

DEADLINE FOR APPLICATION: 12 MIDDAY MONDAY 15 OCTOBER 2018

Taking place from **Monday 19 – Saturday 24 August 2019**, the Edinburgh Showcase programme will feature some of the most outstanding small and middle-scale productions made in the UK during the last two years which are suitable for international touring.

The primary objective of the Edinburgh Showcase is to develop international opportunities for professional UK artists and companies. We are looking for productions which support our aims to build relationships with other countries through the arts. We also look to meet the interests of international programmers and their audiences. See this link for more information on [what we do](#).

We anticipate the attendance of more than 200 delegates drawn from our international network of performing arts professionals – including key programmers, producers and agents as well as British Council colleagues from overseas.

HOW WE SELECT WORK

The 2019 Showcase will be programmed by a panel comprising UK and international curators and members of the British Council's Theatre and Dance team. It will include 25-30 high-quality productions by both established and emerging companies. It is our intention to construct as diverse a programme as possible and to maintain a balance across genres with an emphasis on the following:

Productions which

- are of exceptional quality
- are export-ready
- are suitable for international markets
- have received positive critical review in the UK
- are ground-breaking in terms of artistic form and/or challenge conventional practice
- explore social issues and global concerns
- can be a catalyst for dialogue and debate
- have been made in the past two years

Artists/companies who

- are working internationally or demonstrate potential to do so
- have a strong track record and peer recognition for their work
- are pioneering or embracing innovative new approaches
- can demonstrate ability and capacity to deliver high-quality activities in support of their productions – e.g. workshops, talks and educational programmes
- are flexible and willing to adapt their work to different markets
- are committed to sharing and learning in different cultural contexts
- reflect the broad diversity of the United Kingdom

In addition there are a number of practical selection criteria:

- Submission of a full-length video (not a show reel or trailer) of your finished production by the application deadline. It doesn't need to be professionally produced
- At least five of your Edinburgh Fringe performances need to fall within the Edinburgh Showcase dates of 19- 24 August with capacity for a majority of delegates to see the work
- On-going availability for international touring for a minimum period of 12 months after the Edinburgh Showcase
- Potential cultural/political sensitivities of the work
- Accessibility of the work
- Technical requirements and adaptability to different markets
- Your administrative capacity for international touring

Please refer to the [Edinburgh Showcase website](#) for examples of work we have previously programmed.

WHAT WE PROVIDE

- An invited audience of international programmers, producers and agents
- Networking and trade events
- Training and mentoring for artists and companies
- On-going support for international touring
- Bespoke VIP box office with agreed ticket allocation for delegates

WHAT WE DON'T PROVIDE

- Performance venues
- Production support
- Funding to present shows in Edinburgh

WHAT TO DO NEXT

Step 1: Complete the [online application form](#)

Please contact us if you require access support in order to apply.

Step 2: Subscribe to the Edinburgh Festival Fringe

Once you have sent us your completed application form, we recommend that you subscribe as a performer to the Edinburgh Festival Fringe to receive information and updates. Visit edfringe.com

Step 3: Source a venue

Your next step will be to source a suitable venue for your production. The Fringe Office will be able to assist you and can help source non-traditional venues where required. When approaching them you should mention that you have applied to be part of the British Council Edinburgh Showcase. We advise all companies to start looking for prospective venues by **January 2019** at the latest.

We will inform applicants of our final programme decision by Friday 15 February 2019.

General contact: EdShowcase@britishcouncil.org

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