

The Blue Room Theatre



Summer Nights 2022

Application Info Pack

Welcome to Summer Nights 2022

Applications are now open!

After a year off (we missed you all terribly!) we are thrilled to bring back our Summer Nights curated program of independent theatre and performance. Summer Nights is a whirlwind of new collaborations, social commentary, theatrical playfulness and heartfelt stories. The Blue Room Theatre has presented 283 works, supported over 2,500 artists over 11 festivals since 2010 and as a FRINGE WORLD registered program from 2012 – 2020.

In 2022, our festival will evolve again as we adapt and respond to our changing context and world, seek to better support emerging artists, empower new voices and stories, and continue to present high quality original performances at The Blue Room Theatre during the summertime festival months in Perth.

So what's different in 2022?

Summer Nights will run for a fast and furious 2.5 weeks from 27 January – 12 February. We will present 12 new works made exclusively by WA artists, with 6 shows running each night in our venue's Theatre, Studio and Kaos Room spaces. Season lengths will vary from five to eight shows. In 2022, we will produce our festival independently and not register the venue or shows with FRINGE WORLD.

This hand-picked, hand-crafted, shorter and independent festival program means more hands-on support to artists in producing, marketing, audience and community engagement, and mentorship, plus an improved financial deal including more in-kind rehearsal space than what we have been able to offer in previous years. Each production will share their performance space with only one other production so there are opportunities to have a more complex set up or pack down of your show compared to previous years.

And for those of you keen to get involved with our short works programs, MicroMove and 600 Seconds will return, but instead be featured in the middle of 2022 instead of at Summer Nights. We'll keep you posted about this opportunity next year.

All of the details of this increased artist support package are provided in this application pack, including answers to how an independent Summer Nights will run.

We strongly encourage applications from artists who identify as Culturally and Linguistically Diverse and/or First Nations or artists living with disability, as well artists who have not worked with The Blue Room Theatre before.

We cannot wait to hear what you have in store, and to curate another fantastic season of performance for Summer Nights 2022.

The hot hot artist offer

- No participation registration fee
- A flat \$2.00 inside ticketing fee on all tickets
- An improved ticketing commission split on net box office 75% to artists; 25% to The Blue Room Theatre
- Up to 50 hours of in-kind rehearsal room hire per production
- More hands on producing, marketing, technical and front of house support and advice, including four compulsory production meetings
- No cost for venue hire or front of house staff
- No public liability insurance required (once you become a member of The Blue Room Theatre)

Eligibility & Programming Focus

With a fresh year of Summer Nights comes a fresh new programming focus. This year, our programming team will be looking for projects that are timely and relevant, provide a professional development opportunity, and bring 'hot' to our theatres. Applications must fit the eligibility criteria to be considered for programming.

What type of shows we are looking for

TIMELINESS AND RELEVANCE

- Engage with themes that are relevant to contemporary culture
- Contribute to a dynamic and impactful theatrical output in WA via subject matter, theme, form or in other ways

PROFESSIONAL DEVELOPMENT

- Contributes to the professional development and growth in artistic practice of the artists and participants involved

BRING THE HEAT

- It's summer, so we want hot! Hot in our eyes means fresh ideas, innovative and playful form, new and diverse voices and artists in our spaces, new collaborations, and a whole lotta heart



Eligibility

Projects that fit the following criteria are eligible to apply for a Summer Nights presentation. Please consider them carefully to assess the eligibility of your project.

- Works between 45-70 minutes in duration
- Works led by, and featuring, WA based artists only (due to the ever-evolving COVID-19 situation)
- Theatre, dance or performance work suited to a black box theatre (Studio and Theatre applicants)
- Theatre, dance or performance work with a 'stripped-back' aesthetic, and/or 'story-telling' form (KAOS Room applicants)
- Independent productions by project-based producers, companies and artists rather than annually funded or commercial organisations
- Works by emerging and established professional artists with a range of backgrounds and experience
- Works with development opportunities – be it the work itself growing past Summer Nights, or professional development for the creatives involved
- Works that have obtained or sought rights (for existing scripts only)
- Become a member of The Blue Room Theatre if you are successful
- Can attend the compulsory production meetings, as detailed in the timeline below

"I feel certain that my production would not have met the standards it was able to achieve without the support of The Blue Room Theatre. The Blue Room Summer Nights program provided me a great opportunity to elevate my work as an emerging artist, and be inspired by the fantastic shows in the program"

- Sian Murphy, BITE ME

Timeline

Applications open	Tuesday 13 July 2021
Applications close	Thursday 12 August 2021
Successful applicants notified	Friday 26 August 2021
Production meeting #1 <i>Producing, marketing and expectation setting</i>	Tuesday 14 September 2021
Draft show copy and image concepts due	Wednesday 22 September 2021
Production meeting #2 <i>Community engagement and publicity</i>	Thursday 6 October 2021
Final copy and event info form due	Thursday 14 October 2021
Final hero image due	Wednesday 20 October 2021
The Blue Room Theatre campaign photoshoot <i>Optional attendance</i>	Thursday 21 October 2021
Media release due	Wednesday 3 November 2021
Production meeting #3 <i>Venue and tech</i>	Thursday 4 November 2021
Summer Nights on sale	Tuesday 16 November 2021
Tech form due	Thursday 18 November 2021
Production meeting #4 <i>Front of house processes, audience journey, community considerations</i>	Tuesday 14 December 2021
The Blue Room Theatre closed	20 December 2021 – 2 January 2022
Production bump in	Monday 24 – Wednesday 26 January 2022
Summer Nights season	Thursday 27 January – Saturday 12 February 2022
Production bump out	w/c Monday 14 February

Contact

We are here to answer your questions about the eligibility of your project or clarifications about the assessment criteria and process. If you have questions or want to chat about your show/idea, get in touch with us.

The Blue Room Theatre
apply@blueroom.org.au
08 9227 7005
Office hours are Tues – Fri, 9am – 5pm

Inclusion & Accessibility

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

We accept applications for Summer Nights in accessible formats. Please get in touch for further information.

If you have access needs you would like us to consider should you be programmed, please detail these in your application.

First time applicants, theatre newbies, First Nations folk, Culturally and Linguistically Diverse folk, and disabled folk – we strongly encourage you to apply. We are striving to minimise the barriers you may face in applying, and we would love to hear from you if you require a different means of applying. Please get in touch.

Marketing & Publicity

The Blue Room Theatre runs an overarching marketing and publicity campaign for Summer Nights as a whole. Each programmed production is responsible for generating marketing material for, and publicising, their show. Don't fret – the last thing we do is leave you out on your own. We work with each producer and publicist to workshop and refine ideas for their images, collateral, and publicity strategy.

What we do for you

MARKETING

We'll promote the Summer Nights season as a whole using dedicated campaign photography across print and digital mediums. 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 info is bang-on, and are happy to recommend publicists, photographers, designers, printers, and distributors. Ensure you attend the Production meetings as outlined in the Timeline above we we'll be sharing marketing and publicity how-to's.

COLLATERAL

Your show will be included in our Summer Nights brochure, which we distribute far and wide across Perth. We'll have an extensive social media campaign, talking to 12,000+ engaged Facebook and Instagram followers and regular e-news comms to 7,500+ subscribers and 350+ members.

VENUE

We'll spruce up the whole venue over Summer Nights with placemaking signage. Our bar is a fun, relaxed place to rest and refresh where you can meet other artists and theatre-goers. Enjoy a beverage and a toastie, or an icy-treat here before or after your show.

AUDIENCE & COMMUNITY ENGAGEMENT

This year, we'll work closely with 3-4 productions who have identified a strong target community for their show. We'll work together on developing and rolling out strategies to connect your show and The Blue Room Theatre with that community and encourage new attendance.

What we 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 2022, your hero image will be due to us by Wednesday 20 October 2021.

THINK ABOUT PUBLICITY

You'll be up against hundreds of other shows happening in Perth around the same time – 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. Get them talking about the show with their friends, families, baristas – use your networks! Contribute to discussions on social media and share other people's content.



Venue & Tech

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 our newly renovated bar which is open for walk-ins as well as your audiences. Drinks are cheap and audiences and artists alike hang around post-show to make the most of this fun-filled time of year.

Summer Nights at The Blue Room Theatre

BLACK BOX SPACES

The Blue Room Theatre (61 capacity) and Studio (50 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.

KAOS Room

We also program a pop-up performance space in the KAOS Room (38 capacity), 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 KAOS Room 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.

Technical specifications

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.

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

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

38 pax KAOS Room stage dimensions - 7.5m x 7.1m

[Download Stage Plan - Studio](#)

[Download Stage Plan - Theatre](#)

[Download Stage Plans - Kaos Room](#)

[Download detailed Technical Specifications](#)

It's always such a pleasure working with The Blue Room Theatre team especially during Summer Nights when the support you receive is second to none. The resources are outstanding from the documentation - checklists, producer updates etc, to the website, housewarming party, wonderful audiences, loveable staff - there is not an aspect of this space and this program that isn't truly delightful" - Emily Stokoe, Quokka Apocalypse

FAQS

Is Summer Nights different to FRINGE WORLD?

Summer Nights is an independently curated program. In 2022, Summer Nights will not be presented as part of FRINGE WORLD.

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

You and the members of your team 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 (\$50 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, and you also have up to 50 hours of in-kind rehearsal room hire on a first come first serve basis. If you need more time than this, space is insanely cheap at just \$10 per hour.

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

The Blue Room Theatre will run Front of House, Box Office and The Blue Room Bar at no cost to artists. In addition, we provide a Production Manager and Technical Coordinator 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 technical staff 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.

Will you buy my show to be a part of Summer Nights?

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.

What happened to 600 Seconds or MicroMove?

Our short works programs, MicroMove and 600 Seconds, are not part of Summer Nights in 2022 but will instead be featured in the middle of 2022. We'll keep you posted about these opportunities next year.

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.

I'm from interstate but can relocate to Perth over Summer, can I apply?

Due to the ever evolving COVID-19 situation, coupled with a smaller Summer Nights festival in 2022, we will not be accepting applications from interstate artists for next year. To be programmed, you must have a permanent residential address in WA and so must the members of your team.

I am also applying to be part of a FRINGE WORLD managed venue; would a successful FRINGE WORLD application make me ineligible for Summer Nights?

Applicants are free to apply with their show to multiple FRINGE WORLD venues as well as Summer Nights. If successful with the same show, you will then be able to make a choice to be programmed at Summer Nights or with your FRINGE WORLD offer. Successful Summer Nights shows will be notified on August 26 and you will have the weekend to decide to accept or not.

I will not be able to make some/all of the Production meetings, are these compulsory?

The meetings are compulsory for a representative of your production to attend. If you are the main point of contact for the production but can't attend, please send another member of your team to take notes or pass on to us important information. All meetings will be held after office hours to accommodate the most amount of producers.

Application Form

Applications for Summer Nights are to be completed online and received by 5pm AWST, Thursday 12 August 2021.

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.

Summer Nights 2022 Application Form

Complete the application form [here](#).

Please ensure that you have read this information pack and assessed your project for eligibility ahead of applying.

