

» Here ≠ Now

Performance Created in England

Open Call Guidance Notes Here & Now Showcase, August 2025

Here & Now invites applications from artists based in England working in live performance to submit proposals for consideration for the 2025 showcase.

The Open Call will run from the week commencing Monday 3rd of June 2024 until Monday 30th September 2024. Artists will be notified of the outcome of their application by the week commencing 16th December 2024 at the latest.

Here & Now Showcase 2025 will take place within the last week of Edinburgh Festival Fringe (provisional dates 18th - 24th August 2025). Here & Now is funded by Arts Council England National Lottery Project Grants.

What are we looking for?

Here & Now is looking for existing, tour-ready contemporary performances created by artists based in England. The work must be live performance aimed at adult audiences, and can be classified as theatre, performance, dance, live art, interdisciplinary etc - but not be classified as music.

A note on Curation

Here & Now is committed to presenting contemporary performance that boldly speaks to the contemporary moment and disrupts the status quo of what performance made in England looks like. Here & Now aims to present a diverse programme of work by artists who are representative of a wide range of lived experiences.

Here & Now's reputation amongst international programmers is for creating an exciting, eclectic and diverse programme of works that forefront artists and practices often underrepresented in their own international contexts.

Presenters who have previously attended the showcase include:

- Australia: Sydney Festival, RISING, Canberra Theatre Centre, Perth International Arts Festival
- Belgium: CAMPO, Bâtard Festival
- Brazil: Cultura Inglesa
- Canada: Luminato Festival, PuSh Festival, Springboard Festival
- Finland: Tampere Theatre Festival
- Germany: Theaterhaus G7, Staatstheater Mainz, Kampnagel, Theaterformen
- Hong Kong: Tai Kwun Centre for Heritage and Arts
- Iceland: Reykjavik Arts Festival
- Ireland: Dublin Fringe Festival, Dublin Theatre Festival, Project Arts Space
- Peru: BRITANICO Cultural
- Portugal: Teatro do Bairro Alto
- South Africa: National Arts Festival
- Switzerland: Gessnerallee
- Turkey: Istanbul Fringe Festival

The Here & Now programme will be curated via the Open Call process, and via direct invitations to artists where programme balance is required. The panel will comprise international presenters, the core partners (BAC, FABRIC and GIFT) and our associates Unlimited. The selection process will also involve consultation with other associates and colleagues e.g. Edinburgh Festival Fringe venues and British Council.

A note on Context

Here & Now takes place within the context of Edinburgh's August festivals. While we are open to considering works that require unusual presentation formats, and do not fit neatly within the Edinburgh Festival Fringe context (e.g. a 60 minute black box studio theatre show with a quick turnaround time) we are also mindful of the typical conditions of this presenting context. We encourage applicants to strongly consider this context before they apply.

The main aim of Here & Now is to support artists to develop and nurture international relationships and future touring opportunities. Here & Now is not primarily funded to support artists to take performance work to Edinburgh Festival Fringe, rather this is the context in which international relationships are developed.

Key Criteria for Selection

Our key criteria for selection is the potential for the proposed work to tour internationally. We will invite international programmers to join the selection process, to help us identify the works they believe will have the strongest international appeal.

We are looking for **existing tour-ready contemporary performance works** that have had **at least 2** public performances (not including work in progress showings) and that **premiered no earlier than 2019**. We will prioritise projects that have not already toured extensively internationally.

We seek to support works which:

- have strong appeal to international multi-artform venues and festivals presenting contemporary performance
- challenge ideas about what 'performance created in England' might look like, in terms of formal innovation, or who is making the work
- reflect the diversity of artists working in England today

Who is eligible to apply?

- Artists or companies working at all scales who are **based in England**: ie their registered personal or company address is in England. They do not need to identify as English or to be British citizens.
- Artists or companies must have the **capacity to produce their work at the festivals and to take up onward international opportunities**.
- They must be available to present a **minimum of 5 days of performances** of this work at the Edinburgh festivals during the final week of the Fringe in August 2025 (*the number of presentations is open to discussion if the form of the work requires a different approach, e.g. time-based or installation works*).
- In order to apply, artists must have identified a **UK presenter/cultural organisation who is happy to endorse the work**. This should be someone who has presented or supported your work before e.g. a programmer from a venue or festival context. Please note, the showcase partners (FABRIC, BAC and GIFT) will not be eligible to provide artist endorsements. Presenters will be able to endorse no more than 2 artists/projects
- **Producing houses/venues** are also eligible to apply, and should identify a presenter from a different context to endorse their application
- Artists who were previously included in the Horizon Showcase, or have featured in Caravan are eligible to apply, **but this must be with a different work**
- Artists who were previously supported by a Horizon Residency are eligible to apply for Here & Now

What does the Open Call entail?

The open call application process begins with an eligibility questionnaire. Artists with eligible projects will then be invited to complete a full application form.

For the open call application form you will need:

- An online link to full length documentation of your proposed work - this should be the final, tour ready version, not a work in progress version
- Details of 2 previous public performances of the work, or upcoming dates (UK or international)
- Marketing copy and images of your proposed work
- Technical Specifications for the work
- A description of your work as if describing it to a programmer
- Artist/Company Biography
- An outline budget for presenting your work in the showcase context using the provided template (all budgets will be negotiated and finalised on selection)
- To have identified a UK based presenter who is happy to endorse your application. This should be someone who has presented or supported your work before e.g. a programmer from a venue or festival context. Please note, the showcase partners (FABRIC, BAC and GIFT) cannot provide artist endorsements. Presenters will be able to endorse no more than 2 artists/projects
- To demonstrate you have the producing capacity and availability to take up future international touring opportunities that should arise as a result of participation in the showcase

There will be additional questions about:

- Any international plans you already have, your ambitions and the international relationships you want to develop
- Environmental responsibility and international touring
- Building audience access into your work
- Access requirements for your and/or your team
- Diversity, and how you (and your team) self identify

Eligibility questions:

- Is your proposed project live performance aimed at adult audiences?
- Can your work be classified as theatre, performance, dance, live art, interdisciplinary etc - but not be classified as music?
- Are you an artist based in England? e.g. is your personal or registered company address in England?

- Will you have had at least 2 public performances of the proposed work by 30th September 2024?
- Do you have the producing capacity/support to produce your own work at the Edinburgh festivals as part of Here & Now?
- Do you have the producing capacity/support to take up international onward touring opportunities that may arise as a result of taking part in the showcase?
- Are you available to be in Edinburgh to participate fully in the showcase from 18th - 24th August 2025? (exact dates tbc)
- Do you consider your proposed project to:
 - have strong appeal to international multi-artform venues and festivals presenting contemporary performance
 - challenge ideas about what 'performance created in England' might look like, in terms of formal innovation, or who is making the work
 - reflect the diversity of artists working in England today
- Do you have the name and contact details for a presenter who has agreed to endorse your application?

What does Here & Now offer?

- Funding towards the cost of taking your performance to Edinburgh festivals (amount will vary depending on need of each project, and likely to be between £5k and £20k)
- Participation in a week long Showcase Platform within the August Edinburgh Festivals (including a mix of performances, pitches, networking events)
- A carefully selected group of international and national delegates/programmers who will engage with you and your work (delegates are selected based on their alignment to the programme and their demonstrable ability to programme contemporary performance)
- Inclusion in the Here & Now overarching marketing and PR campaign
- A series of online group workshops in the lead up to the festival with a focus on: working internationally; access and inclusion; marketing
- Individual advice and guidance on networking and pitching to international programmers

- An individual delegate facing Artist Profile Page on the Here & Now website and access to international delegate profiles
- Post-showcase follow on advice sessions about touring internationally
- Access to Onward Touring producing and financial support

A note on Onward Touring Support

Here & Now will become the co-producer for international touring of the work selected for the showcase. This means that we will invest (financially & producer time) in showcasing the work and touring it internationally.

In return, we will ask you to add a 2% co-producing royalty to the budget for every international presentation of the selected work, agreed within 3 years of the showcase. The money generated will be reinvested into the project, enabling us to continue our work long-term and support more artists on their international journey.

Find out More

Here & Now will be holding online drop-in Q&A sessions for artists who are interested in applying.

These will be held on:

- Tuesday 9th July at 10am
- Wednesday 11th September at 5pm

Look out for sign up details on our website and social media.

If you have any questions about the application process, please get in touch via kate@giffestival.co.uk

We look forward to hearing from you.

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