

REQUEST FOR PROPOSALS - FRINGE POPULI 2020

FringeArts seeks Artists to submit proposals for a large scale, public-practice live performance that will perform in the 2020 Fringe Festival held in the month of September. FringeArts defines public-practice performance as participatory work in which Philadelphia residents with a myriad of relationships to the arts perform in the piece for an audience. The Artist's piece should aim to engage between 100-250 performers at varying levels of engagement and commitment. Artist proposals will provide a clear outline of project dramaturgy, recruitment, structure, and performance. The Artist(s) will serve as Lead Artist(s) or Director(s) for the piece.

Background: FringeArts received a New Audiences New Places grant from the William Penn Foundation in the spring of 2018. This grant, titled *Fringe Populi: Building Audiences through Public Performance*, seeks to “build new audiences through [...] large-scale public practice works [that] generate both wide attention through scale, spectacle, and resonance of content,” and that provide “more focused, deeper engagement with individuals recruited to participate in [...] the work.” Previous examples of public practice pieces stewarded by FringeArts include *Le Grand Continental* (2012, Sylvain Émard), *100% Philadelphia* (2014, Rimini Protokoll), *Gala* (2016, Jérôme Bel), *Le Super Grand Continental* (2018, Sylvain Émard), and *Úumbal: Nomadic Choreography for Inhabitants* (2019, Mariana Arteaga). The 2020 Fringe Populi piece will be the culminating performance in the Fringe Populi New Audiences New Places grant that aims to break down perception barriers which keep the Philadelphia public from engaging in contemporary performance.

The priorities of the Fringe Populi grant and its public practice pieces are to:

- cultivate wide encounters with contemporary performance (large-scale)
- present public practice performances that are free and occur outdoors
- engage with civically activated spaces (preferably publicly managed, iconic landmarks of Philadelphia)
- attract attention to FringeArts in a familiar setting with very low barriers to attendance
- engage with 100-250 members of the public as performer participants over the course of the project timeline
- present at least 3 public performances to audiences of 400+ at each presentation

Artists interested in submitting proposals for the 2020 Fringe Populi piece will provide clear and concise descriptions for the following fields.

Proposal Requirements

Description of project: This public practice piece should be accessible to non-professional performers both in content and in commitment. The piece should activate public space, and respond to the world in which we live. The piece must be a live performance of between 30-45 minutes in length.

Stages of realization:

- Prep: Artist and Producer (FringeArts) will collaboratively establish strategies for participant recruitment, project schedule, project and rehearsal structure, and development phases of the project. This schedule and timeline must be completed by January 15, 2020.
- Recruitment: Recruitment should consider opportunities for multiple levels of engagement that increase accessibility, impact, and relevance for participants. Examples: residents who wish to engage deeply with the project (5 hrs/week), residents who want to join but are only able to commit intermittently (3-4 hrs/month), and/or residents who are only able to participate through discrete instances (like workshops or classes) through partnerships with neighborhood and/or community sites.
- Selection: Artist and Producer will work together to determine selection criteria ahead of the recruitment process. The selection process will honor FringeArts' commitment to accessibility and justice.
- Rehearsal: The piece's rehearsal process will be agile and flexible to the needs of the participants and the piece's development. Artist and Producer will determine rehearsal requirements for both space and participants during their prep period.
- Performance/tech requirements: Performances (at least 3) will be scheduled at the discretion of the Producer for the 2020 Fringe Festival.

Budget

FringeArts will retain executional authority over the finances for this project and will work with the chosen artist to craft a budget tailored to the specific needs of the project. The draft budget included below gives applicants a sense of the range of spending on various areas of the project budget.

Lead Artistic Fee: \$15,000-\$20,000

--- A commission or producing fee accorded to the lead artist, collaborative team, or company.

Assisting Artistic Staff: \$25,000-\$30,000

--- Funds used to compensate additional artistic staff such as rehearsal directors and/or teaching assistants.

Participant Stipends: \$15,000-\$20,000

--- Participants will be given an honorarium in recognition of their participation in the project.

Production Labor: \$10,000-\$14,000

--- FringeArts will hire a production team inclusive of stage management, audio + lighting support, and other team members as needed.

Production Equipment Rentals + Supplies: \$8,000-\$10,000

--- FringeArts will make arrangements for equipment rentals and supplies as need for the project.

Housing, Travel, Per Diem, and Visas: \$15,000-\$17,000

--- FringeArts will manage these arrangements for appointed artist, with the length of stay, amount of travel, and in-person engagement to be determined specific to each project.

Rehearsal Space, Venue Rental, and Permits: \$8,000-\$10,000

--- FringeArts will oversee the selection and establishment of spaces for the project's development and performance.

Marketing: \$6,000-\$8,000

--- FringeArts will take the lead on marketing for the project inclusive of recruitment for participants, documentation, and performance advertising.

Patron Services: \$1,000

--- FringeArts will provide + oversee house management and volunteer services for all performances.

Principle points of contact

In addition to the entire FringeArts administrative team and community, the Artist will be working most closely with the following people:

- Katy Dammers and Zach Blackwood - Artistic Producers at FringeArts
- Tenara Calem - Audience Engagement Coordinator at FringeArts
- Claire Frisbie - Director of Marketing at FringeArts
- Keighty McLellan - Director of Production at FringeArts
- Nick Stuccio - President and Producing Director at FringeArts

Criteria of selection

FringeArts carefully considers its presented artists and will make its Fringe Populi 2020 selection decision based on the following criteria (among others):

- Demonstrated artistic excellence
- History of working in live contemporary performance
- Experience working with volunteer and/or non-professional performers
- Robust plan for execution of the project combined with proven track record of completed execution
- Commitment to engaging with communities and audiences in order to increase access in the performing arts

Evaluation

- The Producer draws from the American for the Arts' manual on Aesthetic Perspectives for Art for Change in evaluative methods that consider impact and process. As such, the evaluative methods for this project will place an emphasis on the following:
 - Emotive experience: The emotive experience for participants should be foregrounded in care, respect, and support. Equally important is the Artistic team's experience of mutual support, understanding, and open communication with the Producer, and vice versa.
 - Participant accessibility: The project will be considered successful if participant accessibility is equally weighted with artistic dramaturgy. The project is not a success if participant accessibility is sacrificed for artistry or artistic process.
 - Openness: Fringe Populi pieces should remain open and agile to new information, feedback, and events throughout its process. Fringe Populi pieces are responsive to local challenges/needs.
 - Cultural integrity: Fringe Populi pieces take seriously ethical uses of research, input, and feedback from its participants and partners. Its frameworks, origins, and investigations hold strong the commitment to acknowledging and overcoming systems of oppression as they intersect in our local communities and participants' lives.
 - Coherence: Fringe Populi pieces should be clear and coherent for participants. They have strong artistic ideas that advance social and community goals.
- The 2020 Fringe Populi piece will meet the needs of the Fringe Populi grant and demonstrate a capstone performance in the three-year grant cycle that has presented *Le Super Grand Continental* (2018) and *Úmbal: Nomadic Choreography for Inhabitants* (2019).

To submit an application, please visit the [RFP page on FringeArts website](#) and fill out the accompanying online form beginning Monday, September 9th. Applications close on Monday, October 7th. Email programming@fringearts.com with any questions.