

WHAT WE ARE LOOKING FOR?

Our venue is Brighton Fringe's first ever Grassroots Digital Art Venue. We consider Digital Art as content which is designed specifically for the digital realm

- Pre-recorded or designed (Not Live). 20 mins or more (Max 3 hours) or containing a series which accumulates to at least a 20 minute viewing experience.
- We encourage applications from all genre and styles of digital art. This can include genres, although not exclusively, such as film, interactive film, experimental film and audio, Radio Play, Immersive Audio, E - Galleries, Zoom dramas, VR/XFR and web series, do it at home audio dramas, puppetry, Sketch and anything that hasn't been digitally dreamed up yet.
- We will accept Digital Adaptations of Live stage productions
- We will not accept filmed recordings of live stage productions unless a consideration of the digital experience has been considered.

ARTISTIC OBJECTIVES

The Living Record Festival aims:

- To support independent companies, storytellers and artists to make the move into the digital sphere.
- To programme work which is purpose built for a digital platform i.e an interactive zoom show, choose your own adventure book, immersive audio play, short films or an e-gallery of digital happenings
- Curate the identity of several individual digital spaces with a variety of pieces – guided by the audience, supporting the artist.
- Present a provocative and entertaining broad church of experience, encouraging quality expressive engagement with the platform and the possibilities/confines of the website.

WHAT WILL THE FESTIVAL BE LIKE?

The Living Record Festival is a month-long Digital arts festival curating and presenting original pieces from a range of art forms by independent companies and freelance artists.

- A space for audiences to connect, review and experience affordable work from the digital sphere.
- Supported professional development, networking and artistic experimentation for artists and storytellers at all career levels.
- A financially accessible marketplace for theatre companies to connect with audiences and the wider arts industry.

THE PLATFORM

- The Living Record Festival will be hosted by a virtual space which speaks the language of the theatre. The website will contain 'spaces' for the work of our partnered companies where audiences can explore, watch, listen and experience.
- The platform will also include shops for merchandise, a notice board for reviews and the ability to search and browse material via categories or genres. The Workshop space hosts LIVE webinars, workshops and classes and you can join the crowd in the Bar for digital scratch performance, poetry, play readings and live music.

***Please see 'The Platform Explained' PDF for more information on the festival website.**

ARTISTIC OFFER

- **PARTNERS:** The companies and artists we work with on this platform will be termed as a partner. This definition is important to us as it articulates our belief in the work and commitment to representing the company through robust, creative and collaborative marketing strategies.
- **LOW RISK:** We believe our offer to companies and artists minimises (financial risk) risk from producing Digital art whilst maximising the opportunity to earn profit from trading material online and connecting with audiences in the future. In terms of how the virtual platform functions please refer to 'Site Breakdown'.
- **CREATE YOUR OWN SHOWFILE:** Through creating an Interactive space for the User and one that allows you to manage your own marketing via sales reports and to adapt your own microsites accordingly. This will mean the profiling of your material can respond to the changing landscape of audience feel. The microsite will serve as a direct and comprehensive hosting of you/your company throughout the duration of the festival.
- **GIFTING:** Features such as gifting and instant audience reviewing incentivise word of mouth giving your piece the best chance of becoming an internet sensation. Gifting is a key part our accessibility ethos a system which discount the price of each ticket as user gift to another person they know. When the ticket reaches its fifth gift it will become free content and the user will be encouraged to share with person who cannot regularly access theatre or is most likely to never consume art.

THE DEAL

- **£25 returnable deposit (Returned once content is festival ready)**
- No Admin and programme fees
- 80/20 Profit Share (In Artists favour)
- 95/05 Merchandise
- Option to feature on in house interactive advertising schemes
- Guaranteed review from FringeReview
- Access to in house press and marketing
- Option to have wrap event created with Living Record Productions (Q&A, Documentaries)
- Access to company microsite

WHAT SUPPORT IS AVAILABLE FROM US?

We hope to provide artists who have yet to move into the digital sphere with the tools to make their best work ready for the online platform:

- Living Record will provide a resource on making work online sharing practical tips and reflections on craft and good practice
- Living Record will provide a black book of contacts/ network of collaborators which can help produce digital work such as sound designers, filmmakers and writers etc.
- Living Record will provide access to equipment such as binaural microphones, podcast microphones and film equipment
- Living Record can provide access to recording studios based in London and Brighton at heavily discounted rates
- Living Record will always have an open door policy to support the challenges you may face creating the work. If there's a creative or practical challenge, call us and we'll do what we can to help!
- Access to comprehensive remote theatre making resources

CREATIVE OVERVIEW

We explore the interplay between the living and the record – the recording of a piece of work, committing art and life to a confine. A little breathing snapshot of ourselves out and into the world.

- The Living Record @ Brighton Fringe is a month-long curation of Digital Art made from independent companies and freelance artists.
- The Living Record is a space for audiences and artists to connect, review and experience affordable work from the digital sphere
- The Living Record is a platform to promote and develop Digital Art providing both a network and resources for those making their first steps into digital theatre and those expanding their practice in the field
- The Living Record is a marketplace for makers of Digital Art and one that financially favours them
- The Living Record Festival is an accessible space for both its users/audiences and in its relationship with artists