

INFORMATION FOR
PARTICIPANTS
architecturefringe.com

CONFIDENTIAL

ARCHITECTURE
FRINGE 2018

HELLO! & WELCOME

ARCHITECTURE FRINGE 2018

Hello! and welcome to the Architecture Fringe 2018 open call. This brochure takes you through everything you need to know to take part in this year's open programme.

The open call launches on Monday 08 January 2018 and closes for confirmed submissions at 12 noon on Monday 09 April 2018.

Confirmation that your submission has been accepted onto the open programme will be given by Monday 16 April 2018.

Submission to and inclusion upon the open programme is free.

The Architecture Fringe 2018 will run 08–24 June 2018.

Our provocation theme for this year is COMMON/SENSES

WHAT IS THE ARCHITECTURE FRINGE?

The Architecture Fringe was founded in 2015 and launched in 2016 by a group of architects, designers, photographers, engineers, visual artists and curators to encourage public debate about architecture and design in Scotland within its broader socio-political context.

The Architecture Fringe 2018 will be our third edition of the festival. In 2017 the fringe hosted over 50 projects from around 260 contributors in 37 venues across Scotland.

The Architecture Fringe is a registered non-profit Community Interest Company and is run by a dedicated group of volunteers.



PROVOCATION THEME

For 2018 the Architecture Fringe programme will be lightly structured under a provocation entitled **COMMON/SENSES**

Self-directed projects on the open programme are requested to consider this provocation within their work.

We hope the essence of **COMMON/SENSES** is open enough for you to find something inspiring within it.

noun: common senses

Greek koine *aisthesis* then Latin *sensus communis*

1. sound practical judgement that is independent of specialised knowledge, training, or the like; normal native intelligence

adjective: common

1. belonging equally to, or shared alike by, two or more or all in question
2. pertaining or belonging equally to an entire community, nation or culture; public
3. joint; united
4. widespread; general; ordinary
5. of frequent occurrence; usual; familiar
6. course; vulgar

noun: common

7. a tract of land owned or used jointly by a community
8. common people

noun: sense(s)

1. any of the faculties such as sight, hearing, smell, taste or touch by which humans and animals perceive stimuli originating from outside or inside the body.

2. these faculties collectively

3. their operation or function; sensation

4. any special capacity for perception, estimation, appreciation etc.

COMMON suggests sharing; a sharing of experience, location or point in time. An intersection, however temporary, of two or more paths with distinct departure points and varied endings. A collective. The everyday.

SENSES suggests wider connection; an awareness of someone, something or somewhere, else. Encounter. Empathy. Invigoration. Enlightenment.

How you use the open programme platform is up to you.



SUB-MISSION

HOW TO PARTICIPATE

The Architecture Fringe seeks to pluralise the mosaic of architectural culture in Scotland.

Since inception the open programme has offered a platform for diverse and emerging work, ideas and voices to question, explore and challenge the contemporary status-quo of our civil society and shared built environment.

The Architecture Fringe has encouraged and hosted work from architects, landscape architects, artists, activists, academics, designers, musicians, ethnologists, photographers and students. Anyone can submit to participate in the open programme, from individuals to collectives and organisations.

Submission to and inclusion upon the Architecture Fringe open programme is free.

SUBMISSION

The Architecture Fringe open programme is precisely that - open. There is no curation, selection or gatekeeping committee. You should assume that your submission will be accepted and work towards the required timeline and deadlines of the Architecture Fringe 2018.

The Architecture Fringe does however reserve the right to decline submissions. Reasons for declining projects include: overt commercial exploitation of the platform; a lack of required information; a lack of commitment that the project will take place. Any decision by the Architecture Fringe to decline work will be final.



REQUIRE- MENTS

WHAT YOU NEED TO SUBMIT

The following is a point-by-point checklist of all the information that you will need to submit to the open call.

This information will be uploaded by you to our open call Typeform page.

All information noted as required in Typeform must be submitted.

The information you are providing will be used within the online and printed programmes - public-facing and your audience - please make sure it is correct!

Submissions must be real and scheduled to take place on or between 08–24 June 2018 anywhere in Scotland.

What does 'real' mean? Real means that at submission in April, whilst obviously not yet complete for June, the project must be submitted with a commitment to actually happening. As noted earlier, the Architecture Fringe does not curate, select or gatekeep submissions. Likewise we cannot under any circumstances promote a submission that is not real.



CHECK LIST

SUBMISSION REQUIREMENTS

- Project name
- Team members
- Project description in one sentence
- Project description in 100 words
- Full address of venue (including postcode)
- Date(s) within 8-24 June 2018
- Time(s)
- Link to ticketing page if applicable
- Link to website if applicable
- Link to Facebook page or Facebook event page if applicable
- Twitter handle and hashtags if applicable
- Instagram handle and hashtags if applicable
- Links to any other relevant online videos, films, blogs etc
- Project images / artwork (see below)

Via <https://architecturefringe.typeform.com/to/epgpln>

High quality eye-catching project images or artwork are crucial in attracting an audience. Images or artwork submitted for the open programme can include photography, collage or illustration. Please provide an image or images (max. 5) to accompany the project information to the following labelling / specification:

Longside 2100 pixels @ 300dpi OR Longside 180mm @ 300 dpi
ProjectName_Number_Credit e.g. TestUnit_01_Credit Susan Jones

Images should be sent via email, WeTransfer or DropBox to:
architecturefringe2018@gmail.com by 12 noon on 09 April 2018.

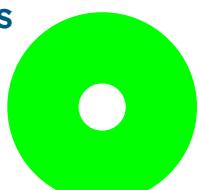


IMAGE INSPIRATION

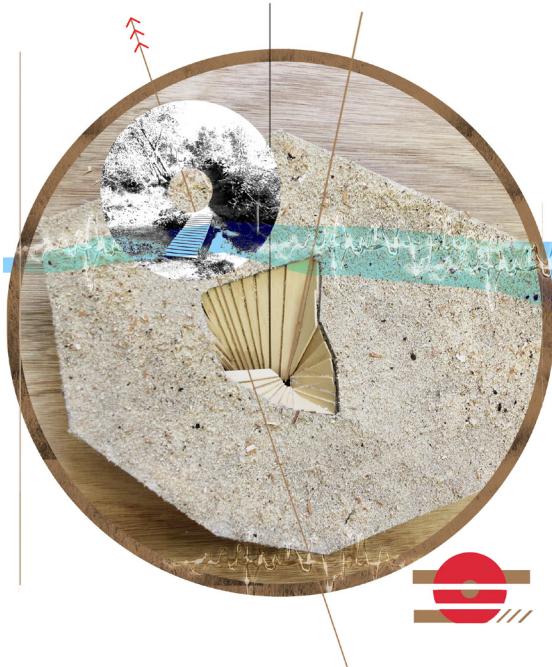
VISUAL SELLING

As noted, high quality eye-catching project images or artwork are crucial in attracting an audience.

For inspiration, we've included some of our favourite submission images from the Architecture Fringe 2016 and 2017.

Planning artwork or bespoke photography takes time. Start now.

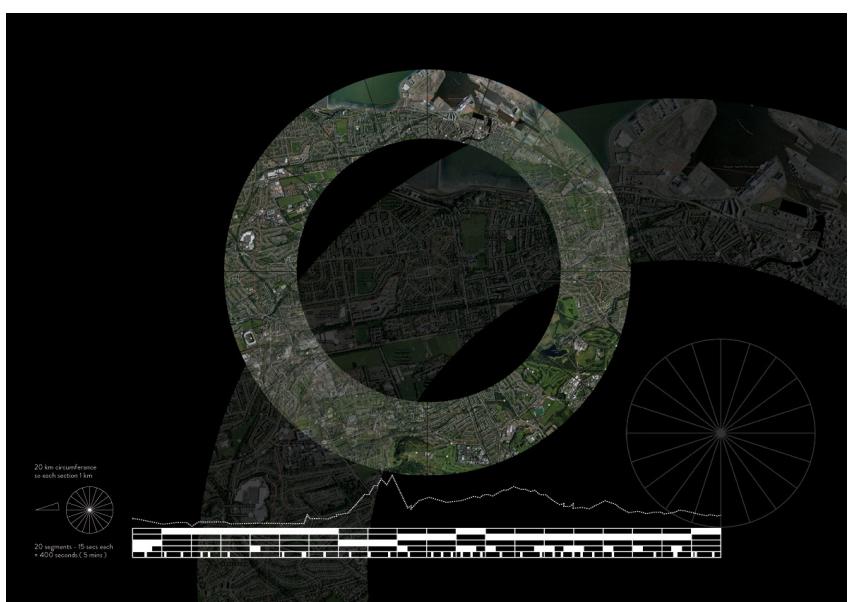




01



02



03



04

01 - courtesy Jennifer Argo
 02 - courtesy Tamsin Cunningham
 03 - courtesy Calum Ross

04 - courtesy Jamie Henry





01



02



03



04



05

01 - courtesy David Lemm
02 - courtesy Andy Summers
03 - courtesy Civic Soup

04 - courtesy Bart Manders
05 - courtesy Boom Saloon



FAQ'S

FREQUENTLY ASKED QUESTIONS

—When will the Architecture Fringe take place?

The Architecture Fringe 2018 will open on the evening of Friday 8th June 2018 and take place 8 – 24 June 2018. Your projects can take place at any point during this period – some will run over the whole period and others will be one-off events on only selected dates.

—What if I want to do my project outwith June?

If this is the case due to constraints beyond your control please get in touch with the team at hello@architecturefringe.com to discuss the suitability of including your project on the open platform.

—Where can projects take place?

Anywhere in Scotland! Projects can take place indoors or outdoors, in traditional venues or unusual spaces depending on the nature of your project. So long as you have the necessary permissions to use any space and you manage the health & safety for your project location it can take place anywhere.



FREQUENTLY ASKED QUESTIONS

—Does the Architecture Fringe offer funding?

No – the platform is run by a voluntary production team and does not fund open programme projects. We do however offer project support and promotion via the monthly meet-ups and by connecting your work with other projects and sharing details across our media and professional networks.

—Will the Architecture Fringe help me deliver my project?

All organisers contributing to the open platform programme are responsible for presenting and delivering their own projects. Contributors remain in control of their own work and are solely responsible for all aspects and liability relating to that work including funding, management, insurance, health & safety, press and advertising. Whilst The Architecture Fringe cannot accept responsibility for work undertaken by others, the monthly meet-ups are a great way to get peer feedback on emergent ideas as well as find collaborators, venues, get funding tips etc. The Architecture Fringe reserves the right to decline the inclusion of work on the open platform which is deemed unsuitable.

—Is my project guaranteed to be accepted onto the platform?

Generally very much 'Yes' :-) All projects submitted to the Architecture Fringe by 12 noon on Monday 09 April 2018, whilst obviously not yet complete for June must be real and with a commitment to actually happening. Projects submitted after this date will miss the printed programme deadline. The Architecture Fringe reserves the right to decline projects proposed for the platform. Reasons for declining projects will include overtly commercial work or a lack of required project information.

—Will the Architecture Fringe manage the issuing of tickets for my project?

No – the platform is unable to manage your ticketing and payments – there are several ticket management websites such as Eventbrite and Brown Paper Tickets for free/paid events, or Attending.io if you just want to keep track of who's intending to come to a free event.

—How much does it cost to take part in the Architecture Fringe?

Submission to and inclusion within the Architecture Fringe 2018 open programme is free.



THANK YOU!

THAT'S IT

If you have any queries or questions please drop us a line at
hello@architecturefringe.com

Remember the open call closes at 12 noon on Monday 09 April 2018.

Good luck!!!

ArchiFringe x

