

**DEADLINE FOR APPLICATION: 12 NOON MONDAY 14 NOVEMBER 2016**

We are inviting expressions of interest from companies and artists wishing to be considered for the next Edinburgh Showcase – the biennial platform of contemporary UK theatre, dance and live art presented under the umbrella of the Edinburgh Festival Fringe.

Taking place from **Monday 21 – Saturday 26 August 2017**, the Edinburgh Showcase programme will feature some of the most outstanding small and middle-scale productions made in the UK during the last twelve months which are suitable for international touring.

The primary objective of the Edinburgh Showcase is to develop international opportunities for professional UK artists and companies. We are looking for productions which support **our cultural relations work** and meet the interests of international programmers and their audiences.

We anticipate the attendance of more than 200 delegates drawn from our international network of performing arts professionals – including key programmers, producers and agents as well as British Council colleagues from overseas.

**HOW WE SELECT WORK**

The 2017 Showcase will be programmed by a panel comprising UK and international curators and members of the British Council's Theatre and Dance team. It will include 20-25 high-quality productions by both established and emerging companies. It is our intention to construct as diverse a programme as possible and to maintain a balance across genres with an emphasis on the following:

**Productions which**

- are of exceptional quality
- are export-ready
- suitable for international markets
- have received positive critical review in the UK
- are ground-breaking in terms of artistic form and/or challenge conventional practice
- explore social issues and global concerns
- can be a catalyst for dialogue and debate

**Artists/companies who**

- are working internationally or demonstrate potential to do so
- have a strong track record and peer recognition for their work
- are pioneering or embracing innovative new approaches
- can demonstrate ability and capacity to deliver high-quality activities in support of their productions – e.g. workshops, talks and educational programmes
- are flexible and willing to adapt their work to different markets
- are committed to sharing and learning in different cultural contexts

**In addition there are a number of practical selection criteria:**

- At least 5 of your Edinburgh Fringe performances need to fall within the Edinburgh Showcase dates of 21- 26 August
- On-going availability for presentation internationally for a minimum period of 12 months after the Edinburgh Showcase
- Potential cultural/political sensitivities of the work
- Technical requirements and adaptability to different markets
- Administrative capacity for international touring

Please refer to the [Edinburgh Showcase website](#) for examples of work we have previously programmed.

**WHAT WE PROVIDE**

- An invited audience of international programmers, producers and agents
- Networking and trade events
- Training and mentoring for artists and companies
- Bespoke VIP box office with agreed ticket allocation for delegates
- On-going support for international touring

**WHAT WE DON'T PROVIDE**

- Performance venues
- Production support
- Funding to present shows in Edinburgh

**WHAT TO DO NEXT**

**Step 1: Complete the [online application form](#)**

Please contact us if you require access support in order to apply.

**Step 2: Subscribe to the Edinburgh Festival Fringe**

Once you have sent us your completed application form, we recommend that you subscribe as a performer to the Edinburgh Festival Fringe to receive information and updates. Visit [edfringe.com](http://edfringe.com)

**Step 3: Source a venue**

Your next step is to source a suitable venue for your production. The Fringe Office will be able to assist you and can help source non-traditional venues where required. When approaching them you should mention that you have applied to be part of the British Council Edinburgh Showcase. We advise all companies to start looking for prospective venues by January 2017 at the latest.

**We will inform applicants of our final programme decision by Friday 10 February 2017**

**General contact: [EdShowcase@britishcouncil.org](mailto:EdShowcase@britishcouncil.org)**

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