

FRINGE AT Q INFORMATION SHEET

Auckland Fringe is an independent, open-access arts festival which runs Auckland-wide for three weeks across various sites for three weeks in September 2022. For more info visit aucklandfringe.co.nz.

Submissions are now open to present at Q using Q's Vault space!

Historically, Fringe had been part of Q's annual Summer at Q programme in February, however, **Auckland Fringe** dates have officially changed to September 2022. **Summer at Q** will still continue along with **Auckland Pride Festival** in February 2023.

An Artist's career is often about momentum, and to keep the momentum, artist stories and voices need to be continuously showcased. Q would like to support artists' through **Auckland Fringe**; the Fringe is an opportunity to launch a new show in Tāmaki, to a potential new audience. We welcome applications from anyone wanting to stage their innovative work in a festival environment. **Fringe at Q** content is typically a mix of work from an array of perspectives and experiences. Let's celebrate spring!

2022 Fringe at Q dates 28 Aug to 10 Sep. If you would like to discuss any **Fringe at Q** specifics, please email **Padma Akula - Q Producer | Kaihau** | padma@qtheatre.co.nz

THE LOW DOWN

Fringe at Q is a *curated programme* of ticketed events, with occasional free content programmed in our public spaces.

- Q Vault performance space is ideal for a ticketed season, between 3 and 5 nights in duration, though we are open to considering shorter and longer seasons.
- In the festival framework shows in Vault should be no more than 50 minutes. Turnaround time between performances will be tight and we programme with approximately 10 minutes to setup and 10 minutes to strike. Limited storage space is available for set pieces in Vault.
- Q Lounge contains **Citizen Q**, our bar and kitchen along with Q Box Office and is open to the public whenever there is a show on at Q. Q Citizen is a perfect space for your preshow or post show hosting during your season.
- Q runs its own booking system and will run the ticketing for your season. All ticketing fees (inside and outside charges) go back to Q to support us to keep the doors open for independent artists.

HOW IS FRINGE AT Q CURATED

We are open to any genre or artform, scripted or devised as part of **Fringe at Q**; however there are fundamental things to keep in mind.

We believe in presenting a contemporary and professional programme that responds to the

rich multiplicity and diversity of Auckland and resonates with our physical and spiritual home, Tāmaki Makaurau. Q aims to provide a platform from which to experience shared humanity through storytelling that connects and stimulates. We work with makers who are committed to the performing arts and dedicated to creating current, relevant and inclusive projects with purpose through best practise.

- **Context and clarity of ideas.** Tell us what you're doing, who it's for and why you're making it. Be specific. What are the audience going to see or experience? There is no need to keep anything secret from us.
- **Bar-raising.** Q is a professional venue. We are looking for high quality presentations that raise the bar.
- **Deliverable.** We are looking for exciting projects with realistic expectations. Vault shows must be able to share and double bill, as per the festival framework.
- **Audience Reach.** We are looking for projects that clearly outline how they will attract an audience within a realistic budget. We're also about pushing boundaries.
- **Marketing.** We will be creating an umbrella marketing campaign that will be heavily digital, so make sure you've got some stunning imagery and content for our digital strategy.

VENUE SPECS



FRINGE AT Q

Vault: 58 seats (plus 1 wheelchair position)

- End On
 - Racked seating block
- Dimensions:
 - Performance Area 6m x 4m
 - Height 3.2m
 - Height to grid 2.4m
- Air conditioning unavailable, fans only. **Q Vault** is a warm venue and not the best for highly physical shows.

Further specs and site visits available on request.

WHAT'S IN IT FOR YOU?

Our aim is to make Q spaces as affordable as possible, while still ensuring viability for the venue. Therefore, we package up a rate for Vault shows, to include the basic costs of venue hire, standard equipment, Venue Technician and Show Operator. Once we know what, when and how you want to present your work, Q Production Team will put together a detailed cost estimate for your season. For now, our Indicative **Fringe at Q Rate Card** is available below, so you can get a feel for the broad costs.

As part of Vault packaged rates, we offer:

- **A professional venue.** The opportunity to present work at **Q** at a fraction of our standard rates, by using a festival framework (double-bills).
- **Venue Technician (VT).** During pack-in, a VT will help you settle in, keep you safe and help you make the most of our unique spaces. Once seasons are up, a VT is on site to look after the building and keep shows ticking along.
- **Show Operator.** Finding an experienced operator for a show can be tricky, so our packages include an operator. Shows with sound, lights and AV will need to budget for a second operator. You are welcome to bring your own second operator.

All Fringe at Q shows in Vault will receive:

- **Production support.** Tech and production support to help you navigate schedules and equipment.
- **Venue set up and gear.** This includes a general lighting rig to share with the other productions using the space, plus general sound and masking set up.
- **Ticketing and Marketing advice.** Q's Team will help you on the journey, providing advice and useful resources. We can also advise on suitable price points for **Fringe at Q**, based on

previous years' experience.

- **Promotional opportunities.** There are many opportunities available to promote your show at Q including our digital screens on Queen Street and in Q Lounge. You are also encouraged to make the most of our many poster placements around Q.

HOW TO APPLY:

Submissions for **Fringe at Q** open in mid April each year. [Sign up to our industry mail list](#) to be notified when submissions open: eepurl.com/dxbnUf.

If you would like to register your interest now, please email:

Padma Akula
Q Producer | Kaihoutu
padma@qtheatre.co.nz

DEFINITIONS/INTERPRETATIONS:

Best practice: Creative activities, methods and health and safety protocols that are shown to produce the best results.

Curated programme: Carefully chosen and thoughtfully gathering the various artistic voices together to create new meaning or to create/extend a context for their own work.

Double bill: A programme of entertainment with two main items; two different shows scheduled one after the other on the same night. Usually festival programmes are double billed to keep the overall costs low to ensure artist affordability.

Festival Environment/Framework: Where various artists (art, theatre, comedy, circus, music etc.) come together to present their work at a specific time frame under a specific banner, under a specific kaupapa.

High-quality: The strength of the idea; the viability of the process; the experience and ability of the people involved; and the soundness of the budget. Applications that are strong in some, but not all, of the above areas are seen as having potential.

Independent Makers: A play or musical that isn't paying equity wages. It may be a profit share, where you get some money, but it's not necessarily a professional production. Sometimes called co-op, profit-share or amateur theatre.

Inside charges/Outside charges: An inside charge is included in the cost of the ticket and could be considered the ticketing organisation's income for the service offered, whereas an outside charge is in addition to the cost of the ticket and usually reflects the cost of service associated with the customer's purchase method i.e. booking fee.

Theatre: Theatre includes both classical and contemporary theatre, and all genres such as comedy, drama, physical theatre, devised theatre, street theatre, musical theatre, circus, puppetry and mask.



2022 FRINGE AT Q RATE CARD

Our aim is to make our spaces as affordable as possible, while still ensuring the viability of our venue. The **indicative** packaged rates below include the basic costs of venue hire, standard equipment, Venue Technician and Show Operator. For successful

artists, once we know **what, when** and **how** you want to present your work, we will put together a **detailed cost estimate** for your season.

VENUE	VENUE USE	PACK IN	LENGTH OF SEASON	PACKAGE COST
Vault	Ticketed performance	1 day (8 hours)	5 Performances	\$1,100.00+GST
Lounge	Non-ticketed (Free) event or performance	<i>Dependent on requirements and any other activity</i>	<i>Dependent on requirements and any other activity</i>	<i>All charges TBC (minimal)</i>
Visual Art	E.g. Red Wall and/or Window Installation	<i>Dependent on requirements and any other activity</i>	Throughout Fringe at Q	<i>All charges TBC (minimal)</i>

- Due to scheduling conflicts **Fringe** content will not be programmed in Rangatira or Loft in 2022.
- Any public holiday incurs additional costs.
- 2022 Fringe at Q dates 28 Aug to 10 Sep

Important 2022 Dates:

Submissions open: Friday 22 April 2022

Submissions close: Monday 30 May 2022

Applicants Notified: Tuesday 7 June 2022

Fringe at Q start date: Sunday 28 August 2022

Fringe at Q end date: Saturday 10 September 2022

