



OPEN STREET EUROPEAN SHOWCASE
Fermo – Montegranaro (IT)
Second Edition 13th – 16th October 2011

OFFICIAL PARTICIPATION CALL

Preamble.

Thanks to the support of **European Community - Educational Audiovisual & Culture Agency** – Culture 2007 – 2013 Programme, in the ambit of the international cooperation project OPEN STREET, Grant Agreement N° 2010 – 0614 / 001 CU7 COOP7,

Thanks to the cooperation and support of following **CO-ORGANISERS**:

- **Promotion des Arts Forains**, organizer of International Festival “Namur En Mai” in Namur (BE),
- **Neue Gruppe Kulturarbeit**, organizer of International Festival “La Strada” in Bremen (DE)
- **FNAS** – Federazione Nazionale Arte di Strada - Rome (IT)

Thanks to the the cooperation of following **ASSOCIATED PARTNERS**:

Festival:

- *Ratataplan Int. Festival, Lessona (I)*;
- *Artistiinpiazza, Int. Festival Pennabilli (I)*;
- *Ferrara Buskers Festival, Ferrara (I)*;
- *Mercantia Int. Festival, Certaldo (I)*;
- *Ulicnih Sviraca Festival Novi Sad (SR)*;
- *Szárnyas Sárkány Festival, Nyírbátor (HUN)*;
- *Tuin der Lusten, Overijssel (NL)*;
- *Feta Festival, Gdansk (PL)*;
- *Internationaal Straattheaterfestival, Gent (B)*;
- *Spraoi Festival, Waterford (IR)*;
- *Bath Fringe, Bath (UK)*.

Theatre Boards & Networks:

- *Bund. Theater im Öffentlichen Raum (D)*;
- *A.M.A.T. Ass. Marchigiana Attività Teatrali (I)*;
- *Artserv.net, art services network (D)*;
- *AgitPolska e.V. (D)*.

and the support of following **FURTHER PARTNERS**:

Public Boards and Istitutions:

Regione Marche (I); Provincia di Fermo (I); Senator für Kultur Bremen (D); Ville de Namur (B); Ville de Arles (F); Ville de Barcelone (E); Province du Limbourg (B); Conseil Général de l'Essonne (F); Ville de Luxembourg (LUX); Comune di Monterubbiano (I); Comune di Moresco (I); Comune di Lapedona (I); Comune di Porto S. Giorgio (I); Comune di Campofilone (I); Comune di Fermo (I); Comune di Ortezzano (I); Comune di Falerone (I); Comune di Monte Vidon Corrado (I); Comune di Servigliano (I); Comune di Grottazzolina (I); Comune di Francavilla d'Ete (I).

Local Association for Cultural Promotion:

Associazione Pro loco di Campofilone (I); Associazione Pro loco di Lapedona (I); Associazione Pro loco di Ortezzano (I); Associazione Pro loco di Petritoli (I); Associazione Pro loco di Grottazzolina (I)

University: Università degli Studi di Macerata Facoltà di Beni Culturali (I).

The City Council of Montegranaro (IT), leader of The Open Street Project

Issues this call for participation to the initiative **OPEN STREET EUROPEAN SHOWCASE**, which will take place in the province of Fermo (Italy) from 13th to 16th October 2011, in Montegranaro, Porto S. Giorgio, Fermo, Montegiorgio, S. Elpidio al Mare.

PARTICIPATION CALL

Art. 1 - General aims

Following a firmly Europeanist inspiration, in line with the principles of OPEN STREET Project and the statute of OPEN Forum for street arts, 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 centers, production centers, 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, for one time at least, 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, with free admission, free stand, availability of meeting point, audio/video room, internet desk, and facilitated accommodation.
- 2) A Program of 20 small and medium shows and big events, selected by a jury of Festival organizers joining the OPEN STREET network, with companies of various countries and which will receive a refund proportioned to the complexity of transfer
- 3) An evening OPEN STAGE giving the opportunity to a limited number of artists and companies to perform in front of a qualified audience of art operators. Priority will be given to companies that get higher ranks in phase of selection.

Art. 3 - Requirements for participation

All artists and companies resident (or having stable activity) in countries of European continent, and active in the sector of street arts, may participate in the showcase. The participation to selections for the program's official showcase is opened to artists and companies resident in European continent and able to guarantee the regular tax/contributive status of artists for the day of participation. Companies selected for official programme of previous showcase edition, are invited to participate with a new production. Productions selected for official programme of previous showcase edition can participate only for performance to the Off section of showcase. 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.it, thus adhering to the OPEN FORUM 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 FORUM, and consequently to the showcase, are totally free.

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, for one time, the show selected by the Jury of International 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 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 companies registered to the OPEN STREET network (no matter if they participate to the

showcase or not). In both cases companies must not be invited by festival organizer of their own country. The Festival organizers engage themselves to perform the voting procedure for the selection of companies which will be inserted into the official showcase programme, as well as to attend to whole program of shows by using the shuttling means granted by the management of initiative.

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, which are co-organizers and associated partners of OPEN STREET, 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 at least 20 representatives of as many European festivals. To Italian festivals the showcases grants meals and accommodation for whole duration of initiative, giving priority to members associated to OPEN STREET, and up to 20 organizers for as many Italian festivals. Other organizers, representatives of private and public boards, syndicate associations, Italian and European operators of various kinds are allowed to participate prior subscription to the OPEN FORUM as indicated in Art. 3 of this call. The management can offer them an accommodation agreement at cost of Euro 45,00 per day per person in 3 stars hotel, breakfast and two meals per day until expiring of rooms available. The subscription to the showcase must be done by festival organizers through the web platform on www.open-street.eu **NOT LATER THAN 15TH SEPTEMBER 2011**.

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 3 stars hotel, 2 breakfasts, 1 lunch and 2 dinners per day). Performing in the Off Programme (out of official programme) of Showcase is permitted for a maximum of 30 productions. 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 FORUM as per art. 3 of this call. The management can offer the an accommodation agreement at cost of Euro 45,00 per day per person (in 3 stars hotel, including breakfast + 2 meals, with Euro 15,00 surcharge per day if single room required, until termination of rooms available). All groups allowed to participate will have free availability of a stand for promotion purposes, with table mt 2x1 and 220V plug, video room (to be booked at moment of registering procedure), internet points, meeting points for approaches with festivals organizers.

Art. 7 – Procedure for participation of companies to selection of official programme

Companies and artists willing to participate to selection for official programme of showcase, once registered online on website www.open.street.eu and filled the participation form following the instructions, will have to insert (in their registered area) the EMBED CODE 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 15TH SEPTEMBER 2011**. After this closing date it will not be possible to upload further video. The website 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 compagnie invited in the official programme

The Festival organizers members of Open Street are required to attend the committee for the selection of companies that will be included in the official program. The selection will be made by online voting procedure an will be based on evaluations, expressed in tenths, of videos that the companies have entered into the computer platform of site www.open-street.eu. Each member of the jury will assign a single vote on each video. 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 jury of the festival to video of companies, will select 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 20th September 2011. On site 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 21st September 2011 and it will have value of official response announcement of competition.

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 Fermo (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 are:

OneManShow € 300;
Very Small € 400
Small € 500
Over Small € 600
Nearly Medium € 700
Medium € 800
Over Medium € 800
Nearly Big € 1000

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: Coefficient = km travel distance / 2,500 + ((1 - (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 place in the mornings and afternoons on days 13th, 14th, 15th, 16th October 2011, 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 chosen seats are: **Fermo, Montegranaro (FM), Porto S. Giorgio (FM), Montegiorgio (FM), S. Elpidio al Mare (FM)**. The locations will mainly be local theatres. Only in case of evident inability of the company to perform inside, the show will be performed using open air spaces. The organization expects a limited attendance of audience, aiming to

create the most appropriate conditions for show performing, that must not affect the view of shows by participant operators. The organization may allow students of local schools to assist to relevant performances. The organization of showcase is engaged to grant the technical requirements of the selected shows, the most demanding technical requirements will necessarily be agreed between the company and the artistic director.

Art. 11 - Night Open Stage

30 artists or companies not selected for official programme, 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 a performance (max 20 minutes duration), in front of audience of participating art operators. The sound and lights equipment for these show is standard and not to be increased, unless the company can provide any supplementary material. Any other technical requirement of the show is borne by the company. 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 shows selected to Network festivals

The organizers of the festival which join OPEN STREET, having to fulfill 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 behavior 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.

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, 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 logo or the following formula: "show invited in the ambit of the European cooperation project OPEN-STREET". 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, about the outcome of their participation and their involvement in OPEN STREET. A list of companies that have circuited part of the network will be drawn up each year, and further promotional initiatives will be studied in favour of artistic groups that have been mostly present at events organized by adherent Festival.

Art. 14 - 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 Montegrano on 8th August 2011

Mr. Gastone Gismondi - Mayor of Montegrano

Mr. Giuseppe Nuciari – Responsible for Culture