



# WELCOME TO ARMY AT THE FRINGE

WE FIRST OPENED OUR DOORS IN HEPBURN HOUSE IN AUGUST 2017 WITH AN AMBITION TO SPARK CONVERSATIONS ABOUT WHO WE ARE, WHAT THE BRITISH ARMY IS, AND WHAT IT STANDS FOR IN 21ST CENTURY SOCIETY. SINCE THEN WE HAVE BECOME A WELCOME ADDITION TO THE EDINBURGH FRINGE FESTIVAL, BUILDING A CONSIDERABLE REPUTATION FOR INNOVATIVE AND ENGAGING PROGRAMMING OVER THE LAST FIVE YEARS.

OUR VENUE IS THEMED BIENNIALLY AND HAS A FOCUS ON NEW WORK WE'RE DELIGHTED TO SHARE THAT OUR THEME FOR 2024 WILL BE:

**DIFFERENT VOICES, ONE TEAM**

A CELEBRATION OF THE DIVERSE VOICES AND PERSPECTIVES WHICH MAKE UP THE MODERN MILITARY.

WE'RE REALLY GLAD THAT YOU'RE INTERESTED IN PRESENTING WORK WITH US, AND HOPE THAT YOU CAN JOIN US IN AUGUST!





# WHAT WE'RE LOOKING FOR

WE ARE PROUD TO BE A VENUE DEDICATED TO NEW WORK AND ARMY RELATED STORIES.

WE DEFINE NEW WORK AS SHOWS THAT ARE:

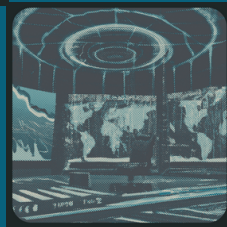
- NEW TO THE EDINBURGH FRINGE
- ORIGINAL WRITING OR ORIGINAL ADAPTATION
- PRODUCED WITHIN THE LAST TWO YEARS IN THE UK OR LAST FIVE YEARS INTERNATIONALLY

WE'RE LOOKING FOR PRODUCTIONS THAT ENGAGE WITH OUR THEME AND THAT EXPLORE ARMED CONFLICT IN GENERAL. THIS MIGHT BE THROUGH A GEO-POLITICAL LENS, OR THROUGH THE PERSONAL TESTIMONIES OF SOLDIERS AND CIVILIANS AFFECTED BY WAR. PRODUCTIONS CAN SPAN SPACE AND TIME; LAST YEAR WE HOSTED AN IMMERSIVE SHOW SET IN THE NEAR FUTURE THAT EXPLORED AI WARFARE, AS WELL AS A MULTI-LINGUAL PLAY SET IN 1940S HONG KONG. ULTIMATELY THOUGH, THE SHOW NEEDS TO SPEAK TO TODAY'S AUDIENCES AND ENCOURAGE CONVERSATION AND REFLECTION ABOUT THE PLACE OF THE BRITISH ARMY IN THE 21ST CENTURY.

IF YOU HAVE A SHOW THAT:

- ENGAGES WITH THE ARMED FORCES IN SOME WAY
- TIES INTO OUR THEME THIS YEAR
- IS 50-60 MINUTES IN LENGTH

THEN WE WANT TO HEAR ABOUT IT!



# OUR VENUE

## ARMY @ THE FRINGE

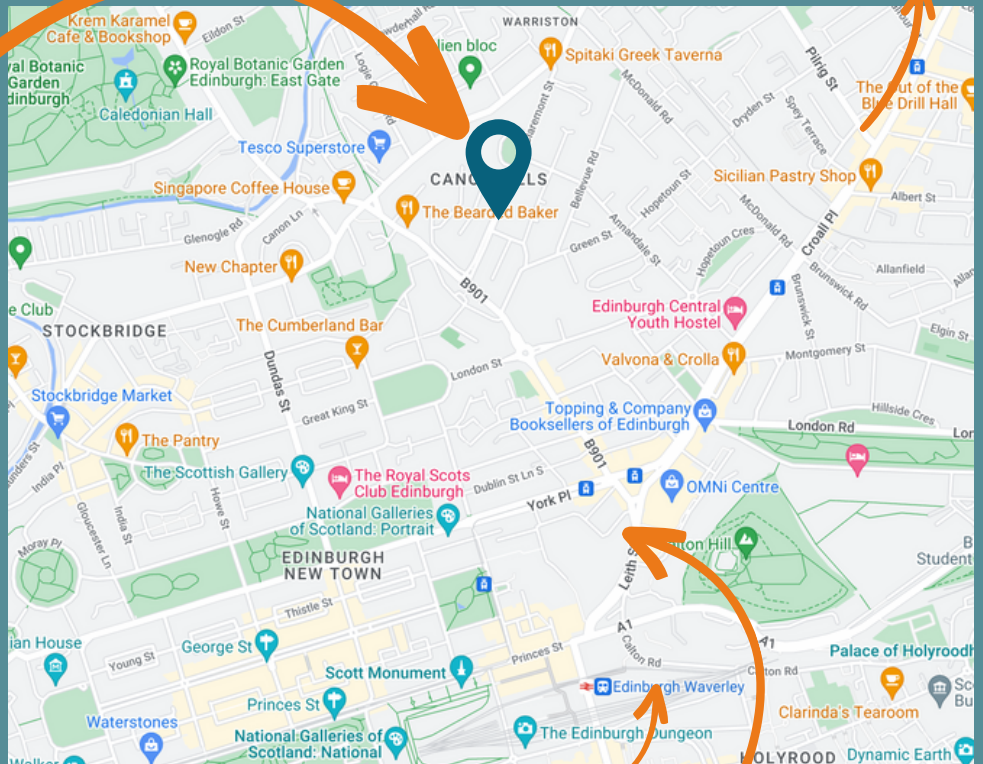
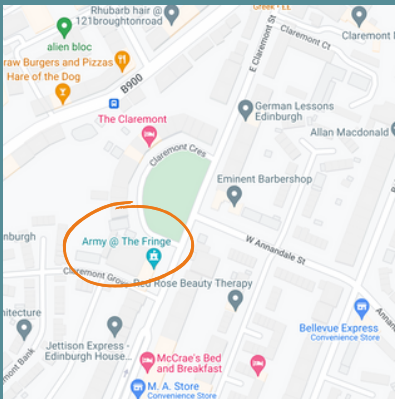
HEPBURN HOUSE

89 EAST CLAREMONT STREET

CANONMILLS

EDINBURGH

EH7 4HU



20 mins from Edinburgh Waverley Station

15 mins from St James Quarter

## FRONT OF HOUSE

OUR BUILDING HOSTS TWO PERFORMANCE SPACES, A LICENSED BAR AND WORKSHOP SPACE, AN OUTDOOR BAR SPACE, A VENUE BOX OFFICE AND TOILETS. THE VENUE IS MANAGED BY A PRODUCTION TEAM MADE UP OF BOTH CREATIVE PROFESSIONALS AND MILITARY PERSONNEL AND IS STEWARDED BY A TEAM OF OFFICER CADETS. OUR VENUE BOX OFFICE IS FULLY LINKED TO THE FRINGE BOX OFFICE ALLOCATION AND AVAILABLE IN-PERSON DURING THE VENUE OPENING HOURS. HERE, WE CAN OFFER ON-THE-DOOR DISCOUNTS AND DEALS SHOULD YOU WANT TO ADD THEM THROUGHOUT YOUR TIME WITH US.

## A@TF VENUE PASS

AS AN ARTIST WITH ARMY AT THE FRINGE, YOU WILL BE ISSUED A VENUE PASS WHICH WILL GET YOU FREE TICKETS TO ANY OTHER A@TF SHOWS CONSIDERING THEY STILL HAVE SEATS AVAILABLE.



# OUR SPACES

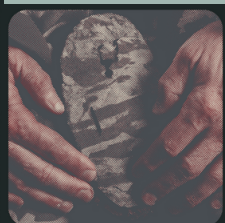
WE OFFER TWO FULLY FITTED-OUT, LICENSED THEATRE SPACES WITHIN OUR VENUE: THE BAND ROOM AND THE BRIEFING ROOM.

OUR ONSITE TEAM WILL WORK WITH YOU TO MAKE YOUR TIME WITH US IN EDINBURGH SMOOTH AND SUCCESSFUL. INCLUDED IN YOUR DEAL IS OPTIONAL SUPPORT FROM OUR IN-HOUSE TECHNICIAN TEAM TO PLOT AND OPERATE SOUND AND LIGHTING DURING YOUR GET-IN AND PERFORMANCES. OUR STAGE TEAM WILL ALSO SUPPORT YOU WITH DAILY CHANGEOVERS WHICH ARE SCHEDULED TO TAKE 30 MINUTES.

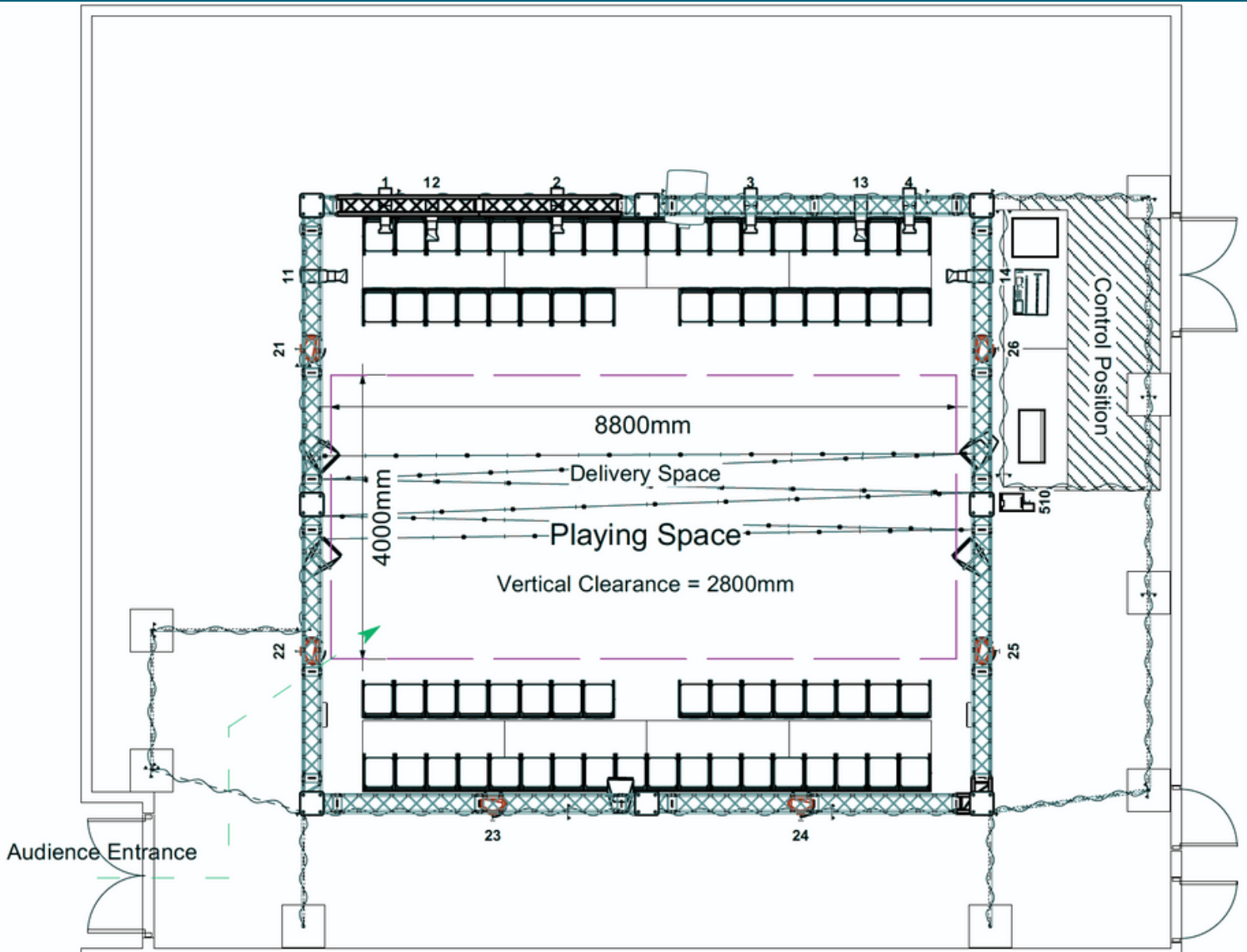
ARTISTS WILL HAVE ACCESS TO A SHARED GREEN ROOM, CHANGING ROOMS AND STORAGE SPACE FOR SET/PROPS/COSTUME.

NB. INDICATED MODELS/TYPE OF KIT ON THE FOLLOWING PAGES MAY VARY, FOR SPECIFIC TECH REQUIREMENTS PLEASE GET IN TOUCH

THE BRIEFING ROOM	THE BAND ROOM
30 SEATS	60 SEATS
4MX2M	4MX8.8M
END ON	END ON/TRVERSE
SUITED TO WIPS AND SMALL CAST SHOWS	SUITED TO LARGER SCALE AND FINISHED PERFORMANCES



# THE BAND ROOM

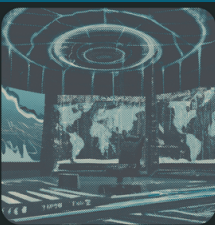


## PLAYING SPACE

MEASURES 8.8M WIDE BY 4M DEEP IN BOTH END ON AND TRAVERSE CONFIGURATIONS. IT IS SURROUNDED BY A TRUSS STRUCTURE, WITH A VERTICAL CLEARANCE OF 2.8M WITHIN THE STRUCTURE.

**CAPACITY:** 60

**FLOORING:** DARK BLUE COMMERCIAL CARPET





## **LIGHTING PACKAGE**

- ETC ION LIGHTING DESK
- DIMMABLE FESTOON HOUSE LIGHTS
- 6 ROBE ROBIN 800 LED WASH
- 4 ETC COLORSOURCE FRESNEL (2 FOCUSED FOR EACH CONFIGURATION)
- 4 ETC COLORSOURCE SPOT LED W/ 26 DEGREE LENS
- 1 LOOK SOLUTIONS UNIQUE 2.1 HAZER

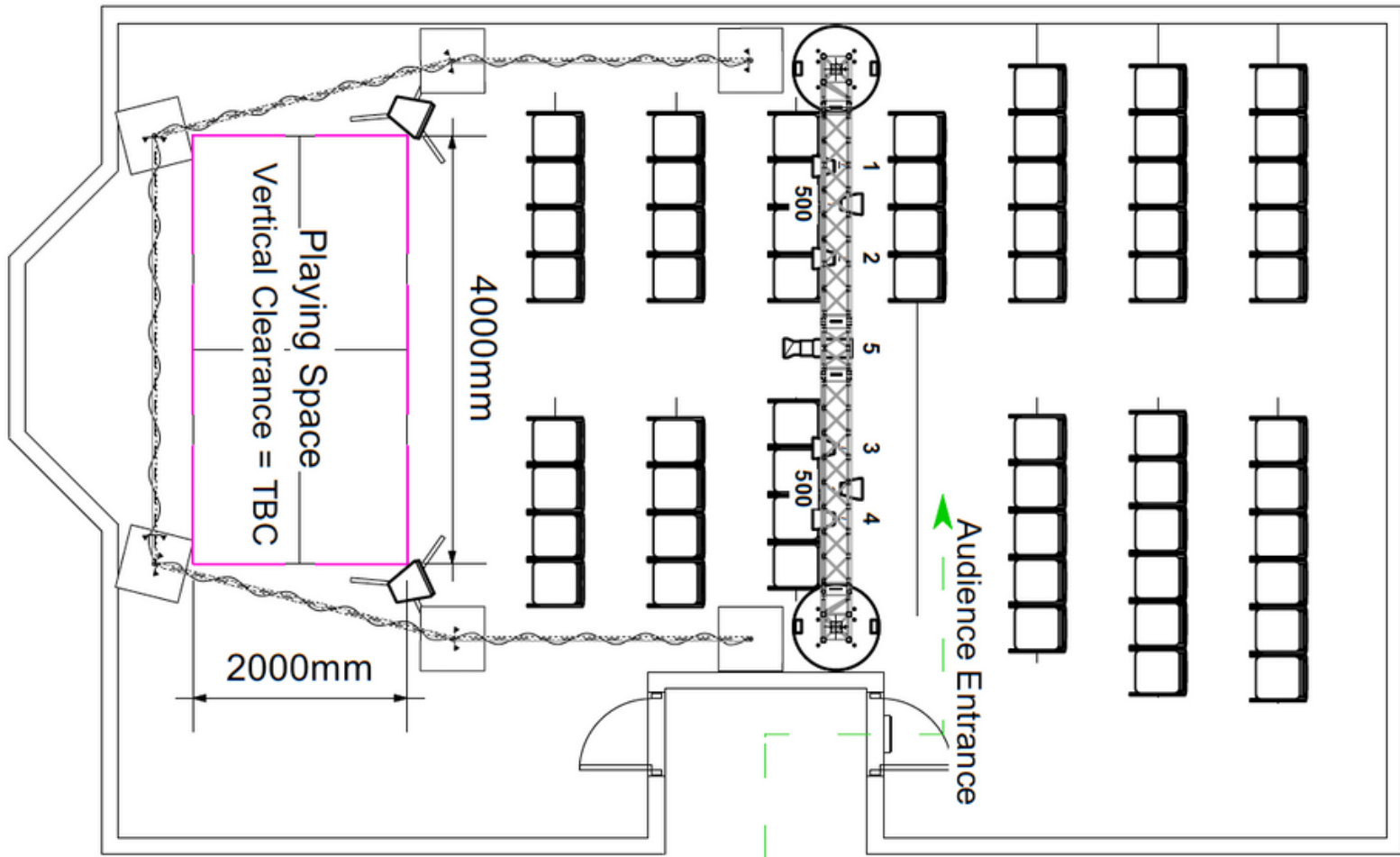
## **AUDIO PROVISION**

- YAMAHA QL1 DIGITAL MIXER
- PA SYSTEM: 5X 12" EMS 121 LOUDSPEAKER, 1X 15" EMS 115 SUB, 1X QLAB MACHINE WITH AUDIO LICENCE
- FEEDS: FOR END ON PERFORMANCES: STEREO, CENTRE AND SUB / FOR TRAVERSE PERFORMANCES: STEREO AND SUB

**LIMITED PROJECTION, AVAILABLE BY PRE-ARRANGEMENT ONLY**



# THE BRIEFING ROOM



**CAPACITY: 30**

**PLAYING SPACE: 4M WIDE BY 2M DEEP, END-ON CONFIGURATION ONLY**

**DECK HEIGHT: 150MM.**

**FLOORING: BLACK PAINTED STEELDECK.**

**LIGHTING PACKAGE:**

- ETC GADGET LIGHTING DESK OR CHAMSYS MINIWING
- DIMMABLE HOUSE LIGHTS
- 4 ETC COLORSOURCE PAR
- 1 ETC COLORSOURCE SPOT LED W/ 26 DEGREE LENS

**AUDIO PROVISION:**

- ANALOGUE MIXER
- 2X ACTIVE SPEAKERS

**NO VIDEO AVAILABLE**



# WHAT IT ALL COSTS

## THE DEAL

WE OFFER AN 80/20 BOX OFFICE SPLIT IN THE VISITING COMPANY'S FAVOUR (CONSIDERABLY LOWER THAN MOST OTHER VENUES) AND NO MINIMUM GUARANTEE, MEANING YOU KEEP THE SAME PERCENTAGE OF PROFITS NO MATTER HOW MANY TICKETS YOU SELL. THE DEAL INCLUDES TECHNICAL SUPPORT DURING GET-IN AND PERFORMANCES, A MARKETING BURSARY WHICH ARE ALSO BOTH USUAL ADDITIONAL COSTS.

## OTHER COSTS

### EDINBURGH FRINGE REGISTRATION

ALL SHOWS AT OUR VENUE MUST BE REGISTERED WITH THE FRINGE SOCIETY AND THIS REQUIRES A SET FEE. REGISTERING MEANS THAT THE FRINGE CAN SELL TICKETS ON YOUR BEHALF ON THEIR WEBSITE AND IN THEIR BOX OFFICES AS WELL AS GIVING LOTS OF ADDITIONAL BENEFITS.

### INSURANCE

WE REQUIRE ALL COMPANIES TO HAVE PUBLIC LIABILITY INSURANCE TO PERFORM WITH US. THERE ARE LOTS OF SPECIALIST COMPANIES OUT THERE THAT HAVE FRINGE SPECIFIC INSURANCE.

### RIGHTS

YOU MUST OWN THE RIGHTS FOR YOUR PERFORMANCE AND ANY MUSIC YOU USE IN IT (IF APPLICABLE). YOU WILL ALSO NEED TO PAY THE FRINGE PRS FEE IF YOU ARE USING NON-ORIGINAL MUSIC.

### VAT

VAT WILL BE CHARGED ON THE BOX OFFICE SPLIT DEAL, AND ANY OTHER SERVICES WE SUPPLY TO YOU AS A VENUE.



# MARKETING AND PR

AS PART OF YOUR A@TF DEAL, WE OFFER A MARKETING BURSARY OF £1500 WHICH COVERS THE PRINTING OF FLYERS AND POSTERS ALTHOUGH THE RESPONSIBILITY LIES WITH VISITING COMPANIES TO DISTRIBUTE THESE.

ALONGSIDE THIS, WE ALSO OFFER:

- A 60-WORD DESCRIPTION OF YOUR SHOW IN 20,000 VENUE BROCHURES HAND DELIVERED AROUND EDINBURGH BY OUR STREET TEAM OF SOLDIER MARKETEERS
- A PAGE WITH YOUR SHOW DETAILS ON OUR WEBSITE
- INCLUSION IN THE VENUE PRESS RELEASES
- POSTERS AND FLYERS DISPLAYED THROUGHOUT OUR VENUE AND FRIENDS' VENUES
- WEATHERPROOF CORREX POSTER ADVERTS OUTSIDE OUR VENUE
- PR SUPPORT WITHIN WIDER VENUE PR AND THE OPPORTUNITY TO BECOME THEIR CLIENTS FOR A SEPARATE FEE.
- DESIGN SUPPORT FOR MARKETING MATERIALS
- SUPPORT FROM OUR SOCIAL MEDIA TEAM: INSTAGRAM TAKEOVERS AND COLLABORATIVE CAMPAIGN STRATEGY





# GET IN TOUCH

IF YOU'VE GOT A SHOW YOU'D LIKE TO PERFORM AT OUR VENUE, PLEASE GET IN TOUCH BY EMAILING [HELLO@ARMYATTHEFRINGE.ORG](mailto:HELLO@ARMYATTHEFRINGE.ORG) AND WE'LL GET BACK TO YOU AS SOON AS POSSIBLE. IN YOUR PROPOSAL, PLEASE INCLUDE:

**SHOW TITLE AND SYNOPSIS**

**AT LEAST 10 PAGES OF SCRIPT**

**WHY YOU WANT TO PERFORM WITH A@TF AND AN IDEA OF TARGET AUDIENCE**

**PREFERRED PERFORMANCE SPACE, TIME SLOT AND PERFORMANCE WEEK(S)**

**PLEASE NOTE, WE HAVE A LIMITED BUDGET FOR CO-PRODUCTIONS EACH YEAR. IF THIS IS SOMETHING YOU'RE LOOKING FOR, PLEASE STATE CLEARLY IN YOUR EMAIL HOW ELSE YOU INTEND TO FUND YOUR PROJECT AND WHY IT WOULD BE APPROPRIATE FOR A@TF PRODUCTION.**





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ARMY AT THE FRINGE



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