



**OPEN STREET EUROPEAN SHOWCASE**  
**Milano (IT)**  
**Third Edition 9<sup>th</sup> – 12<sup>th</sup> October 2014**

**OFFICIAL PARTICIPATION CALL**

# Preamble

The International Association **OPEN STREET aisbl**, in view of the agreement with the **Municipality of Milan** for carrying out the 3rd edition of the European Showcase of Street Arts that, as per initiative of the City administration, will take place in MILAN, from 9th to 12th October 2014 ,

thanks to cooperation and support of following **FOUNDER MEMBERS**:

**FNAS - FEDERAZIONE NAZIONALE ARTE DI STRADA (IT)**

**COMUNE DI MONTEGRANARO (IT) organizer of VEREGRA STREET International Festival**

**TEATRUL NATIONAL RADU STANCA SIBIU (RO) organizer of Sibiu International Theater Festival**

**VILLE DE ROCHEFORT (FR) organizer of ROCHEFORT VILLE EN FÊTE**

**AYUNTAMIENTO DE LEIOA (ES) organizer of UMORE AZOKA Feria de Artistas Callejeros**

**NEUE GRUPPE KULTURARBEIT E. V. (DE) organizer of LA STRADA Int. Strassenzirkusfestival, Bremen**

**UMETNIČKA ASOCIJACIJA INBOX (SRB) organizer of International Festival Ulicnih Sviraca - Novi Sad**

**MANANA PRODUCTION HOUSE (PL) organizer of Int. Street Artists Festival Ulicznicy – Gliwice**

issues the present participation call for the **OPEN STREET EUROPEAN SHOWCASE 2014**.

## Participation Call

### **Art 1. General Aims**

Following a firmly Europeanist inspiration, in line with the statute objectives of Open Street aisbl and in continuity with the inspiring values of OPEN STREET EUROPEAN FORUM for street arts, born in 2010, the international showcase will be an occasion to create an European marketplace for street show, taking care to the specific cultural frames of every single country of continent, without any prejudice regarding structural and financial sources they have availability of in order to let the circulation of own productions on international scene. It intends to facilitate the development of an European identity of popular performing art as inevitable element for the process of cultural integration. It intends to help the development of an OPENED network of institutional and commercial relationships between artists, companies, festivals, programming networks, schools and training centres, production centres, aiming to improve the mobility of sector artists and operators inside the continent, as well as to give more accessibility to structural sources and market to art bodies which have to face situations of disadvantage in their country but indeed have significant cultural value in the ambit of the European live show-

### **Art. 2 - Special aims**

This initiative wants to offer, to companies artists and art operators, a space to facilitate matching between offer and demand, aiming to favour the spreading of interesting and significant cultural productions of every European country, thus joining, the business motivations to the cultural integration ones. In this context, the international showcase will be composed by three events:

- 1) A SHOWCASE opened to all artists, companies, European promoters who accept this call and adhere to the Association Open Street aisbl with promotional services offered by local manager of the initiative (stand, meeting point, audio/video room, internet desk), as well as facilitated accommodation.
- 2) A Program of 20 small, medium and big shows, selected by an European Academy composed by Festival organizers adherent to OPEN STREET aisbl, with companies of various countries which will receive a refund proportioned to the complexity of transfer

- 3) A daily OPEN STAGE giving the opportunity to a limited number of artists and companies to perform (in addition to first 20 ranked) in front of a qualified audience of art operators. Priority will be given taking in consideration the higher ranks in phase of selection

### **Art. 3 - Requirements for participation**

All artists and companies resident in Europe or other continents, active in the sector of street arts, and being adherent to OPEN STREET aisbl may participate in the showcase. The participation to selections for the official showcase program is opened to artists and companies able to guarantee the regular tax/contribute status of own staffs for the day/days of participation. Companies selected for official program of previous showcase edition, are invited to participate with a new production. Productions selected for official program of previous showcase edition can participate to the Off section of showcase only. To showcase can adhere the Festival organizers seat on the European continent. All persons willing to participate to the international showcase (Festival organizers, art operators, artists and companies, will NECESSARILY have to register on the web platform on site [www.open-street.eu](http://www.open-street.eu), thus adhering to the OPEN STREET aisbl and accepting its statute. Any request of participation formalized by other means will be automatically rejected by management. After registering, the second step will be the confirm of registration and the filling of showcase participation form, available in the registered area of same web platform. Following to the form filling, the management will advise modes and terms of participation. The subscription to OPEN STREET aisbl as adherent member costs € 25,00 (same for solo artist, group or promoter/organizer)

### **Art. 4 - Matter of Cooperation**

The participants to the International showcase declare to have duly read the current call, to agree the inspiration, to wholly accept the contents, and to engage themselves in fulfilling the cooperation engagements expected by the adherents. In particular, the selected companies engage themselves to perform twice the show selected by the European Academy festival organizers, in location, date, mode and tech. equipment which will have necessarily ACCORDED with the organization management of showcase. The Festival organizers are engaged to watch the full program of showcase (at least one replica per selected company) as well as to insert in programme of next edition of their event, 1 show selected between shows selected for official programme of showcase and 1 show selected by show proposed by the other participating companies. In both cases companies must not be invited by festival organizer of their own country. The Festival organizers can candidate to be part of the Open Street European Academy that will be engaged in voting procedure for the selection of companies to be inserted in the official showcase programme. The acceptance of candidature will be deliberated by founder members of Open Street.

### **Art. 5 - Participation of Festival organizers and other European art operators.**

The showcase lodges at its own expenses the organizers of Festivals seated out of the Italian territory, who are associated to OPEN STREET aisbl, thus arranging buying of flight tickets, inner mobility, meals and hotels for whole duration of event, and up to full spending of available funds. Priority will be given to operators who demonstrated a convinced capacity of cooperation by inviting at their events some shows present at previous edition of showcase. Same will be done for other European organizers directly invited and in consideration of available sources. In total the management foresee to invite from 20 to 40 representatives of as many European festivals, and from 20 to 40 representatives of as many Italian Festivals To Italian festivals the showcases grants meals and accommodation for whole duration of initiative, at condition that the organizer body or art director be associated to OPEN STREET aisbl. Other organizers, representatives of private and public boards, syndicate associations, Italian and European operators of various kinds are allowed to participate prior adhesion to the OPEN STREET aisbl as indicated in Art. 3 of this call. The management can offer them a facilitated accommodation at cost of Euro 50,00/80,00 per day per person in hotel, adding (20 Euros for every single room surcharge) breakfast and two meals per day until expiring of rooms available. These operators will receive a pass for free access to all sections of showcase and shows, as any other member of Open Street aisbl. The mobility of operators not included in the group of invited is granted in the limit of availability. The subscription to the showcase must be done by festival organizers through the web platform on [www.open-street.eu](http://www.open-street.eu) **NOT LATER THAN 31<sup>st</sup> august 2014**

### **Art. 6 – Participation of European companies and artists**

The showcases guests 20 groups (companies or solo artists) having been selected out of the participants, subscribed as per art. 8 of this call. To these companies the management grants a “refund token” proportioned to the complexity of transfer as per art. 9 of this call; furthermore, accommodation is granted to all members of companies (up to 2 nights in hotel, 2 breakfasts, 1 lunch and 2 dinners per member). Performing in the Off Programme (out of official programme) of Showcase is permitted for a maximum number of productions which will be between 20 and 40. Priority will be given to artists and companies having obtained

highest ranks of interest in phase of selection, no matter to which show category they registered. Once priority of showcase desks will be granted to companies both of official programme and Off Section, the participation to showcase for all companies and artists not inserted in official programme, but willing to attend by use of the showcase desk, is allowed until termination of available spaces. The participation to showcase, by performance or desks, for all other companies and artists is subject to subscription to OPEN STREET aisbl as per art. 3 of this call. The management can offer a facilitated hospitality for a total cost of 50,00 € / 65,00 € per day per person (in hotel, including breakfast + 2 meals, with surcharge of € 20,00 per day if single room is required, until termination of rooms available). All groups allowed to participate will have availability of a stand to rent for promotion purposes, to be booked by open-street.eu platform. Various stand dimensions and various facilities (desk, electric energy, expositors etc...) are available. Costs will be fixed by OPEN STREET aisbl in agreement with local showcase manager, within a range from a minimum of 50,00 € to a maximum of € 200,00 per day, depending on dimensions and facilities required.

#### **Art. 7 – Procedure for participation of companies to official program selection**

Companies and artists willing to participate to selection for official program of showcase, once registered online on website [www.open.street.eu](http://www.open.street.eu) and filled the participation form following the instructions, will have to insert (in their registered area) the sharing code (EMBED or IFRAME) for a video of show they want to propose. It must have a duration of 10 minutes at max. The insertion must be done **WITHIN THE 24TH AUGUST 2014**. After this closing date it will not be possible to upload further video and information on web system. The website [www.open-street.eu](http://www.open-street.eu) does not allow in any way the upload of videos, and it is settled only for insertion of link to videos already existing on main video sharing websites (youtube, googlevideo, dailymotion, vimeo ect...). The participation to selection with more than 1 show per company or artist is not permitted.

#### **Art. 8 – Selection procedure of companies invited in the official program**

The Festival organizers members of Open Street can apply to be part of the European Academy of Open Street, that will commit to carry out the voting procedures for the selection of companies that will be included in the official program. The acceptance of the application will be deliberated by the founding members of OPEN STREET aisbl. The selection will be made by online voting procedure and will be based on evaluations of videos that the companies have entered into the computer platform of site [www.open-street.eu](http://www.open-street.eu). The artistic proposals presented by the video will be divided into different sections of the competition, depending on the number of artists and cachet of the show. It will be privileged the selection of shows from different countries of origin. In particular sections of the competition will be:

**OneManShow:** performances proposed by a single artist with minimal use of audio-lights equipments. The cachet of shows offered in this section of competition can vary from a minimum of 400 € to a maximum of 700 €.

**Small Companies:** shows proposed by these groups consist of a minimum of two up to a maximum of four artists, with no excessive use of audio highlights. Within this section of competition three categories of shows are included, depending on cachet: **Very Small:** cachet between 600 and 900 €, **Small:** between 900 and 1.500 €, **Over Small:** between 1.500 and 2.000 €.

**Medium Events:** shows proposed by companies having from 5 to 10 artists, and tech. requirements to be agreed with the organizer. This section is split in 4 categories of shows: **Nearly Medium:** between 1.800 and 2.300 €, **Medium:** between 2.300 and 3.000 €, **Over Medium:** between 3.000 and 3.800 €, **Nearly Big:** between 3.800 and 5.000 €.

The scores awarded by the European Academy to video of companies, will define 6 proposals with the highest scores in the section OneManShow, 10 proposals with the highest scores in Section Small Companies (including 4 in the Very Small category, 3 in Small category, 3 in category Over Small), and 4 proposals with the highest score in the medium category events (1 for each of the four categories of this section). The votes assigned by members of the jury evaluation will be brought to the calculation of average for the final score (in tenths) with a decrease equal to 1 / 3 of the votes expressed, multiplied by the coefficient of participation of the country where the show was produced (coefficient = number of shows from a particular country / total of show participating to showcase). In this way the selection will take account of the geographical origin of the shows and the opportunity for a company to be selected will be facilitated in case the country production is poorly represented among the participants in the showcase. Instead, the reviews for shows of countries which will attend the showcase massively, will be revised slightly downward. The evaluation of videos will start upon first video insertions (allowed from release date of this call) by adhering festivals not later than **1ST SEPTEMBER 2014**. On site [open-street.eu](http://open-street.eu) it will visible the list of eight categories of competition with the top 10 rated proposals, updated in real time. The list will be published on **2ND SEPTEMBER 2014** and it will have value of official response to applications.

#### **Art. 9 - Criteria for determining the value of attendance token for selected companies**

The shows selected will be eligible for attendance in reimbursement (partial or total) costs incurred for attending the showcase. Its amount will be defined depending on the complexity of the transfer of the artist or company and amount of km between the place of departure and the city of Milano (Italy) and the category for the competition will account for this. For an average trip distance (2500 km round trip) the value of participation fees for different

categories of competition will be determined through an integration to this call, consequent to the agreement with Municipality of Milano, depending on budget available and based on following ranges:

OneManShow from €300 to €400  
Very Small from €400 to €700  
Small from €500 to €1.000  
Over Small from €600 to €1.200  
Nearly Medium from €700 to €1.500  
Medium from €800 to €1.800  
Over Medium from €800 to €1.800  
Nearly Big from €1000 to €2.000

On others mileage other than average, the reimbursement is calculated on the basis of a coefficient of distance: reimbursement = reimbursement on average distance x coefficient of distance Any changes in the value of reimbursement depending on the distance coefficient will be applied until all available resources. The coefficient of distance is calculated as follows:  $\text{Coefficient} = \text{km travel distance} / 2,500 + ((1 - (\text{Km of trip}/2.500)) / 2)$

#### **Art. 10 – Performing of shows selected in the showcase**

The shows selected for the official of showcase will take on 9th, 10th, 11th, 12th October 2014, according to a program that will be prepared by the management organization. In the event that the company selected is not available for the chosen date of presentation, we will proceed to convene the first ruled in other competing proposals in the same category. The artist or company selected must reach the seat of performance by their own means. The performing site will be identified by the organizational management of the event, in the ambit of Milano city centre. The locations will be mainly outdoor. Only in the case of evident inability of the company to perform outdoors or in case rain, we will staging the show in covered or indoor spaces. The organization expects a huge attendance of audience, but this will not have to affect the view of shows by participant operators, in order to create the most appropriate and suitable conditions for show performing. The most demanding technical requirements will necessarily be agreed between the company and the organizational management. The total supply of audio and lighting equipment for these shows will be indicated by means of a supplement to this call, following the agreement with the Municipality of Milan, depending on the available budget, and will not be increased unless the companies can provide some additional material. Each company selected for the official program is requested to perform two replicas of show (in the same place, with at least 1 hour interval) unless motivated impediment arising from the characteristics of the show, endorsed by the OPEN STREET European Academy, the body the company was selected by.

#### **Art. 11 – Open Stage**

30 artists or companies not selected for official program, with priority for best evaluations obtained in phase of selections (no matter to which show category they belong to), will have the opportunity to use a stage or different venue for two performances (max 30 minutes duration), in front of audience of participating art operators. The sound and lights equipment for these shows will be detailed by an integration to this call, consequent to the agreement with the Municipality of Milano, depending on budget available and will not be increased unless the companies can provide some additional material. Any other technical requirement of the show is borne by the company. Each company selected for the OFF program is requested to perform two replicas of show (in the same place, with at least 1 hour interval) unless motivated impediment arising from the characteristics of the show, endorsed by the OPEN STREET European Academy. On the basis of bookings received, the final line-up of Off performances will be compiled and disseminated by the management organization prior to showcase opening

#### **Art. 12 - Criteria for participation of selected shows to Network festivals**

The organizers of the festival adherent to OPEN STREET aisbl, having to fulfil the commitments mentioned in Art. 4 of this contract, agree to host the selected shows in their festivals respecting the price range of the category in which the shows have registered. The definition of cachet may be subject to negotiation between the parties, provided the minimum and maximum are observed. Any agreement for carrying out most days of the show can be taken in lump sum, provided that the proposal is interesting for company. Likewise, it must be agreed to reimburse travel expenses with a minimum of 0.20 €/ km and a maximum of 0.50 €/ km, whereas the journey of a single vehicle is considered roundtrip from the headquarters of the company to place of performing. The accommodation will always be provided by the organizer. Except in cases of bargaining agreement between parties, the company cannot ask to the organizer a cachet higher than the highest ceiling of category in which it is registered. This behaviour automatically determines the possibility of recession by the organizer and the exclusion of company participating to the showcase, as well as exclusion from future editions. The performing date will be defined by the organizer. If company is not available for date requested, or an economic agreement is not found, the organizer, subject to the organization's commitment to respect minimal and ceilings fees, may invite another

formation, always in respect of its commitment to guest at its festival one proposal among those selected out of the official program of showcase and one proposal among those participating. Once the agreements with the companies are closed, the organizer will indicate on the site open-street.eu their choices.

**Art. 13 - Visibility**

Within 9 months after the closing of showcase, the organizers of participants festivals are committed to make public, through the platform available at [www.open-street.eu](http://www.open-street.eu), the choices made for the program with artists and companies in their respective events (Art .4 as provided in this announcement). Every time one of the shows chosen are referred to or described in promotional materials, press releases, and generally in the communication plan of festival, the organizer is engaged to use in remarkable way (as an alternative or in combination) the OPEN STREET aisbl logo or the following writing: "show selected in the ambit of the third edition of the Open Street European Showcase". Within 12 months from the closing of showcase, the participating companies are required to complete a short questionnaire, always using the form on the platform of the website [www.open-street.eu](http://www.open-street.eu), about the outcome of their participation and their involvement in OPEN STREET.

**Art 14. Integrations**

By July 2014, this call will be integrated with the provisions as per Articles 9, 10, 11

**Art. 15 - Complying with the rules for participation and cooperation.**

The evident breach of rules of participation and cooperation of this announcement by a festival or artistic groups, will results in the automatic exclusion of the member from the showcase, and the impossibility to participate to future editions.

Issued in Bruxelles on 12th May 2014.

**OPEN STREET aisbl**

**The administrators**

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