



## CALL FOR PARTICIPATION 16 January - 1 February 2020

In January 2020 the first Fringe Festival on the Pan-Arabian Peninsula will be held as the Sharjah International Fringe takes place. The Fringe is being produced on behalf of Shurooq by UAE-based Dolphin Creative, in partnership with South Africa's National Arts Festival.

Spread across multiple venues in the Emirate of Sharjah, the new Fringe will focus exclusively on work for families and young people – across all genres: theatre, dance, music, illusion, puppetry and comedy. This is an open call to artists wishing to stage their work on the Fringe, which will operate on a selected programming model.

**Closing date for submissions:** 30 September 2019

**Selection process and contracting:** 30 September - 31 October 2019

**Bookings open:** 16 December 2019

**Enquiries:** [proposals@sharjahfringe.com](mailto:proposals@sharjahfringe.com)



## WHAT WE'RE LOOKING FOR

We're specifically looking for between 40 and 60 productions, targeted at young people and families, that will inspire a love for live performance, theatre and entertainment in our audience. We're looking for work that astounds and delights, and that will help us establish the Sharjah Fringe as a destination for high-quality and innovative productions as we create unforgettable moments and lifelong memories.

Work will be presented in traditional black-box performance spaces in both established theatres and pop-up venues. There is also a need for tiny, intimate events and performances that will help us turn Noor Island into a 'Forest of Winder' for audiences of between 6 and 12 years old (and their parents!). The Fringe will also feature a Street Theatre component which will be the subject of a future call for proposals.

## CRITERIA FOR SELECTION

Work chosen for presentation on the Fringe will need to satisfy the following criteria:

- Productions should be focused on young audiences and family groups. While the core focus of the Fringe is the 6 - 15 year old range, there is scope to present work that has an appeal to audiences outside of that range.
- Work can be presented in either English or Arabic or a combination of the two languages
- Productions need to be between 40 and 80 minutes in duration and should have no interval
- Sharjah is a religious society and, as such, work proposed should respect its community standards.
- Productions will be scheduled into venues established for the Fringe, with seating capacity of between 188 and 400 each. The production should require no more than 45 minutes get in time, and 15 minutes strike time.
- Productions applying to participate should read the Venue Specifications section of this document carefully before indicating their preferred venue.
- Productions will have access to basic tech and lighting in their venues. Any special tech requirements and/or special effects should be detailed in the proposal form.

## CURATED PROGRAMME

Apart from the productions selected to participate, the Fringe will be inviting 10 productions to participate on a curated/selected model. Productions so invited would need – apart from the criteria described above – to meet the following criteria:

- Have a track record of performing at other Festivals or Theatres around the world, with strong reviews and audience response.
- Be unique, visually interesting, family friendly spectacles that are artistically strong and innovative.

Productions wishing to be considered for the Curated programme will need to submit a detailed budget proposal. Successful applicants will receive a guaranteed fee offer from the Fringe rather than a box office split.

## DEADLINE

The deadline for submissions is 30 September 2019. Productions selected will receive offers by 31 October 2019. To submit a proposal please complete the form at [www.sharjahfringe.com](http://www.sharjahfringe.com)



## SOME CRITICAL INFORMATION:

### REGISTRATION AND VENUE HIRE

Each production will be required to pay a registration fee of AED200 (approx. US\$54)

Each production will be charged a venue hire fee which varies for each venue, depending on the venue capacity, of between AED100 and AED150 (US\$27 – US\$40) per performance. This venue hire fee includes the cost of hiring the venue, a two-hour tech rehearsal slot per run, the provision of all tech in that venue as per the Venue Specifications, and the services of two sound/lighting operators. Additional rehearsal slots and equipment may attract additional costs.

### BOX OFFICE SPLIT

Box Office revenue from the performances will be split as follows:

- 75% shall accrue to the artist
- 10% shall cover ticketing commissions and overheads
- 15% shall accrue to the Fringe

### VENUE CAPACITY

Fringe venues have a capacity of between 188 and 400

### NUMBER OF PERFORMANCES

Artists selected to perform will be offered between 6 and 12 performance slots over the course of the Fringe.

### TICKET PRICES

Productions have the leeway to set their own ticket prices within the Fringe range – which is AED30 – 50 (US\$ 8.17 – US\$13.61) per full price ticket.

### CONCESSIONS

A 10% concession will automatically be applied to the full ticket price for groups of 10 or more and for audience members below the age of 12

### COMPLIMENTARY TICKETS

Complimentary tickets will be reserved by the Fringe to use for Media, Sponsors and/or VIPs. The number of tickets reserved for each performance shall EITHER be 10% of total capacity or 20 tickets, whichever is the lesser amount. Companies may request additional complimentary tickets for their own use.

### PERFORMING BURSARIES

Artists wishing to participate may request to be considered for a Bursary to assist with their overheads – flights, per diems and accommodation. The maximum amount that can be applied for is AED 10 000 (US\$2 700) per Company and awarding of such bursaries is at the discretion of the Fringe.

### MARKETING

Participating productions will form part of the Sharjah Fringe marketing plan. As part of your registration fee you will have access to our marketing platforms - direct marketing to schools, digital poster screens at venues and box offices, social media and traditional PR. Productions will be expected to provide a marketing pack containing material that can be used by the Fringe to market their work. Flying and paper posters are restricted in Sharjah.

## OTHER INFORMATION:

When doing your planning and budgeting, take note of the following:

- **Flights** - The cheapest route to Sharjah is to fly in to Dubai. Sharjah is about 45 minutes from Dubai airport.
- **Hotels** - when seeking accommodation, we suggest you look in the vicinity of Al Qasba and Al Majaz both of which are a comfortable walking distance to Fringe venues. You should budget about US\$40 - \$90 per person per night depending on the level of accommodation you require. Airbnb options are also available in Sharjah.
- **Meals/Per diems** - obviously this varies from person to person, but around US\$45 per person per day should suffice for lunch and dinner
- **Taxis/Cars** - once you are in Sharjah you probably won't need a car of your own. Taxis abound and there is an Uber-like service locally

## OPPORTUNITIES FOR PRODUCERS

The Sharjah Fringe is looking for Producers who wish to participate in the Fringe on a slightly different basis to individual artists. Specifically we are looking for:

- Producers who wish to bring a selection of 3 -5 productions to participate in the Fringe. These productions will be selected and contracted individually, however we will engage with the producer to establish a single registration fee and discounted venue and other hire costs.
- We have access to a number of venues outside of those detailed in this document. These include halls and amphitheatres, both indoor and outdoor, with seating capacity of up to 2 000. They are suitable for comedy gala nights, music performances or other large-scale productions requiring big performance spaces and not be subject to tight Fringe turnaround times. We are open to proposals from Producers who wish to stage events in these venues. These could be short-run performances, once-off gala and special events, or a full season of work. They would be presented, marketed and ticketed under the Fringe umbrella, but a contract for each such event would be negotiated separately and individually with the Producer.

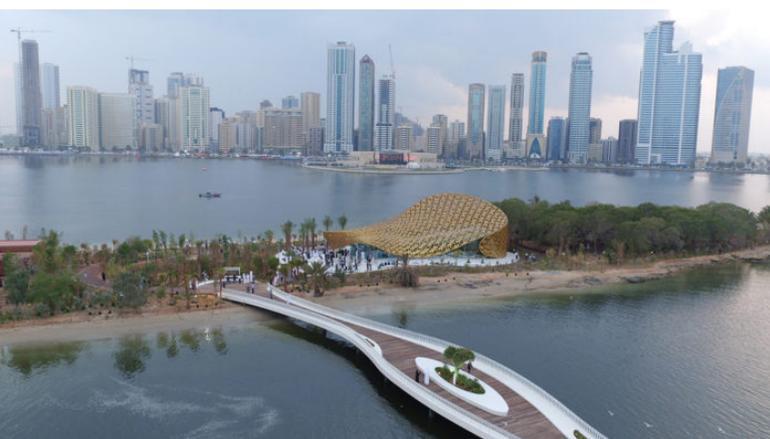
## AL NOOR ISLAND

Al Noor Island is one of the venues detailed in this document, but requires very specific types of work and a different approach from the Fringe model.

The island is easily accessible from the Fringe Hub at Al Majaz, and is a 4.5km<sup>2</sup> area of wooden walkways, trees, gardens and seating areas. Our vision is to convert it to a 'Forest of Wonder' which patrons enter to discover and experience a wide variety of performances and events as they wander around the island for an hour or two. It lends itself to storytelling sessions, magic shows, puppet shows, workshops, low-key acoustic music performances and other ambient entertainment/performance art aimed at a young audience. In keeping with the surroundings, productions here should cater for small, intimate audiences and should not rely overly on amplification or complicated tech.

We would love to receive proposals from artists, producers or companies wishing to present work or performances in this space.

Artists performing on Al Noor Island would receive a flat fee for their participation rather than a box office split. Submissions need to include a fee proposal. Artists who are applying to do "regular" Fringe performances may wish to consider adding in some slots working on Al Noor in between performances of their Fringe show.



# VENUE SPECIFICATIONS

The Sharjah Fringe will establish and operate a total of 5 venues spread across three main hub areas in Sharjah. All venues will be ticketed and will have food and beverages on sale throughout the Fringe.

## 1. AL QASBA THEATRE

### Venue Specification:

- 250 seats
- Permanent Theatre with Climate controlled auditorium
- Stage dimensions: 8m x 5m (w x d)
- Grid Height: 3.5m
- Stage elevation: 650mm

The Al Qasba Theatre is a permanent venue situated on the second floor of the Al Qasba complex. The venue is accessible by means of a small passenger lift or a single stairway but has no service elevator or separate loading facilities

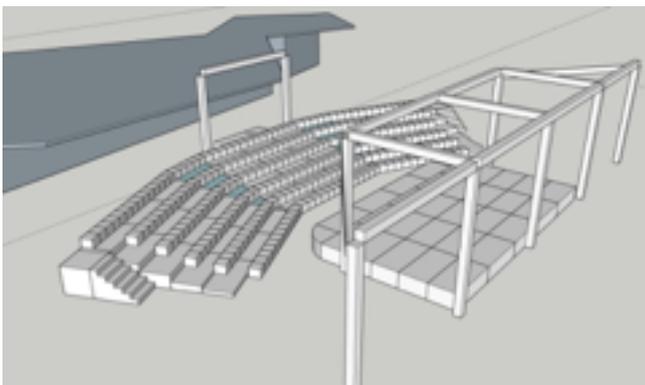
The venue has 220 padded cinema style seats with room to accommodate 30 VIP seats in front row of the auditorium. The auditorium has climate control and is capable of a complete black out.

The stage has a shallow arc thrust with limited wing space and no rear stage. Overhead hanging is limited but points can be made available. There is no fly tower or grid cavity.

The venue is most suited to small scale theatre productions, sketch comedy or stand up.



## 2. AL QASBA POP UP VENUE



### Venue Specification:

- 188 seats
- Temporary Theatre
- Site on paved surface
- Stage dimensions: 6m x 8m (w x d)
- Grid Height: 5m
- Stage elevation: 750mm

The Al Qasba pop up venue is a temporary stage and seating structure that makes use of the site that formally housed the Eye of the Emirates. The box office and Front of House facilities will be housed within the existing site structure with the stage and auditorium seating on the paved area.

The stage and auditorium will be shaded but not enclosed and will include no climate control. A complete black is not possible. Ambient light will be able to be limited but not excluded after sunset. The auditorium will have 188 temporary padded seats or 168 seats with 15 VIP seats in the front row. Neither the stage nor auditorium will have climate control

The temporary stage has a square thrust with a fixed overhead grid with limited load bearing. The stage is in close proximity to a major roadway. The use of microphones for speaking roles is recommended. The venue will be best suited to mid-scale children's theatre, certain types of circus and revue performances, contemporary dance, comedy and music performances.

### 3. AL MAJAZ POP UP VENUE 1

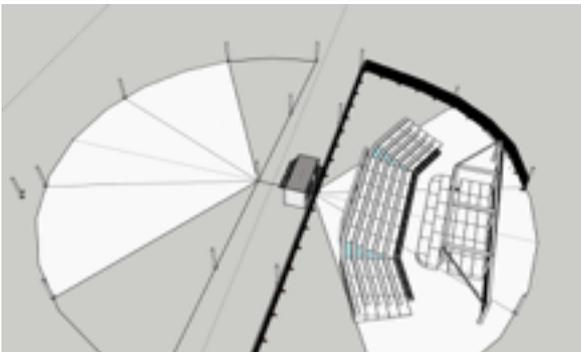
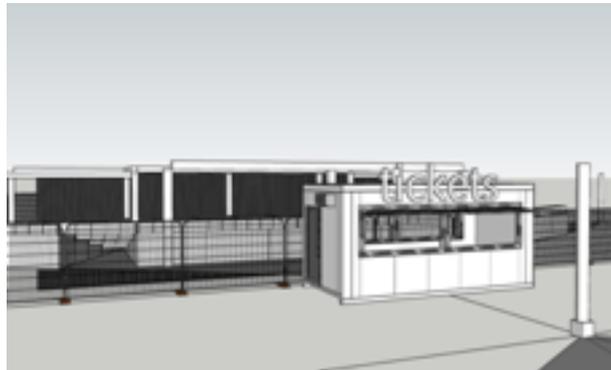
#### Venue Description:

- 312 seats
- Temporary Theatre
- Site area paved with permanent shade covering structure
- Stage dimensions 10m x 8m (w x d)
- Stage Elevation 650mm
- Grid Height 3.5m

The venue will be located in Al Majaz Park in the paved and shaded area between the miniature golf course and the Water Park. The venue will have a temporary box office structure and temporary ablution facilities.

The venue will seat 276 patrons with 36 VIP seats. The stage and auditorium will be shaded but not enclosed. A daytime blackout will not be possible and while ambient light at night can be somewhat controlled, it can not be totally eliminated. Neither the stage nor auditorium will have climate control.

The venue is close to a busy roadway but is shielded by vegetation which serves as a natural buffer. Amplification of spoken voices will be recommended. The temporary stage has a square thrust with a fixed overhead grid with limited load bearing. The venue will be best suited to mid-scale children's theatre, certain types of circus and revue performances, contemporary dance, comedy and music performances.



## 4. AL MAJAZ POP UP VENUE 2

### Venue Description:

- 400 seats
- Temporary Theatre
- Site area part paved part grass
- Stage dimensions 8m x 8m
- Grid Height 5m
- Auditorium width 35m
- Run to control room 40m

AL Majaz Pop Up Venue 2 is a temporary theatre housed in a enclosed tent with climate control. The venue will seat 400 patrons with no VIP seating available. The venue will be able to have a partial blackout during the day and a complete blackout after sunset.

The stage will be a classic black box with a fixed overhead grid with a limited load capacity that can be catered to a production's requirements.

The venue will be suited to mid-scale productions of theatre and contemporary dance, circus, revue, music and comedy performances. The kind of structure envisaged is illustrated with the following examples of similar spaces:



## 5. AL NOOR ISLAND

### Venue Description:

- Site Specific Performance and installation
- No seating
- 50 pax in promenade
- Site Size 4.5km<sup>2</sup>

All Noor Island is botanical garden with a butterfly breeding facility on an island in Lake Khalid. The island has a network of wooden walkways that link the various habitats of the garden. There is a covered informal seating area and an open play ground.

The venue is ideally suited to story readings for young children and performances of up to 50 people in promenade.

The Island has both architectural and ambient lighting.

