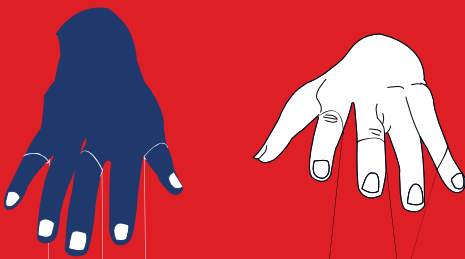


HANDS ON MASKS OFF



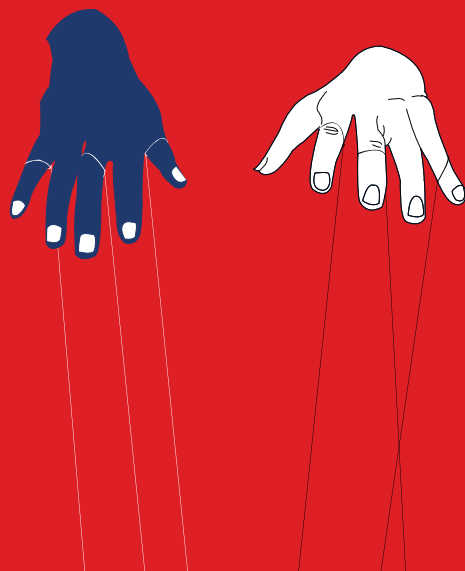
A SERIES OF WORKSHOPS, SEMINARS AND NETWORK OPPORTUNITIES FOR ARTS PRACTITIONERS • 2-11 JULY 2009 • GRAHAMSTOWN

**HANDS
ON!
MASKS
OFF!**



CONTENTS

1. ARTS AND THE MEDIA	02
• Engaging Social Media to Promote the Arts	
• Getting into Print	
• Get your PR in Order	
2. THE SHOW MUST GO ON	02
• Tony Lankester (CEO of the National Arts Festival)	
• Michelle Constant (CEO of Business & Arts South Africa)	
3. DIRECTING THEATRE WITH THE MASTERS	03
• Directing with Malcolm Purkey	
• Directing with Clare Stopford	
• Directing for the Stage/The Director as Storyteller with Craig Higginson	
4. FOCUS ON WRITING	03
• Writing for Radio with Nigel Vermaas	
• Reviewing Contemporary American Plays at the 2009 Festival	
• ASSITEJ Workshop: Playing Through a Child's Eyes	
5. TECHNICAL PRODUCTION	04
• Lecture Demonstration	04
6. FINDING GROUND IN THE INTERNATIONAL ARENA	04
• Presenting your Production/Company	
• Theatrical and Artistic Exchange with Latin America	
• The Artsadmin Model	
• Independent Theatre Festivals: How to do it yourself	
• Exploring Partnerships: South Africa & UK	
• Getting to the Afrovibes Festival 2010	
• Putting Springdance in your Next Step	
• Building Cultural Networks with Namibia	
• Exchanges with Francophone countries	
• International Collaboration: An artist-driven approach	
• Exchanges with Flemish Arts Organizations	
• How to Work with those 'Crazy Foreigners'?	
7. THE CREATIVE ARTS AS A TOOL FOR SUCCESS AND SUSTAINABILITY	06
• The Ifa Lethu Foundation as a Model of Success	
• The State of the Creative Sector in Relation to Visual Arts	
• Promoting Arts and Entrepreneurship	
• ACT: Supporting South African Creativity	
8. ARTS AND HUMAN RIGHTS	07
• Out of the Frying Pan, Into the Fire with Peter Hayes	
• The Inner Circle Workshop	
• Arts and Community Memorialisation with Shirley Gunn	
9. MEETINGS & NETWORKS	07
• ASSITEJ South Africa Annual General Meeting	
• National Arts Festival 2010	
• World Summit Info Session	
10. CREATIVE COCKTAILS	08
11. HANDS ON! MASKS OFF! SOCIAL RESPONSIBILITY INITIATIVES	08



WORKSHOPS SEMINARS AND NETWORKS

A SERIES OF WORKSHOPS, SEMINARS AND NETWORK
OPPORTUNITIES FOR ARTS PRACTITIONERS
2 - 11 JULY 2009 GRAHAMSTOWN

ARTS AND THE MEDIA

ENGAGING SOCIAL MEDIA TO PROMOTE THE ARTS

Journalist and academic Guy Willoughby will offer a series of three workshops which address the question: "How can artists use Facebook, social media and citizen journalism to profile their work?" Each workshop in the series will offer a specific set of skills that will enable artists and arts publicists to take advantage of new opportunities.

- **Friday 3 – Sunday 5 July 08:30 – 09:30 daily**

GETTING INTO PRINT

Leading South African and international theatre and dance journalist, Adrienne Sichel, will offer two workshops to Fringe Festival participants on how to get the best results from sending a press kit to a theatre journalist. The two one-hour workshops will result in one participant receiving a **"Promo On CUE!"** prize – the equivalent of R1 000 worth of advertorial for his / her production in the *CUE* supplement (2 columns x 15cm). The two inter-related workshops are scheduled as follows:

Workshop 1: Best Practices: Getting your press kit to an arts journalist.

During this workshop Adrienne Sichel will discuss with participants the value of putting together attention-grabbing and effective press kits.

- **Tuesday 7 July 08:30 – 09:30**

Workshop 2: Reflecting on the Fringe 2009 & Pre-production Info.

This workshop will reflect on some of the productions that are staged on the Fringe. Adrienne Sichel will discuss how any advance press info that she received about the productions aided her in either adding the show to her schedule or in helping her to write a story about the production.

- **Wednesday 8 July 08:30 – 09:30**

Adrienne Sichel



Michelle Constant



Bridget van Oerle

GET YOUR PR IN ORDER

Drawing on her years of experience as an award-winning and entrepreneurial arts publicist and events promoter, Bridget van Oerle will offer a series of two workshops which will give participants the practical tools for building an effective marketing and PR campaign for their productions.

- **Friday 10 July – Saturday 11 July 08:30 – 09:30 daily**

The Festival's publicist, Gilly Hemphill of The Famous Idea Company, will also be on hand to offer advice and suggestions to all the media workshops.

THE SHOW MUST GO ON

Presented by Business Arts & South Africa and the National Arts Festival, this two part series of talks looking at how innovation in fundraising, marketing and media relationships can help keep your arts programme on track through tough economic times.

Part 1: Tony Lankester (CEO: National Arts Festival)

In Part 1, Tony will look at how corporates view the arts sector. He will discuss designing sponsorship proposals that grab the attention of potential sponsors, and the "hot buttons" you need to push to get attention. Then he looks at how you can use the relationship you have with your sponsor to leverage your own brand, and some cost effective, high impact marketing opportunities in the social media world that will make your production stand out.

- **Friday 3 July 16:00 – 17:00**

Part 2: Michelle Constant (CEO: Business & Arts South Africa)

In the current economic climate, the instinct is to act defensively, and yet now is the time to accelerate growth, by acting courageously and with insight. How can you as an arts organization understand the broader funding terrain, why would the business community engage with the arts? Michelle draws from the BASA research to create a persuasive argument for funding in the arts. A closer look at the relationship between business and the arts – understanding why corporates sponsor the sector – will help you develop compelling proposals to them, and can give you unique insight into the sorts of opportunities that exist. Drawing on her extensive media experience, Michelle will discuss how you can give your sponsors a greater return on investment, and your productions a higher profile through targeted media campaigns.

- **Saturday 4 July 16:00 – 17:00**

DIRECTING THEATRE WITH THE MASTERS

DIRECTING WITH MALCOLM PURKEY

Following his highly successful workshop at the 2008 Hands On! Masks Off! programme, Artistic Director of the Market Theatre, Malcolm Purkey, will share his skills as one of South Africa's most prolific theatre directors. He will use this session to discuss some of his challenges as a director and offer his wisdom to young and emerging directors.

- **Saturday 4 July 14:00 – 15:00**



Malcolm Purkey

DIRECTING WITH CLARE STOPFORD

Leading South African theatre and stage director, Clare Stopford offers participants a window into her world as a director in a series of three focused workshops:



Clare Stopford

Workshop 1: Clare Stopford: the Director

In this workshop, Clare shares her experiences, challenges and joys as a theatre director offering insights into how she overcame challenges.

- **Tuesday 7 July 12:00 – 13:00**

Workshop 2: Clare Stopford: the Critical Eye

During this workshop, Clare offers her "critical director's eye" to some of the productions at the Festival. Clare will also respond to challenges presented by young and emerging directors.

Workshop 3: Clare Stopford : Director/Teacher/Mentor

This is a hands-on practical director's workshop in which Clare puts participants through their paces.

- **Thursday 9 July 12:00 – 13:00**



Craig Higginson

DIRECTING FOR THE STAGE/THE DIRECTOR AS STORYTELLER WITH CRAIG HIGGINSON

Following his very successful workshop at the 2008 Hands On! Masks Off! programme, Market Theatre dramaturge Craig Higginson interrogates the relationship between the writer and the director. This workshop will also offer guidelines to new and emerging writers on how to propose their scripts to theatre companies.

- **Friday 3 July 14:00 – 15:00**

FOCUS ON WRITING



Nigel Vermaas

WRITING FOR RADIO WITH NIGEL VERMAAS

Veteran radio drama director and writer, arts and jazz presenter and documentary maker, Nigel Vermaas, will share his years of experience of working ably between theatre and radio. Nigel's play *Do you know Billie Holiday?* is on the Festival's Main programme. The workshop will offer guidelines on how theatre writers can explore the medium of radio.

- **Tuesday 7 July 10:00 – 11:00**

REVIEWING CONTEMPORARY AMERICAN PLAYS AT THE 2009 FESTIVAL

Dr Marcia Blumberg on Doug Wright's *I am my own wife* and Margaret Edson's *Wit*.

Workshop 1: Reviewing and Reflecting on *Wit* and *I Am My Own Wife*

Wright's play, in which 35 characters are performed by one actor, focuses on the German transvestite, Charlotte von Mahlsdorf, whose life incorporated risk, courage and determination.

Edson's play explores the final two hours in the life of the character, Professor Vivian Bearing, who specialises in the work of the metaphysical poet John Donne. *Wit* examines the worlds of medicine and academe and finds them analytical, intellectual, and often harsh. Both plays challenge audiences to consider ethical dilemmas and not rush to judgment; at the same time they suggest alternative, sometimes humorous, and often more compassionate, ways of living more sensitively in the world.

- **Monday 6 July 16:00 – 17:00**

Workshop 2: In Conversation with Margaret Edson

Margaret Edson is the Pulitzer award-winning writer of *Wit* which is presented on the Festival's 2009 Main programme. Her visit to South Africa is made possible with the courtesy of the US Embassy. *In Conversation with Margaret Edson* is an intimate interview conducted by Dr Marcia Blumberg. Blumberg teaches theatre courses at York University, Toronto, has given numerous international conference papers and lectures, and has published widely on contemporary drama, especially South African theatre.

- **Friday 10 July 12:00 – 13:00**



Dr Marcia Blumberg



Theatre for Young People

ASSITEJ WORKSHOP: PLAYING THROUGH A CHILD'S EYES

Presented by ASSITEJ South Africa, with special guest, Helen Iskander (director of *The Famished Road*), this forum will explore what it means in theatre to see the world through a child's eyes? What challenges and possibilities does this perspective offer the theatre-maker? As theatre-makers, how do we present a child's perspective un-patronisingly and unflinchingly? Is theatre with a child as protagonist, necessarily children's theatre? If not, what are the essential differences?

- **Tuesday 7 July 2009 16:00 - 17:30**

TECHNICAL PRODUCTION

LECTURE DEMONSTRATION

Innovators in stage technology and event co-ordinating will introduce Festival participants to the new technology which is available and which can assist with productions that are "ready to go on the road."

- **Monday 6 July 08:30 - 09:00**

FINDING GROUND IN THE INTERNATIONAL ARENA

PRESENTING YOUR PRODUCTION/COMPANY

Participants will explore how to present their productions and their companies for consideration by festivals (both national and international), potential sponsors, funders and collaborators. Participants will leave the workshop knowing how to put together a professional print, email and audiovisual presentation of their work and how to modify this according to specific circumstances. The workshop will be presented by Nikki Froneman, Cristian Palacios, Paula Brusca, Juan Manuel Caputo and Jimena Ruiz Echazú of Proyecto 34°S.

- **Friday 3 July 10:00 – 11:00**

THEATRICAL AND ARTISTIC EXCHANGE WITH LATIN AMERICA

This workshop will explore the various possibilities of performing in Latin America. The workshop will explore a solid introduction to the idea of artistic exchange and the practicalities of what it entails, specifically in relation to Latin America. The workshop will be presented by Proyecto 34°S.

- **Saturday 4 July 10:00 – 11:00**

THE ARTSADMIN MODEL

Workshop 1: The Artsadmin Model

This workshop will share information about Artsadmin UK and the model they use to administer a variety of arts groups and individuals. Broadly this workshop will cover what Artsadmin UK does so that the artists can get on with doing art!

- **Friday 3 July 12:00 – 13:00**

Workshop 2: International exchange

This workshop will focus on the support that Artsadmin UK offers to artists who intend to present at international festivals. It will also focus on support that South African arts institutions/companies can potentially receive for hosting UK artists in conjunction with Artsadmin UK and/or the potential support that South Africans wishing to present in the UK can receive from Artsadmin.

- **Saturday 4 July 12:00 – 13:00**

INDEPENDENT THEATRE FESTIVALS: HOW TO DO IT YOURSELF

This workshop will explore the what, how, who, where, when and whys of producing an independent theatre festival. The presenters will draw on their experience of organising Proyecto 34°S, an international theatre exchange, running the Pirologías International Festival of Independent Theatre in Buenos Aires, Argentina, and years of performing at various independent theatre festivals in Argentina, Perú, México and Spain. Presented by Proyecto 34°S.

- **Sunday 5 July 10:00 – 11:00**

EXPLORING PARTNERSHIPS BETWEEN SOUTH AFRICA & UK

Sustained Theatre, in partnership with Arts Council England, is an artist-led programme. It is a platform for black, Asian and minority ethnic artists in the UK to connect, share and create opportunities with other artists nationally and internationally. Sustained Theatre works in collaboration with Decibel Performing Arts Showcase, which offers a unique snapshot of England's diverse performing arts talent to national and international arts professionals. The workshop will be an introduction to work being produced in the UK and will discuss how collaborations with South African companies and artists can be developed. The workshop will be led by Pervaz Khan, Sustained Theatre International Broker. (www.sustainedtheatre.org.uk / www.decibelpas.com)

- **Sunday 5 July 12:00 – 13:00**

GETTING TO THE AFROVIBES FESTIVAL 2010



The Afrovibes Festival seeks to bring South African originated work of high artistic quality to a European audience. In 2010 the festival will take place in seven cities in the Netherlands, Belgium and the UK. A core priority of the festival is to stimulate an exchange between upcoming South African artists and their European colleagues. This seminar will discuss selection criteria, festival locations and emerging trends. Gregory Maqoma, Afrovibes Festival's artistic director, and some of his colleagues will be on hand to answer questions. (www.afrovibes.nl)

- **Sunday 5 July 16:00 – 17:00**

PUTTING SPRINGDANCE IN YOUR NEXT STEP

Springdance is a platform in the Netherlands for new developments in international contemporary dance and performance. The Springdance Festival, hosted in Utrecht over a two-week period, is a showcase of international dance performances, discussions and education projects. Bettina Massuch, the Artistic Director of Springdance will discuss Springdance's history and context in recent developments in European contemporary dance. She will also show short excerpts of performances from this year's festival to interested dance enthusiasts to get an overview of collaboration possibilities with Springdance.

- **Monday 6 July 12:00 – 13:00**



BUILDING CULTURAL NETWORKS WITH NAMIBIA

Sandy Rudd (Artistic Director and Teacher) and Alma Ulamba (Programming and Production Manager) of the National Theatre of Namibia will provide an overview of theatre in Namibia with a focus on building cross-border cultural relationships with South Africa

- **Tuesday 7 July 14:00 – 15:00**

EXCHANGES WITH FRANCOPHONE COUNTRIES

Following the successful workshops at the 2008 National Arts Festival's Hands On! Masks Off! programme, this workshop serves as an extended building block to explore cultural relationships with Francophone countries. The workshop is supported by IFAS.

- **Wednesday 8 July 10:00 – 11:00**

INTERNATIONAL COLLABORATION: AN ARTIST-DRIVEN APPROACH

Based on their ten years of working together, Dutch artist Roel Twijnstra (Siberia) and South African artist Jerry Pooe (Eager Artists) will reflect on their experiences, challenges, struggles and achievements. They will discuss the plan of action which enabled them to drive long-term international programmes.

- **Thursday 9 July 10:00 – 11:00**

EXCHANGES WITH FLEMISH ARTS ORGANISATIONS

The Flemish Representation in South Africa has supported development initiatives at the National Arts Festival with close to a million rand. Several leaders from Flemish arts organisations will be attending the National Arts Festival. This workshop offers an exploratory forum for like-minded artists to engage each other with a view to strengthening the South African-Flemish collaboration.

- **Friday 10 July 14:00 – 15:00**



HOW TO WORK WITH THOSE 'CRAZY FOREIGNERS'?

An increasing number of South African arts and culture organisations seem to have found the magic formula for working with foreign embassies, foundations and businesses. Is there really a secret, is it luck, or is there a conspiracy to keep everyone else out in the cold – once a lucky few have found the winning way? Join J. Brooks Spector for a two day workshop on what foreign embassies, consulates and foundations really look for when they bring international groups to South Africa, when they support local arts and culture groups, and when they seek to nurture collaborative efforts between foreign and local cultural groups. Media commentator, researcher and cultural activist, Brooks Spector is a retired American diplomat who specialised in international cultural and educational exchange activities.

- **Friday 10 July & Saturday 11 July 10:00 – 11:00**



J. Brooks Spector

THE CREATIVE ARTS AS A TOOL FOR SUCCESS AND SUSTAINABILITY

This series of three workshops is presented in conjunction with Ifa Lethu and is aimed at building the capacity of art administrators to enter competitive markets.

Workshop 1: The Ifa Lethu Foundation as a Model of Success

Facilitated by Ifa Lethu CEO, Narissa Ramdhani and her colleague Brown Maaba, the session will explain challenges in the sector and how Ifa Lethu overcame these. It will also create a platform for participants to engage on various related issues. One of Ifa Lethu's bright young entrepreneurs will share personal experiences in this presentation.

- **Wednesday 8 July 16:00 – 17:00**

Workshop 2: The State of the Creative Sector Today in Relation to the Visual Arts

This vital session will address issues related to challenges, best practices, excellence, creating of networks, access to resources, CSI opportunities, creative marketing, developments of business strategies, etc. This provides a good discussion point for the intensive one day workshop on Business and the Arts.

- **Thursday 9 July 14:00 – 15:00**

Workshop 3: Promoting Art Entrepreneurship

(Full Day Workshop)

Facilitated by Ifa Lethu in conjunction with the University of Pretoria (School of Entrepreneurship), this full day seminar will address the issues of the creative arts and entrepreneurship as a tool of success and sustainability, with events like the FIFA World Cup in mind.

- **Friday 10 July 10:00 – 16:00**

ACT: SUPPORTING SOUTH AFRICAN CREATIVITY

The Arts & Culture Trust (ACT) has a proud track-record of playing a strategic role in the arts and culture sector consistently for fifteen years. More than just a funding agency, ACT has evolved into a dynamic organisation which continuously pioneers and executes with excellence in supporting creativity for the benefit of all South Africans. Recently, ACT funding has been restructured into a range of specific programmes to serve the sector more effectively and contribute to the fulfilment of ACT's vision and mission. In this workshop, the ACT management team, Ashraf Johaardien and Pieter Jacobs, offer an overview of the new ACT programmes, funding guidelines, assessment criteria, and the user-friendly, online application process. The Arts & Culture Trust (ACT) is South Africa's premier, independent arts and culture funding and development agency. (www.act.org.za)

- **Saturday, 11 July 2009 14:00 – 15:00**

ARTS & HUMAN RIGHTS

OUT OF THE FRYING PAN INTO THE FIRE

As an actor and director Peter Hayes has a long history of tackling “difficult” subjects on stage. One of the most challenging, and rewarding, has been representing ‘alternative’ sexuality on stage. Hearts & Eyes Theatre Collective’s first production for the Grahamstown’s Fringe was 1990’s *The Homosexuals (Out in Africa)*. The journey has included *Get Hard*, *Love Story*, *The Tricky Part* and in 2009 they’ll be premiering *Ncamisa! The Women*, a play that tells the stories of township lesbians. This workshop, for actors and directors, and other interested parties, will examine Hayes’ approach to sexuality on stage, why he’s tackled the subject, how he’s gone about creating the work, and creating a safety net for actors. While participants may not want to tackle sexuality in their own work, the workshop is intended to raise debate and discussion around the portrayal of difficult subjects on stage. It is suggested that participants see Hayes’ latest work *Ncamisa! The Women* as a reference point for the workshop. Hayes will be joined by *Ncamisa!* actor, Pam Ngwabeni.

- **Sunday 5 July 14:00 – 15:00**

THE INNER CIRCLE WORKSHOP

Transforming society into one of inter-connectedness and inclusiveness of different faiths and beliefs around gender and sexual diversity forms the mission of the Cape Town-based organisation, The Inner Circle. In a one-hour workshop, participants will come face to face with strategies used by The Inner Circle to both counsel and fight prejudice around issues of sexuality and spirituality.

- **Friday 10 July 10:00 – 11:00**

ARTS AND COMMUNITY MEMORIALISATION WITH SHIRLEY GUNN

Shirley Gunn, is the director at the Human Rights Media Centre (HRMC), an NGO that focuses on oral history documentation and its multi-media dissemination for human rights awareness. In this workshop, she will discuss and present documented research and practice that the Centre has engaged with over the past four years. The workshop will deal with memorial projects across South Africa, it will examine the consultative processes between the artists and sponsors, and it will wrap up with best practice recommendations.

- **Monday 6 July 14:00 – 15:00**

MEETINGS & NETWORKS

ASSITEJ SOUTH AFRICA ANNUAL GENERAL MEETING

ASSITEJ South Africa is the local chapter of the international organisation that focuses on theatre for children and young people. It aims to promote and foster theatre for the young, to raise standards, to increase access and awareness, to lobby where necessary and to build relationships within the sector locally, nationally, across the continent and globally. ASSITEJ SA has members from all sectors including artists, educators, businesses, critics and amateur societies.

- **Wednesday 8 July 14:00 – 16:00**

NATIONAL ARTS FESTIVAL 2010

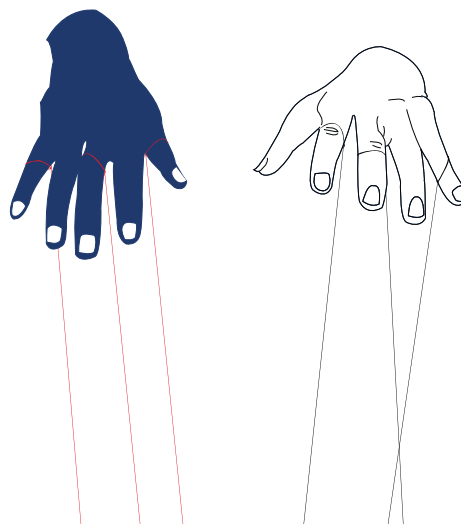
The National Arts Festival is committed to an open dialogue with artists about how the Festival can serve to advance the careers of the artists. This workshop will bring together members of the Festival’s managerial team and its Festival Committee to answer questions about factors which guide the compilation of the Festival’s programme. The workshop will also discuss the 2010 strategies for the Festival.

- **Monday 6 July 10:00 – 11:00**

WORLD SUMMIT INFO SESSION

The World Summit on Arts and Culture is a global celebration and investigation of the impact of the arts, artists and arts organisations on culture, society, the economy and nation building, and the role of public funders. It is convened every three years and will be hosted in Johannesburg during September. This forum will bring together key role players of the convening team to offer information about this pivotal cultural event that will be hosted in South Africa.

- **Saturday 11 July 12:00 – 13:00**



CREATIVE COCKTAILS

Strengthen your networks in the arts! Join other actors, writers, directors, arts administrators and arts funding administrators in a Creative Cocktail held each evening at 18:00.

Thursday 2 July	British Council
Friday 3 July	Business & Arts South Africa
Saturday 4 July	U.S. Embassy
Sunday 5 July	Sustained Arts & Decibel
Monday 6 July	Afrovibes
Tuesday 7 July	National Arts Festival
Wednesday 8 July	IFAS
Thursday 9 July	Indian Consulate
Friday 10 July	Arts & Culture Trust
Saturday 11 July	Representation of Flanders

HANDS ON! MASKS OFF! SOCIAL RESPONSIBILITY INITIATIVES

Committed to develop the business skills of the arts community, the 2009 Hands On! Masks Off!, sponsored by Business & Arts South Africa, is also committed to promoting arts practices which develop communities, address socio-economic challenges and create opportunities for community-based artists to take ownership of performances in public spaces.

Skilled arts practitioners whose expertise is vested in training and growing communities will work with a number of Grahamstown-based community theatre groups and nurture them to become vibrant street theatre performers.

TAKING ART TO THE STREETS: BANRAKU/BANRUBBISH PUPPET PROJECT

Commissioned by the Hands On! Masks Off! Programme, the Arkwork Collective will train 10 young men and women to extend their street performances repertoire by performing a traditional Banraku Puppet Shows. Throughout the Festival, they'll be making puppets out of plastic waste, mostly discarded colourful plastic bottles and containers. Don't throw your plastic bottles away. Drop them off at the Hands On! Masks Off! venue for the group to turn into works of art.

PHEZULU

Five tall men and women will walk through the streets of Grahamstown on stilts. Trained by local artist, Richard Antrobus, the company of five stilt walkers will debut at the Festival. Thereafter, they aim to become a regular feature at local and provincial social and cultural events. Phezulu, meaning Upwards, aims to become the Eastern Cape's first fulltime stilt walking theatre company.

UNIMA STREET PUPPET PROJECT

UNIMA SA is a Cape Town-based company under the artistic leadership of Jannie Young. In a unique approach of letting community-based artists take the lead on transferring learnt skills to other community-based artists, the UNIMA SA will bring five interns from its community-based outreach programme to work with community-based artists from Grahamstown to develop an original street theatre production. Skills sharing will include designing, constructing and manipulating giant puppets.



Unima Street Puppet Project



Phezulu

NATIONAL ARTS FESTIVAL GRAHAMSTOWN IS PROUDLY PRESENTED BY



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