



# National Arts Festival Grahamstown

28 June to 8 July 2012

**national  
arts  
festival**

## FRINGE EXHIBITIONS INFORMATION BOOKLET

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## 2012 FRINGE EXHIBITIONS INFORMATION BOOKLET

*When completing the Registration Form please do so in conjunction with this booklet. Questions in the form and the booklet run in sequence. Remember this Information Booklet forms part of the Fringe contract. When you sign the contract you accept all the conditions and regulations laid out in this document. In order for the Fringe to run smoothly please complete the form in as much detail as possible and pay the requisite fees by the due dates.*

If you have any queries or require any assistance, please do not hesitate to contact the Fringe Office:  
Tel: 046 603 1103 / Fax 046 622 3082 / Email: [fringe@nationalartsfestival.co.za](mailto:fringe@nationalartsfestival.co.za)

### COMPLETION OF THE REGISTRATION FORM

**QUESTIONS 1 TO 4** – self-explanatory

#### **QUESTION 5 – BANKING DETAILS**

Please provide your banking in order that we can refund you your damages deposit (or part thereof) at the conclusion of the Festival. Please note that the damages deposit will only be refunded to you if the venue is in as good a condition as it was when you received it, and once both you and the Art Assistant have signed off the check-sheet.

#### **QUESTION 6 – DEMOGRAPHICS**

We are required by our funders to provide demographic information on all Festival participants, and appreciate your completion of this section.

**QUESTION 7 – ART MEDIUM** – self explanatory

#### **QUESTIONS 8 to 10 – FESTIVAL VENUES**

Please do not expect gallery conditions! The Fringe exhibition venues are classrooms, and community and church halls that are rented from institutions in Grahamstown. There are three main Fringe Exhibition Centres where a number of artists are allocated spaces. Each artist is given a key to their room and is responsible for opening and closing their venue daily. The exhibition venues have security at night but you are responsible for ensuring that your room is locked each

evening. You are also required to adhere to all safety requirements specified for your venue as required by local, regional and national statutory bodies.

Please indicate the number of works you would like to present, the average size of your work, the manner in which you would like to hang paintings, drawings, photographs etc. (if applicable), and the approximate space you will require (minimum and maximum). This information is required so we can identify the type and size of venue that would be most suitable for your exhibition.

If you have exhibited on the Fringe previously or if you know the venues that are usually used for Fringe exhibitions, you are welcome to request a preferred venue. Please note however that we cannot guarantee we will be able to accommodate your preferences. You can view drawings of exhibition venues and photographs (if available) on our website – [www.nationalartsfestival.co.za](http://www.nationalartsfestival.co.za). Please note that some venues are pre-booked so your preferences may not be available.

**EXHIBITION VENUES:** Note: This is NOT a comprehensive listing

Venue	Room size	Height	Approx cost per day
Carinus Annex – Room A	12.5 x 6m	2.9m	R 250
Carinus Annex – Room B	6 x 5.5m	2.3m	R 250
Carinus Annex – Room C	7 x 7.5m	2.3m	R 250
Carinus Annex – Room D	12 x 5.5m	2.9m	R 250
Carinus Annex – Long Room	9 x 3m	2.5m	R 200
Carinus Annex – Sculpture Room	12.8 x 12m	2.5m	R510
Carinus Annex – Staff Room	4.6 x 3.9m	2.5m	R 200
Carinus Annex – Back Room (x2)	5.7 x 3m	2.5m	R 190 ea
Steve Biko Building – Oppidan Dining Hall (x6)	6 x 4.5m	2.9m	R 300 ea
Steve Biko Building – Seminar Room 1	16 x6m	2.6m	R 500
Steve Biko Building – Seminar Room 2	8.5 x 6m	2.6m	R 350
Steve Biko Building – Seminar Room 3	8.5 x 6m	2.6m	R 350
Steve Biko Building – Seminar Room 4	8.5 x 6m	2.6m	R 350
Oatlands School – Classrooms	Various – Avg: 6 x6m	2.5m	R 190 ea
Victoria Girls High School – Classrooms	Various – Avg: 7.5 x 6m	2.5m	R 180 ea

**Tech specs & drawings (and photos if available) of all venues can be viewed at:**  
[www.nationalartsfestival.co.za](http://www.nationalartsfestival.co.za)

The Fringe Office will inform you of the venue allocated for your exhibition in March 2012. A ground plan showing size, windows, doors etc., together with an invoice for venue rental, will be posted to you.

Exhibitors will be held responsible for any damages that may occur while they are in their venue. On arrival in Grahamstown you need to check the venue with the Fringe Art Assistant and complete a venue check-sheet noting any breakages or damages to the venue. At the end of the Festival your venue will again be checked by the Art Assistant and should any inconsistencies with the initial check-sheet be noted, you will be responsible for any costs involved in making the necessary repairs.

Screens and plinths are provided to artists in Festival venues free of charge. However, the Festival does not have an inexhaustible supply of these items so may not be able to provide all that you need. Please be realistic in your requests for this equipment. Remember to bring your own hanging tools and equipment, e.g. gut, wire, Prestik, labels, etc.

**Sizes of screens are as follows:**

Hessian screens – 2.2m x 1.5m ( $\pm$  300mm off the floor – landscape only)

Grey felt screens – 1.8m x 1.3m ( $\pm$  150mm off the floor – landscape / portrait)

**QUESTION 11 – INDEPENDENTLY HIRED VENUES**

If you intend hiring your venue independently, please indicate this and state the name and street address of the venue (as you wish it to be advertised in the Programme). Artists who hire their venues independently are **not required** to pay the venue deposit of R1 000 and must deal with the owner or manager of the venue directly with regards to rental and conditions of hire.

Preference is given to artists hiring Festival venues regarding the Festival's screens and plinths; however we may be able to assist independent artists with some screens and/or plinths on request. Artists in independent venues will be charged a rental of R5 per plinth or screen per day. You will also be required to pay a loss/damages deposit of R500. This will be refunded to you after the Festival once all screens and plinths have been returned in a satisfactory condition.

**QUESTION 12 – THE ARENA ART EXHIBITION**

In 2010 the National Arts Festival initiated an Arena platform in order to bridge the gap between the Main and Fringe programmes. As part of this platform, we created an *Exhibition of Exhibitions* – which showcases artwork selected from all the Fringe visual art exhibitors. The Arena exhibition will happen again in 2012 and

we invite all Fringe visual artists to select a piece of work for display at this exhibition. In order to ensure the art is properly covered by the Festival's insurance, it is vital that all artists provide the details for their work, as requested in the Fringe Exhibitions Registration Form – the info can be emailed or faxed but must be submitted on or before **1 June 2012**.

Artwork will be required in Grahamstown prior to the start of the Festival in order for us to hang the exhibition and you will need to send us your piece by no later than **20 June 2012**. Any artwork that is received without the relevant insurance information will not be exhibited.

Other than freight / postage costs (for submitting your piece of artwork) there are no other costs to artists for the Arena Exhibition. Details of the venue for the exhibition will be finalised closer to the Festival. An opening function will also be arranged, to which all Fringe artists, the media and other stakeholders will be invited.

### **QUESTIONS 13 & 14 –ADVERTISING YOUR EXHIBITION**

The information you submit on this form will form the basis of the publicity that your exhibition receives through the Festival Office. It is therefore vitally important to consider carefully the wording you use for the description in the Programme and in advertising sections of the form.

The information provided in the Programme must include the following:

- Exhibition title
- Name of gallery or presenting group (if applicable)
- Name of artist/s
- Type of art works (medium)
- Age recommendation (if any)
- Viewing hours (most Fringe exhibitions are open 09:00 to 17:00)
- Description of your exhibition including any possible controversial themes that may be present in the work exhibited. (Minimum 30 words, maximum 50)

**Remember** that the Programme is your opportunity to “sell” your exhibition and it is therefore vital that your description incites interest while at the same time giving a true reflection of the work that you will be exhibiting.

The Festival Office has an obligation to Festival-goers to provide sound advice in all publications regarding Festival events, exhibitions and productions. Please bear this in mind when considering age recommendations.

### QUESTION 15 – PROGRAMME PHOTOGRAPH / IMAGE

Fringe entries in the Programme will include a colour thumbnail image or photograph, provided that a suitable image has been submitted *timeously* to the Fringe Office. The onus is on you to select an image or picture and submit it to us electronically **BY NO LATER THAN 10 FEBRUARY 2012**. Your image needs to be sent as a 300+ dpi JPEG or PDF file to [fringe@nationalartsfestival.co.za](mailto:fringe@nationalartsfestival.co.za). The pics will be reproduced in approximately 3 x 3cm blocks so a clear pic or logo is best – this is NOT an advertising block and text should not be included.

***If we do not receive a suitable image by the due date, your exhibition will be advertised without an image.*** If you only have access to hard copy photographs, please post these to us and we can scan the photographs for you.

### QUESTION 16 – LARGE FORMAT ADVERTISING

Advertising space in the Fringe section in the programme can be purchased by registered Fringe participants at specially discounted rates. The artwork for this advertising must be completely to size and **must** be sent electronically via email to reach us no later than **9 March 2012 together with proof of payment of the advertising charge**. There are five sizes (all measurements are height x width) to choose from:

60mm x 90mm	Small horizontal	R 400	Minimum resolution for these larger adverts is 300dpi – adverts saved at 800dpi and above are preferable and will ensure crisp reproduction.
125mm x 90mm	Small vertical	R 800	
260mm x 90mm	Half page vertical	R1 600	
126mm x 180mm	Half page horizontal	R1 600	
268mm x 180mm	Full page	R4 000	

Adverts must be completely finalised and sent to us print-ready and in the applicable size. **We cannot and will not make any changes to adverts submitted**, make sure you are completely happy with your advert before submitting it.

### QUESTION 17 – INTERNET ADVERTISING

All Fringe productions and exhibitions are advertised on the Festival's website i.e. the info published in the Programme is listed, together with schedules, venues etc. **Additional** website advertising gives you the option of adding photographs and text to the listing advertising your exhibition. Here you can expand on your 50-word description, include previous work, cast bios etc. Your advert may include a **maximum of 400 words (text) and 4 pictures / photos / images**. Please note that we reserve the right to edit all submitted text. If your images and/or text are not suitable for inclusion on our site, they will not be used. ***There is no charge for internet advertising.***

## **QUESTION 18 – MEDIA INFORMATION**

The Festival Media Office carries out the vital task of publicising Festival events. It is impossible to give Fringe exhibitions individual coverage but information on your exhibition may be included in Festival releases, provided that suitable material is forwarded to us. However, the Festival Office does not guarantee media coverage.

Reviews and/or quotes should be photocopied in such a way that we can identify the writer and the name and date of the publication. Unverified quotations are of no value and will not be used. All photographs received by the Fringe Office are sent to our Media Office who will include them with relevant media releases or send them out to journalists on request. We urge you to send photographs of your work in order to generate as much publicity as possible for your exhibition and the Fringe as a whole. It is vitally important that photographs are clearly labelled. If you send photos by email, please make sure they are JPEG images scanned and saved at a minimum of 300 dpi and that they are appropriately captioned.

***In all promotional and advertising material (i.e. posters, flyers etc.), whether issued by participants in the exhibition or by sponsors, the Festival logo must feature prominently. Should you obtain any sponsors, please draw this to their attention. Download the logo from [www.nationalartsfestival.co.za/branding](http://www.nationalartsfestival.co.za/branding).***

## **QUESTION 19 – OTHER INFO**

Please provide any other details on your exhibition which you feel will assist the Festival Office in, for example, allocating the most appropriate venue, or in generating interest in your exhibition. Also provide any details you would like us to be aware of e.g. disabilities of artists, sales of food and beverages at the venue, sponsors you may have obtained, etc.

## **QUESTION 20 – FUNDING AND THE FRINGE**

While we attempt to keep our prices as realistic and reasonable as possible, we have no control over the cost of accommodation and transport. We thus encourage you to raise funds to help subsidise these and other costs your exhibition will incur. Remember to apply for funding as early as possible to ensure that you are notified about the outcome of your application in sufficient time to make alternative plans if necessary. Please see below for contact details of organisations that assist artists:

Cancellations must be submitted in writing to reach the Festival Office by no later than **10 February 2012**. We will refund your venue deposit but **NOT** your registration fee. Groups and/or artists who register an exhibition and then either cancel the registration after 10 February 2012, or simply fail to arrive at the Festival

will be excluded from participation in the Festival for a period of three years. They will also be held liable for relevant venue expenses. Exceptions to this exclusion will be made only in proven cases of illness or transportation accident on the way to Grahamstown.

The **National Arts Council (NAC)** funds various art projects.

Tel: **(011) 838 1383**

Fax: **(011) 838 6363**

Website: [www.nac.org.za](http://www.nac.org.za)

Email: [info@nac.org.za](mailto:info@nac.org.za)

**Business Arts South Africa (BASA)** has a matching grant scheme.

Tel: **(011) 832 3000**

Fax: **(011) 832 3040**

Website: [www.basa.co.za](http://www.basa.co.za)

Email: [info@basa.co.za](mailto:info@basa.co.za)

The **Arts and Culture Trust (ACT)** funds various arts projects.

Tel: **(011) 802 7646**

Fax: **(011) 802 1817**

Website: [www.act.org.za](http://www.act.org.za)

Email: [info@act.org.za](mailto:info@act.org.za)

#### **QUESTION 21 – PAYMENT OF THE FEES**

The Registration Fee for participation in the 2012 Fringe is **R700** inclusive of VAT.

This covers the cost of the administration involved for your exhibition and includes: advertising in the Programme, the Art Meander Map, and on the Festival website; venue allocation; and inclusion in general Festival publicity.

- If you require the use of a Festival venue, you must pay the damages deposit of **R1 000** on registration.
- If you are hiring your own venue, but need equipment from the Festival Office (plinths, screens etc.) a damages deposit of **R500** is required on registration.

#### **Direct Deposit details are as follows:**

Account Name: National Arts Festival

Branch Code: 05 09 17

Bank: Standard Bank, Grahamstown

Account No.: 08 198 7536

Payment of the Registration Fee and venue or equipment deposits must reach us no later than **20 January 2012** and can be made by cheque, direct deposit or Internet transfer. It is very difficult to identify payments that are made directly into our bank account and *the onus is on you* to provide proof of any payments you make for your exhibition. Please **FAX** a copy of your deposit slip or EFT advice to 046 622 3082 with **YOUR NAME** and **EXHIBITION TITLE** written clearly on the fax.

*If you wish to pay by cheque, please add an amount of R20 to cover the newly legislated bank charges.* Cheques should be made payable to National Arts Festival and should be non-transferable. Refer to page 11 for details on payments from countries outside South Africa.

## LIABILITY

The National Arts Festival, its directors, officials, agents or employees shall not be liable to any Fringe participant for any loss, injury, damage or expense of whatsoever nature and howsoever caused which may be suffered by such Fringe participant arising from or during the Fringe participant's involvement in the National Arts Festival Fringe. You are responsible for the payment of all expenses incurred and all persons that you have undertaken to remunerate. The Festival is not bound by any other agreement that you have made or might make outside the terms of this document. The National Arts Festival covers Public Liability.

**NB: You are responsible for the insurance of your artwork.**

## FRINGE CONTRACT – SIGNATURE OF AGREEMENT

Please ensure that you have read and understood the conditions and responsibilities you are accepting before signing the Fringe Contract. This is a legally binding document holding the authorised representative personally responsible should any conditions, obligations or rules laid out in this document and/or the Fringe forms be contravened by the artist or the group/ company they represent.

## GENERAL FESTIVAL INFORMATION

**CUE** is a daily newspaper produced during the Festival by Rhodes University's Department of Journalism and Media Studies. The Arts Editor is a professional freelance arts journalist. All professional reviewers are requested to submit their reviews to CUE for publication, but do so of their own free will. We request that CUE reviews the Fringe art exhibitions, but have no jurisdiction over what the newspaper prints and there is no guarantee that CUE review your exhibition. CUE also sells advertising space, and the Festival Office will provide the newspaper with contact details of all registered Fringe participants.

## POSTERS

It is important to display imaginative **posters** to publicise your exhibition. A poster needs to have visual appeal and be informative in order to be effective. The Fringe Office will undertake to send **10** of your posters to local hotels, venues, residences and shops who request posters to decorate their premises, ***as long as the posters are received on or before 8 June 2012.*** A regulatory document on posters will be circulated to all Fringe participants.

**NB: The Festival logo MUST appear on all printed material advertising your exhibition. The logo can be downloaded in various print-ready formats from [www.nationalartsfestival.co.za/branding](http://www.nationalartsfestival.co.za/branding)**

**Please note that you need to display most of your posters yourself on your arrival.** There are several young local people who are prepared to put up posters on behalf of Festival exhibitions for a fee. Please call the Fringe Office for contact details – **note that any arrangements you make in this regard are between you and the person/s involved.** The Festival Office will not take any responsibility, or hold any liability, in the event that there is any dissatisfaction whatsoever by either party.

## **TRAVEL**

You need to arrange your own transport arrangements to and from Grahamstown. The Festival operates a shuttle bus between Port Elizabeth and Grahamstown and you can book for this service through the Main Programme. If you intend to use this bus and are bringing your exhibition pieces or equipment with you please make sure that you stipulate this when booking. Where additional trailers etc. need to be brought in, in order to transport your equipment, you will be charged a levy to off-set the additional costs – please consult with the Festival Transport Manager in this regard.

## **ACCOMMODATION**

You are responsible for arranging your own accommodation in Grahamstown. Once we have received your completed forms and full payment of the requisite fees, you are entitled to receive a Main Programme. This publication, which will be sent out to you from mid-April, contains information on the various types of accommodation in Grahamstown, at Rhodes University residences and the school hostels. The following organisations will assist with your accommodation queries:

Makana Tourism Office:	Tel: 046 622 3241	Fax: 046 622 3266
	<a href="mailto:info@grahamstown.co.za">info@grahamstown.co.za</a>	<a href="http://www.grahamstown.co.za">www.grahamstown.co.za</a>
Rhodes University Conference Centre	Tel: 046 603 8772	Fax: 046 622 3659
	<a href="mailto:rufest@ru.ac.za">rufest@ru.ac.za</a>	<a href="http://www.ru.ac.za">www.ru.ac.za</a>

## **ARRIVAL IN GRAHAMSTOWN**

You will have access to your Festival exhibition venue the day before Festival starts. During the week before the Festival, the Fringe Art Assistant will contact all artists who have hired Festival venues, and any artists that will be using Festival-owned equipment to verify equipment requirements and arrival dates and times. He/she will arrange to meet with you at the venue where you will sign the venue check-sheet and receive your venue keys. If, on arrival, you are unable to contact the Art Assistant, please call the Fringe Office on 046 603 1103.

## **PARTICIPANTS FROM COUNTRIES OUTSIDE SOUTH AFRICA**

The Department of Home Affairs has waived the need for foreign artists to obtain work permits for participation in cultural festivals in South Africa. This concession is only applicable to artists participating in festivals for a period of not longer than 30 consecutive days. Participants are obliged to pay tax on any Festival earnings. It is your responsibility to apply for and obtain visas, if applicable, from the South African Embassy in your respective country of residence.

When making payments from ***any country other than South Africa***, please make sure that you pay the full amount due, as well as any bank charges that are incurred for the transaction. When depositing foreign exchange please ensure that you ***add R150 to cover this foreign currency handling fee.***

## **CHILDREN'S ARTS FESTIVAL**

The Children's Arts Festival runs concurrent to the National Arts Festival. It is hosted by St. Andrew's Prep School and is aimed at children between the ages of four and thirteen. The organisers of this Festival run workshops and classes throughout the Festival for the children. If you would like to demonstrate your work or offer a workshop that might appeal to children in this age group, contact Cindy Renard on 046 622 2148 or email [c.renard@saprepschool.com](mailto:c.renard@saprepschool.com).

## **CONCLUSION**

This should be all the information you need to make your Fringe experience and your time in Grahamstown as enriching, stress-free and enjoyable as possible. If you have any queries or questions do not hesitate to contact us:

Tel: +27 (0)46 603 1103

Fax: +27 (0)46 622 3082

[fringe@nationalartsfestival.co.za](mailto:fringe@nationalartsfestival.co.za)

[www.nationalartsfestival.co.za](http://www.nationalartsfestival.co.za)

## **DATES TO DIARISE**

<b>20 January</b>	Closing date for Registration and Payment of Fees
<b>10 February</b>	Submission of the Programme Information & Image Final date for cancellation of an exhibition
<b>9 March</b>	Submission of artwork for Large Format advertisement
<b>1 June</b>	Submission of info on your Arena Art Exhibition piece
<b>8 June</b>	10 Posters to reach the Fringe Office
<b>20 June</b>	Submission of your artwork for inclusion in the Arena <i>Exhibition of Exhibitions</i>
<b>28 June</b>	National Arts Festival commences