



OPEN STREET EUROPEAN SHOWCASE
Fermo – Montegranaro (IT)
First Edition 14th – 17th October 2010

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 14th to 17th October 2010, in Montegranaro, Porto S. Giorgio, Monterubbiano, Montegiorgio, Servigliano, 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 significative 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 adhesion, 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 opened to all artists and companies willing to perform in front of a qualified audience of promoters

Art 3. Requirements for participation

All artists and companies resident in countries of the 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 one of the countries that are eligible to participate in the 2010 notice of Culture and are able to guarantee the regular tax position of artists for the day of participation. 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 invited 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 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..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 26TH SEPTEMBER 2010**

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). The participation to the showcase to all other companies and artists not selected for official programme is allowed prior 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 (+ Euro 10,00 surcharge per day if single room required), breakfast and two meals per day until expiring of rooms available. All groups 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 19TH SEPTEMBER 2010**. 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...).

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 based on assessments, 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 300 € to a maximum of 500 €.

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 be performed by festival organizers not later than 30th September 2010. On site open-street.eu it will be visible a list of eight categories of competition with the top 10 rated proposals, updated in real time. The list will be published on 1st October 2010 and it will have value of official response announcement.

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 14th, 15th, 16th, 17th October 2010, 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, Porto S. Giorgio, Monterubbiano, Montegiorgio, Servigliano, S. Elpidio al Mare**. The locations will mainly be local theatres. Only in case of manifest inability of the company to perform inside, the show will be performed in open air spaces. Audience in addition to participating artists and art operators is not expected. In agreement with the company's management, 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

Each registered artist or company, if desired, will be able to use a stage for a performance, on RESERVATION, with maximum duration of 20 minutes, facing the audience of operators, starting at 21:30 and until all of the time available or requests to perform. The total sound lights for these show is fixed and not 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 free performances will be compiled and disseminated by the management organization until the day before each day's showcase.

Art. 12 - Criteria for participation of shows selected to the Festivals of Network

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 of interest to the 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 forwarded by the organizer. The performing date will be defined by the organizer.

If company is not available for the date requested or an economic agreement was not found, subject to the organization's commitment to respect the ceilings and minimal fee, the organizer may invite another formation, always committed to guest at its festival one proposal among those selected out of the official program of showcase and two proposals among those participating. Once sealed agreements with the companies, the organizer may indicate its choices on website open-street.eu.

Art. 13 - Complying with the rules for participation and cooperation.

The evident breach of the 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 Montegrnaro

The Mayor
Gastone Gismondi

August 23th 2010