

Stoff

Stockholm Fringe Fest 2012

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Artists Guidelines

Dear Artist

Due to the successful growth of Stoff in 2011, we have been offered the opportunity to work with even more exciting partners in 2012. This means that the festival will be modified slightly, displaying many new features and 'trump cards'. New to 2012 is the following opportunities:

1) Stockholm Fringe Fest (Stoff) 22-25 Aug 2012 – outdoor and indoor event.

- Trailing artists/street performers
- Youth Performances (age 13-23)
- Stage Performances
- Outdoor Stage Performances
- Outdoor/indoor Installation artists.
- Workshop artist + guest speakers.

2) Young Stoff 22-25 Aug 2012 – outdoor and indoor event

Stoffs program made by artist aged 13-23

- Trailing artists/street performers
- Outdoor/indoor Installation artists

Please note that all performances during this week will be free to the public however your work will be exposed to thousands of people!

3) Pre Stoff festival week 14-21 Aug 2012 – outdoor event.

- Trailing artists/street performers
- Youth Performances (age 13-23)
- Outdoor Stage Performances
- Outdoor Installation artists

This is our warm-up week that last year (Stoff 2011) showcased Stoff talents within other Stockholm festivals and cultural operators.

4) Stoff @ Pride Aug 2012 – outdoor event.

<http://www.stockholmpride.org/en/>

- Acts that are suitable for a "float" during the parade.
Please note this event is yet to be confirmed.

In 2011, many artists chose to partake in all festival components and some groups chose just one event that they felt was suitable for their work or was all the exposure they wanted.

We know that it may be hard to decide this early exactly how intense you would like your Stoff experience to be and how financially viable it is, but we do urge you to indicate your wishes to us in your application. We will then work together with you, and do everything in our power to make them possible!

These guidelines have been created to help you through the application process. Over 822 artists applied to Stoff 2011 and our aim has been to improve our application process to be able to accommodate even more eager artists this year. Thanks to the feedback we have had, we have decided to carry out a few changes from start to finish which we hope will enhance the complete Stoff experience for everyone involved.

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Before you begin your Stoff journey, it is important that you familiarize yourself with the festival format and our ethos. This will help you shape a realistic approach to what you want out of your Stoff experience.

Stoff is working hard on getting as environmentally aware as possible and this means that we now only accept online applications.

For those of you just itching to get started on your show for the next years Stoff – and we do recommend you start thinking about it sooner rather than later – here is your guide to the process:

1. Apply online

Stoff are now welcoming applications for the 2012 Stockholm Fringe Fest!

If you want to participate this year, please complete the application form online. Any additional material to support your application (video recordings, pictures, press clippings etc) can only be submitted in electronic form. Upload your pictures and videos to a hosting website of your choice, (create a password lock on the files if you don't want to share them with everyone online), and send us a link.

After submitting your application you can upload two pictures (max 2MB) per artist. You may also upload a project description, CV or similar (not required). Allowed format: .jpg .png .gif .pdf .doc. Name the files according to this format: artist_production_photographer_nr (e.g. Madonna_like_a_paparazzi_1.jpg)

We would suggest that you add links to your social network sites (flickr, tumblr, facebook) in your application so that we can connect and communicate with you more easily.

2. Await application status

Stoff will endeavour to inform all artists within the month following the application deadline if their application has been successful or not. If we feel your application is interesting but needs further clarification/development we will contact you to discuss your project in more detail. The final program line-up won't be announced until April 2012.

The festival jury programming decisions will be based not only on the quality of the work presented but also take in consideration geographical spread of participating acts and the productions genre, also try to maintain an equal spread regarding the participant's gender and age to create a festival that is versatile and multicultural. These are all equally important factors taken into consideration in the selection process.

3. Sign on the dotted line

Once you have been selected, and when the registration details are complete, we would like to have a friendly chat so that we can go through details of your Artist Agreement before signing the contract. We will at this time also discuss your participation at Stoff, (marketing opportunities, performance times, technical details etc) and give you heaps of advice and artist resources.

4. Registration fee

The registration/confirmation fee – which you ONLY have to pay if you selected to participate in the festival - is:

- Stage-based artists: **600SEK**
- Installation/exhibition artists: **200SEK**
- Trailing/street performers: **150SEK**
- Trailing/street performers pre Stoff week 14-21 August: **Free**
- Supermarket Art Fair/Stockholm Pride/Young Stoff: **Free**

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Your registration fee covers a whole lot of administrative, ticketing, marketing and venue costs, as well as ongoing support and advice that are going to make producing a Stockholm Fringe show an absolute dream for you and a fantastic experience for your audience. The fees also cover your participation at the pre-Stoff week, entrance to the exciting VIP opening and the wrap *Fest*.

We don't want you to feel that you can't afford to take part in Stockholm Fringe Fest so we will offer all stage-based artists 70% of the total (fixed) ticket income. You can also be assured that the Stoff team will be putting all our efforts into making sure that all performers will play to a full house and leave with full wallets.

The registration fee is non-refundable unless Stoff 2011 is cancelled by the Organiser.

Revenue

Box office revenue will be paid after the festival accounts office retrieves these funds from the ticketing agency. This process can vary from case to case. Box office revenue will only be paid out once all government required taxes are deducted.

Artist and groups who are exempt from tax need to provide all the necessary documentation to support their tax-free status. ALL ticket income generated in Sweden has to be taxed. Artists who choose to declare their festival revenue as production/participation expenses are exempt from tax.

To be able to claim your expenses, please make sure to retain ALL receipts and travel documents associated with your Stoff participation.

Please contact the Stoff team for further information in regards to the fees.

It is very important that you are prepared for various outcomes of your participation. Many Stoff 2011 shows were free of charge so they didn't generate any income! We suggest you are as proactive as possible if your performance is a trailing or outdoor act. Trailing artists have, in the past, and will also in the future, have a chance to "pass the hat around" to generate income. Stoff won't take any commission on this income.

Some shows sell out, others don't. As an artist you have to be very real about the possibilities of participating in Stoff. The festival is a launching pad for artist. Judging from experience, a show with a high entrance fee will be harder to fill than a free of charge show.

Installation/exhibition artists won't receive commission but will have the opportunity to market (and sell) their work to a wider audience as everyone who visits Stoff will be exposed to their work. We will also have a donation station for 'contributions of appreciation' of your work. This will be split between all contributing installation/exhibition artists. Stoff won't take any commission on this income.

Putting on a performance at Stoff 2011 led many artists to their first broadcast media (TV) appearance or a feature article or review in one of the leading national newspapers. The gain from such publicity can be far-reaching. The festival is also a breeding ground for new collaborations and exchanges between new and more experienced industry people.

We are currently working with several international partners and we would recommend that you contact your representatives (embassy + cultural institute) in Stockholm so that we all can work together in getting your show to Stoff.

Many funding application deadlines run out by the end of 2011 or at the very start of 2012. Applying for government funding is a slow and bureaucratic process. Once selected our team will issue you with a official letter of invitation. We are happy to answer questions from and keep a dialog with your sponsors/ funding body. If a sponsor/funding body commits to supporting a Stoff 2012 artist

before the program-printing deadline, they have a chance be featured in the publications as an official Stoff 2012 partner.

5. Marketing

All performers will feature in the Festival program, on our website and in our event marketing. However, we do recommend that you also lead your own marketing strategy. Stoff will obviously assist you in this and have plenty of resources that we will share with you. To give you an idea, here are a few tips:

- You are encouraged to create online content for your particular show where you put up pictures, videos or just some simple info about your show. This can be done on *Facebook*, *tumblr* and other similar sites.
- Start your page at the earliest possible production stage and run a blog or diary of the journey your work is being taken on.
- Stoff will help boost the number of visits to your page by including your show page in the festival status updates.
- Having your own homepage helps to promote your work as well. Create a tour poster and a promotional flyer for your show. If you can, print a t-shirt with your show name or logo on it!

Stoff holds an archive of good promotional ideas. Should you be interested in getting some advice or ideas please do let us know! Marketing hints and guidelines will be e-mailed at a later date.

Remember that it is your responsibility to be visible! Stoff promotes all the artists together so the buzz created around your individual work can only be done by you!

6. Tech and props.

Stoff will only provide the bare essentials of technical equipment (sound and light). If we have plenty of prior notice, we will do what we can to help you source any more specific items locally. We would suggest that bring your own technical manager or we can help you hire someone in Stockholm to do this for you. Please let us know as soon as possible if you would like some help with this. All artists are responsible for bringing their own make-up, cleansing products etc, costumes and props. Stoff venues have very limited storage facilities and the artist is expected to care for their props and costumes between their performances.

Artist lounges and spaces will be provided. Although we have venue security in place, neither the festivals nor the venue management can take any responsibility or items left in these spaces.

7. Socialise

A good way of keeping in the loop with everything that is going on is to sign up to our newsletter *Hot Stoff!* It will give you continuous updates on the festival, opportunities and loads of other fun stuff. We are now also up and running on *facebook*, *twitter*, *myspace*, and *Tumblr*. We would love you to mingle with us in these networks. Email hotstoff@stockholmfringe.com and sign up today!

Be social, be visible! Many journalists follow our online activity.

FURTHER INFORMATION ABOUT STOFF

Stockholm Fringe Fest (Stoff) is a performance and art festival that aims to support and promote cutting-edge theatre-making. The festival is foremost focused on promoting artists who have not yet found their feet in the industry. However, we do also welcome submissions from established groups/individuals who promote innovation in their dramatic work.

Stoff are welcoming applications from both groups and individuals whose work concerns and explores the possibilities of theatre, art and performance-making. The work should be questioning conventional artistic forms and show clear proof of innovation in their creative progress. Stoff are also welcoming submissions from installation artists (sound, light, video, photo, still, painting etc) who show clear proof of innovation in their creative progress.

Still got questions?

Don't forget to check out the other areas in the *Perform* page on our website and if you can't find the answer you're looking for then get in touch with us: artist@stockholmfringe.com

We wish you all the luck in your application and look forward to hearing all about your work!

Warm wishes

Team Stoff