



NOVEMBER 13, 2009
FOR IMMEDIATE RELEASE

PRESS CONTACTS

Robin C. Gillette
Executive Director
robin@fringefestival.org
Office (612) 872-1212
Cell (612) 703-6168

Matthew Foster
Communications Director
matthew@fringefestival.org
Office (612) 872-1212
Cell (612) 803-1340

Minnesota Fringe 2010 application available Monday

Festival announces new programs, Midwest Fringe tour circuit

MINNEAPOLIS — Minnesota Fringe releases its application for the 2010 festival Monday. The festival announced new programs and policies today.

The 2010 Minnesota Fringe takes place Thur., Aug. 5 through Sun., Aug. 15, 2010 in Minneapolis and St. Paul. Approximately 160 productions are expected to participate. Last year, a record-setting 46,200 tickets were issued over the 11-day festival.

Applications and a nonrefundable application fee of \$25 are accepted Mon., Nov. 16, 2009, through 5 p.m. Central on Fri., Jan. 29, 2010. The public lottery to determine the festival lineup is Wed., Feb. 17, 2010, at Bedlam Theatre (1501 S. 6th St., Minneapolis).

The application is available for download at fringefestival.org. Shows that are drawn in the lottery pay a \$400 producing fee in exchange for five performance slots in a professional theater, technical and front-of-house staff, ticket sales and promotion.

"This marks the launch of the 2010 season," said executive director Robin C. Gillette. "As soon as Fringe closes in August and the staff has a chance to rest up, we start in on planning the next one."

Regional outreach

To promote the 2010 festival to both artists and audience members, Fringe staff is visiting theater communities outside the Twin Cities metro. This builds on a tour to northern Minnesota Fringe staff members made last winter.

"We're heading to Wisconsin, Iowa and all over Minnesota," said Gillette. "A huge number of people create performing arts in the Upper Midwest, and we want them to participate in our festival."

Minnesota Fringe also is participating in the first touring application for U.S.-based Fringes. Four Midwestern festivals—Kansas City Fringe Festival, Minnesota Fringe Festival, Indianapolis Theatre Fringe Festival and Chicago Fringe Festival—created a touring circuit for artists who want to participate in all four festivals.

Two touring applications will be selected by lottery in Minneapolis on Fri., Jan. 8, 2010. The tour application is available at fringefestival.org.

CONTINUES

Producer education

For 2010, Fringe is increasing its educational efforts for producers. In addition to expanded staff time for one-on-one help for individual producers, Fringe and Springboard for the Arts are organizing an all-day conference for producers of small theater. Anyone may register for the conference.

"The goal is to teach our producers how to make a show a reality," Gillette said. "Fringe is a fantastic way for first-time producers to get their feet wet, but we want to make sure our participants walk away feeling like they've learned enough to do it again outside the framework of the festival."

To that end, Fringe is introducing two new programs: First Steps for new Fringe producers and Next Steps for producers with more Fringe experience. Both programs offer additional training and guidance for participants. First Steps includes a mentorship program with a more established production company and Next Steps provides support to companies as they pursue production beyond Fringe.

Participants in both programs are selected by lottery from a pool of eligible companies.

"Fringe is growing in many ways," said Gillette. "The festival itself feels like it's the right size, so instead of making it bigger we've been ramping up our year-round activities to strengthen our support of artists and expansion of audiences."

To support the increasing number of activities, Gillette said, staff member Jeff D. Larson is now the organization's associate director. The 2010 festival marks Larson's 12th anniversary with the festival. He was previously director of sponsorships and production and is a graduate of University of Minnesota, Carlson School of Management and Lincoln Center Directors Lab.