will be discussed with the artist when accepted into the FrInge festival.

### **New to the FrInge as a Festival Format? Please note that:**

- Access to your allocated stage is strictly limited, maximum 1 hour set up and 45 min bump out. Technical rehearsal and meeting will be organized between house technicians and production team, approximately 1 hr depending on show requirements.
- If you need a separate, non-venue based rehearsal space, let us know and we will help set you up.
- Great effort is put into delivering a FrInge offering with even genre, gender and geographical spread.
- We realize that you need to budget your stay and minimize the costs, but we highly encourage you to factor in a few days before the festival to settle in and partake in the induction sessions as well as enjoy what the country has to offer.

- A quality production posters/photographs set you apart from the rest. An average newspaper chooses 3 – 5 Reykjavik Fringe artist pictures for print in relation to pre-festival write-ups. What could make them choose yours?
- Local business, foreign embassies and cultural institutes support Reykjavik Fringe by offering both monetary and logistical support to their artists.
- Cultural institutes and foreign embassies have minor budgets set aside for cultural support. Funding is not easy to begin with, but it's not impossible and definitely worth a try. Please let us know if you need a letter of support to be issued for upcoming funding applications.
- Crowd funding has proven to be very popular and successful for many Fringe artists. Check out [www.indiegogo.com](http://www.indiegogo.com) to see examples of how you could generate funding in your community.

The more we know about your artistic vision and drive, the better.  
Your time and creativity invested in this process is much appreciated.

**We eagerly await your application!**

Team Reykjavik Fringe,  
*Jón Magnús Arnarsson, Nanna Gunnars and Sindri Þór Sigríðarson.*  
THANK YOU!