

## Fame & Fortune

### **Fringes as producing houses to support and develop artists.**

How do we develop and support artists' work?

How can a fringe festival further an artist's career?

Do we have a responsibility to our performers post festival?

Facilitating - Holly Payton-Lombardo, Managing Director - World Festival Network.

Experts - Richard Jordan, Administrative Director - Richard Jordan Productions Ltd.

Laura Corcoran & Matthew Jones, Performers - Frisky & Mannish.

## Session Notes

It was very helpful to hear from the producers and performers perspective, what a Fringe Festival can do to make an artist's visit productive. The speakers both agreed that without the Fringe Festival circuit they would not have a career

Observations

Fringes need to make sure they do what they can to get 'bums on seats' for the productions.

Fringe festivals are a training ground for artists. It is never more important now in times of financial trouble to offer a service which will benefit artists. Training is so expensive.

The festival needs to create a facility for artists to meet other artists. The participants get more out of a Fringe if they can establish partners, possible collaboration and learn from other performers.

Fringes need to nurture their performers. Fringe artists rely on the festival direction when they arrive in a new environment, new country, town or space. There needs to be documents or information available on how to get around, where to go, how to flyer, where posters go, what press and media to contact, and where to stay.

It is a Fringe Festivals responsibility to tell artists they also need to work hard and sell their show as much as it is the festivals to do its best for the performers.

Performers need to trust the fringes they need to know what they are doing to help them. They need to know that if a venue is on their list that it is a decent place to go.

It is important to get all Fringe Festival information and e-bulletins directly to its performers and not just to rely on the venues to pass it on. Make sure the venues pass on performers email addresses to the Fringe association so the office can make sure their information and tips is getting through to everyone.