

The Blue Room Theatre presents

# Summer Nights

## Application Pack



**17 January – 16 February  
2020**

The  
Blue Room  
Theatre

Summer  
Nights

FRINGE  
WORLD  
FESTIVAL 2019



Australia  
Council  
for the Arts



City of Perth

# Welcome to Summer Nights

APPLICATIONS FOR SUMMER NIGHTS 2020 ARE NOW OPEN

Summer Nights is The Blue Room Theatre's curated program of theatre and performance, presented as part of Western Australia's biggest annual arts festival – FRINGE WORLD. In 2020, the festival will run for four and a half glorious weeks from 17 January – 16 February.

Summer Nights is a whirlwind of new collaborations, social commentary, theatrical playfulness and heartfelt stories. We aim to present a program featuring high-quality, diverse and contemporary live events that champion our local crop of WA talent alongside the best independent artists from around the world.

Theatre and performance artists from all walks of life, practice, geography, gender, culture and ability are invited to submit works that excite, inspire and provoke to fill our venue over the balmy Perth summer. Whether they're autobiographical accounts, genre-defying spectacles, intimate theatre experiences, or tried and tested audience pleasers, we want to hear about them all.

In 2020 Summer Nights venues include our own 49 and 61 seat black box theatre spaces, along with an intimate 40 seat pop-up venue in our downstairs space, the Kaos Room.

In addition, we welcome applications for work that sits outside traditional performance spaces; whether that be outdoors, in a shop front, found spaces, backyards, on the move, or anywhere else. Perth is your playground, and we encourage you and our audiences to explore it all.

Over the short history of Summer Nights, we have taken home seven Best Independent Program Awards, and in 2019 we were the first ever inductee into FRINGE WORLD's Hall of Fame. Close to 100 event awards have been presented to independent producers participating in the Festival as part of Summer Nights, including multiple Martin Sims & The Blaz awards for best new WA works. The 2019 Program saw average houses of 75%, and included 4 works from around the world, 12 from across Australia and 15 from our home turf.

We cannot wait to hear what you have in store, and to curate another fantastic season of performance for Summer Nights 2020.

*“Bringing our show to The Blue Room Theatre for Summer Nights was the best festival experience we’ve ever had. The level of support, both administrative and technical, was second to none, and knowing that we would perform our show there every night to an engaged audience of Blue Room followers was an amazing feeling.” – Ang Collins, Blueberry Play*

## The Offer

- One of the most generous box office splits at FRINGE WORLD
- Free venue hire including full festival light rig, AV and sound
- In house marketing and publicity support including a full listing in the Summer Nights program, an event page on The Blue room Theatre's website and inclusion in a substantial marketing campaign
- We'll run your box office and front of house
- Being part of a successful, established live performance program (winner of Best Independent Program FRINGE WORLD seven years in a row, and the first resident of their Hall of Fame)
- Professional theatre venues with dedicated full-time staff
- Access to The Blue Room Theatre staff, including Producers, Technical Manager and Marketing Manager, for support and advice in the lead up to and during the festival
- No added public liability insurance required (once you become a financial members of The Blue Room Theatre at just \$55 per year)
- Visa and tax assistance for international artists
- Accommodation assistance for touring artists
- The perk of presenting at a reputable venue that operates year-round with a dedicated and invested audience

## Accessibility

All Summer Nights information including application pack and application forms are available in accessible formats, upon request. Formats include word documents and large print.

We also accept applications for Summer Nights in accessible formats. Please email [harriet@blueroom.org.au](mailto:harriet@blueroom.org.au) or call 08 9227 7005 for further information.

*“Being a part of The Blue Room Theatre’s Summer Nights program has been invaluable... It has given our entire team the opportunity to work with new artists, build working relationships and friendships. It has been a way to produce industry and media awareness to the collective and engage with local, national and international artists.”*  
– Erin Lockyer, GRACE

# Marketing and Publicity

## What We'll Do For You

**Marketing:** We'll promote the Summer Nights season as a whole, and we'll work alongside your publicist and team to advise on the best possible campaign for your show.

**Support:** We're here for marketing support and advice – we'll proof all your collateral so the info is bang-on, and are happy to recommend publicists, photographers, designers, printers, and distributors.

**Collateral:** Your show will be included in our Summer Nights brochure, which we distribute far and wide across Perth, as well as on our website and in our regular e-comms.

**Fringe World:** We'll work with you to register your event for the FRINGE WORLD program, website and ticketing system.

**Venue:** We get Fringey every year by sprucing up the whole venue over Summer Nights. Our bar is a fun, relaxed place to rest and refresh where you can meet other artists and Fringe-goers. Enjoy a beverage and a toastie, or an icy-treat here before or after your show.

## What We'll Need From You

**We Want Your Best Images:** Your show rocks, that's why we chose it, so show us that with the promotional image. If you're accepted into Summer Nights 2020, we'll be in touch very soon to get the discussion on this started.

**Think About Publicity:** You'll be up against hundreds of other shows – you need to cut through the noise and make yourself heard. An ace publicist is the best way to do this. Don't know any publicists in Perth? Let us know and we'll do our best to recommend people.

**Collateral:** We'll create and distribute printed collateral for the Summer Nights program as a whole, but it's up to you to have your own posters and/or flyers designed, printed, and distributed. We'll be here to provide advice and proof everything for you.

**Get Amongst It:** Make sure your whole team is on board in promoting your show, start early and go hard. Contribute to discussions on social media and share other people's content. As soon as you're on the ground, start talking to everyone and hit the streets with flyers.

# Summer Nights at The Blue Room Theatre

The Blue Room Theatre venues have been operational for 30 years and attract audiences who are willing to take risks, enjoy diversity of performance and champion innovation. The theatres are upstairs in our heritage-listed venue adjacent to an established bar which opens one hour before the first show and closes late. Drinks are cheap and audiences and artists alike hang around post-show to make the most of this fun-filled time of year.

## Black Box Spaces

The Blue Room Theatre (61 capacity) and Studio (49 capacity) are intimate and flexible black box spaces.

We welcome applications from tried and tested crowd pleasers to exploratory ideas. Please be aware that the seating is fixed and won't be able to shift per performance.

The venues are intimate and can accommodate small-to-medium productions with professional design that do not require a large amount of space for storage. Each venue has an accompanying dressing room which is shared with all productions in that performance space (normally 3 per night).

## The Blue Room Theatre Downstairs

In 2020, we will be programming a pop-up performance space in the KAOS Room, downstairs at our venue. A room measuring 7.5m x 7.1m, the space has previously hosted interactive murder mysteries, dynamic contemporary performance and text-based theatre performance.

Used for public performance, The Blue Room Theatre Downstairs makes for a cosy experience, suitable for simple, stripped back performances. The room has a black curtain bordering three walls, with the fourth exposed wall painted black. Its technical capacities include 4x LED RGBWAUV pars, a 48 channel lighting desk, 10 inch powered speakers with a mixer, and a laptop with Qlab4.

This space will host one event per night, so the room will be exclusively yours to configure how you like, be it in the round, traverse, end-on, or with everyone nestled amongst each other. The average capacity of the room in these various configurations is 40; with the stage space dependent on configuration.

## Technical information and specs

We will provide a Production Manager who will be present for your technical rehearsal and available during all changeovers between shows. Please be aware that you'll need to provide a Stage Manager/Operator who will be responsible for operating each of your performances.

Each production will be given allocated time for four hours to bump in and tech your show. The bulk of the light and sound will be pre rigged as per specifications outlined in technical information forms you will complete prior to Summer Nights. You will be required to bump-out your show immediately following the final performance of the night you finish your run.

For detailed stage plans, lighting, sound, AV and dressing room information, please see the links below.

49 pax Studio stage dimensions - 7m wide x 5 m deep

61 pax Theatre stage dimensions - 7.84m wide x 4.37m deep

40 pax Kaos Room stage dimensions - 7.5m x 7.1m

## Stage Plans & Tech Specs

[Download Studio](#)

[Download Theatre](#)

[Download Kaos Room](#)

[Download detailed Technical Specs](#)



*“Festival time is often a busy and chaotic period for artists and yet The Blue Room Theatre paves the way for something much more fun and centred. Providing clear support, an A+ venue and engaged, loving audiences, The Blue Room Theatre’s Summer Nights Program is the best of its kind.”*

*– Ellen-Hope Thomson, A Region Where Nobody Goes*

# Outdoor events and amazing ideas that simply won't fit in a traditional theatre

While most Summer Nights action takes place in our performance spaces, the streets of Perth during FRINGE WORLD are packed with hungry, festival-fit audiences.

Much like The Last Great Hunt's award-winning *Monroe & Associates* (in a caravan outside), Road Theatre's *Mobile Moments 3.0* (a roving portraiture project) and Emily Steel's *19 weeks* (a play in a pool), we want to hear from artists who plan on taking to the streets, shop fronts, caravans or parks with their work, whatever format they may take.

We're also interested in free events that engage with local communities, from the most intimate to the largest of scales. Keep in mind that free events attract a reduced FRINGE WORLD registration fee of just \$175.

Liberated from four black walls, the boundaries of your performance are as limitless as your imagination. Reconsider your relationship with form and audience, and get down and dirty with Perth's eccentricities. Immerse your work in our building, street, skyline, or neighbourhood; from our doorstep to the dunes, no idea is too big or too small.

Don't forget that the heat of our city on a summer's day can be unforgiving and should be considered in planning your escapade. We can't wait to hear what you have in store...

## Specifications

We understand that your idea might not fit in any of the spaces listed in this pack so we can't give you made-to-order tech specs. You tell us what you need and let's start a conversation. We are at the heart of the Perth Cultural Centre and can act as a great hub or starting point for an outdoor performance or adventure. For events that can't or don't want to fit into a black box theatre venue we are willing to offer:

- Generous box office splits
- Technical advice & support
- The same great marketing support and a spot in our pretty printed program
- A central hub location complete with dressing room, facilities, box office and front of house support
- And probably a heap of extra stuff along the way

## MicroMove

We are seeking applications from dance artists and choreographers interested in creating a new piece of performance between 5 and 30 minutes long for presentation as part of *MicroMove* during Summer Nights 2020.

*MicroMove* is a platform to present rigorous, innovative and dynamic dance works. It provides skills development and performance opportunities for West Australian dance artists and choreographers at all stages of their career.

*“MicroMove is a space to experiment and explore uncharted terrain in your creative landscape. Grounded in the rigours of the physical but unbounded in the vast realm of the imagination, this is an opportunity to interrogate form while embracing risk - to arrive somewhere new in your artistic practice.”* - Rachel Ogle

Through the presentation of a curated dance development and performance program, The Blue Room Theatre is aiming to provide opportunities to a broad range of dance artists while developing audiences in the FRINGE WORLD environment.

The 2020 season will be curated by Rachel Arianne Ogle, who will also provide mentorship for selected artists if requested.

## 600 Seconds

*600 Seconds* is the much love short-works program of The Blue Room Theatre's Summer Nights, and it returns to delight audiences in 2020.

Ideal for emerging artists wanting to dip their toe into Fringe, or for familiar faces keen to road-test a new idea, *600 Seconds* is a mixed bag of bite sized experiences. Though performers are unpaid, *600 Seconds* participants receive a host of other benefits including mentorship from a matched professional artist and a Summer Nights artist pass.

We'll give you a stage, tech support, and an audience for your short piece if you give us an idea we can't refuse.

## Technical Specs – MicroMove and 600 Seconds

Theatre stage dimensions – 7.84m wide x 4.37m deep

[Download Stage Plan](#)

[Download Detailed MicroMove and 600 Seconds Information](#)

## FAQS

### **Is Summer Nights different to FRINGE WORLD?**

Summer Nights is an independently curated program which is presented as part of FRINGE WORLD. Every act that is successfully selected for Summer Nights will be registered as part of FRINGE WORLD 2020.

### **Do I need to register for FRINGE WORLD if I am also applying for Summer Nights?**

In short, no. You do not need to register for FRINGE WORLD while your Summer Nights application is being assessed. Once successful we will do the hard work for you, and will take care of the nitty gritty with FRINGE WORLD, and work with you to register your event.

### **If I don't get in to Summer Nights, can I still be a part of FRINGE WORLD?**

Absolutely! We will inform you of our decision with enough time to find another venue or apply to FRINGE WORLD directly. Check out [fringeworld.com.au/as-an-artist](http://fringeworld.com.au/as-an-artist) for further details and deadlines.

### **Does Summer Nights have a registration cost on top of the FRINGE WORLD registration fee?**

No. The only registration fee you will need to pay is the FRINGE WORLD registration fee. The registration fee for 2020 is \$325.

### **Do I need to be a member of The Blue Room Theatre to apply for Summer Nights?**

You will need to become a member of The Blue Room Theatre if you are successfully chosen for the Summer Nights program but do not have to become a member prior. Annual membership (\$55 per person) grants you public liability insurance for the length of your run.

### **What are the venue hire costs for Summer Nights venues?**

There are NO venue hire costs for Summer Nights productions. You will need to pay for rehearsal venue space if you choose to rehearse here. As always, space is insanely cheap at just \$10 per hour. Check out THE OFFER on the first page along with each venue page to get an overview of what we will provide the Producer. Feel free to drop us a line to chat about the financial split for 2020. Contact details can be found on the next page.

### **Are there any staff costs associated with presenting at Summer Nights?**

The Blue Room Theatre will run Front of House, Box Office and the bar at no cost to artists. In addition, we provide a Production Manager to help with bump ins and outs, as well as changeovers. You will need to supply and pay for your own stage manager/operator to work with our Production Manager during your bump in/out, changeovers and of course to operate the show. We know people here in Perth who can do this for you, and are happy to play matchmaker for successful applicants.

## FAQs cont.

**If I am coming from the eastern states or overseas, will The Blue Room Theatre pay my flights or accommodation?**

Unfortunately we have limited resources and cannot pay for any flights or accommodation. We run a billeting program with our membership base for touring artists, and do our best to connect you with a place to stay where possible.

**Will you buy my show to be a part of FRINGE WORLD?**

Summer Nights presents works by independent theatre makers but unfortunately we are not in the position to buy shows. All artists maintain an independent status and have total artistic control and ownership of their work.

**Can I apply for 600 Seconds or MicroMove AND a full length show at The Blue Room Theatre?**

Yes. Just fill out a separate application form for each work.

**Does Summer Nights provide a publicist for my show?**

All successful shows will be part of our extensive marketing campaign but we won't provide a publicist specifically for your show. We do recommend you hire an experienced publicist and can provide you with a contact list of those working the gig [here](#).



*“Being involved in Summer Nights is a treat. The space is great, the staff are amazing, and the programming is diverse and excellent. I love this theatre and will keep coming back for as long as they let me.”*

– Wil Greenway, Wil Greenway: Either Side Of Everything

## How to apply

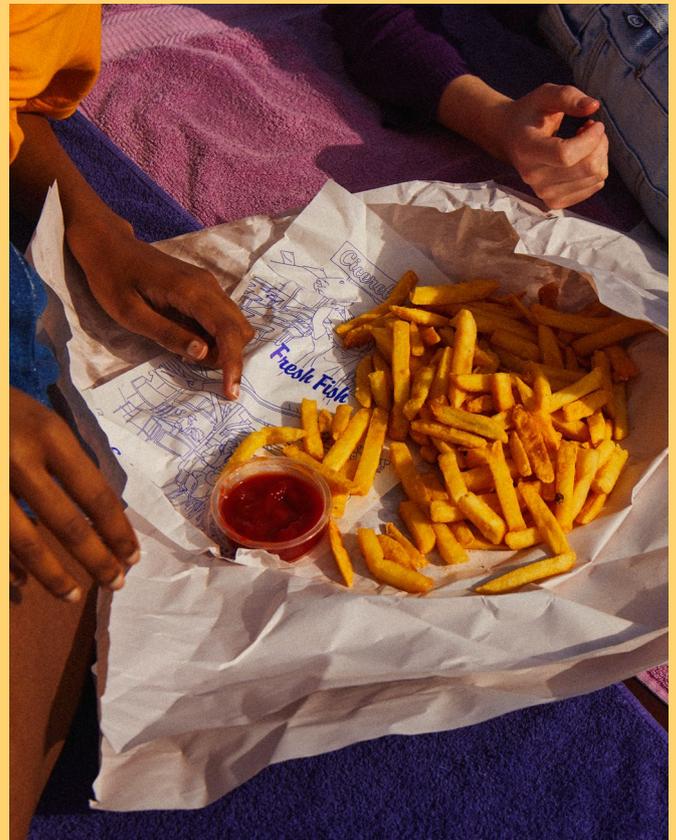
Applications for Summer Nights are to be completed online and received by 5pm AWST, Thursday 11 July.

[Click here to apply for Summer Nights 2020 at The Blue Room Theatre and site specific/outdoor events](#)

Applications for *600 Seconds* and *MicroMove* are to be completed online by 5pm, Tuesday 20 August 2019.

[Click here to apply for 600 Seconds or MicroMove](#)

If you are experiencing technical difficulties with any of the application forms, please call us at The Blue Room Theatre on (08) 9227 7005 or email [apply@blueroom.org.au](mailto:apply@blueroom.org.au).



## Contact

Once you've read this pack we'd love you to get in touch. Feel free to send our producer Harriet Roberts an email [harriet@blueroom.org.au](mailto:harriet@blueroom.org.au) to set up a 20-minute chat about your show/idea.

The Blue Room Theatre  
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Office House are Mon – Fri, 9am – 5pm AWST