

02–18 June 2023



Evolution!



ARCHITECTURE
FRINGE
2023

How To Take Part
Upload Guide

Welcome!

ARCHITECTURE FRINGE 2023

Hello! and welcome to the Architecture Fringe 2023 Open Call. This brochure takes you through everything you need to know to take part in the 2023 Open Programme.

The open call launches on Friday 02 December 2022 and closes for confirmed submissions at 12 noon on Monday 03 April 2023.

Confirmation that your submission has been accepted onto the Open Programme will be given by Monday 24 April 2023.

Submission to and inclusion upon the Open Programme is free.

The Architecture Fringe 2023 will run 02–18 June 2023 inclusive.

Our provocation theme for this year is (R)Evolution!

Key Info:

Register to upload your event here:
<https://architecturefringe.com/register>

(But please read this document first :)

About Us

WHAT IS THE ARCHITECTURE FRINGE?

The Architecture Fringe was founded in 2015 and launched in 2016 by a group of architects, designers, photographers, engineers, visual artists and curators to encourage public debate about architecture and design in Scotland within its broader social, political and cultural contexts.

The Architecture Fringe 2023 will be our sixth edition of the festival.

To date the Architecture Fringe has:

- Created, commissioned, or open-platformed over 300 projects across Scotland
- Commissioned or hosted work from around 1,020 participating architects, artists, and activists to an overall in-person audience of around 65,000 people
- Applied for public funding and through the raising of private donations we have managed to direct and invest approximately £257,000 into the sector, underwritten and (im)balanced with around £715,000 of in-kind support and labour
- Created a nationally and internationally recognised platform and organisation

WHAT IMPACT HAVE WE HAD?

So far:

- We have helped inspire and support the emergence of critical new voices and ideas
- We have provided vibrant, accessible, open access national / international platforms for people to use without gatekeeping
- We have provided paid opportunities for new and established architects, artists, and activists
- We have nourished a scene, creating new networks and bringing people together through work, discussion, and socialising
- Helped provoke and maintain a progressive culture of architecture interested in agency, change, and collective endeavour

A Provocation;

(R)EVOLUTION!

The journey towards the Architecture Fringe 2023 starts here. Our provocation for the festival is (R)Evolution!

'The role of the artist is to make the revolution irresistible.'
- Toni Cade Bambara

As global crises crash relentlessly into the local, systems that began in colonial and modernist imaginaries are unravelling. Deep fractures are appearing across our social, political and cultural worlds fuelled by austerity, inequality, and the increasingly explicit consequences of the worldwide climate emergency. We are realising that the infrastructure and buildings constructed to sustain our way of life are not equipped for the future that currently awaits us.

Everything that we have created began in our imagination, and the world in which we find ourselves is entirely of our own making. The systems and structures that we have built to bring order to our lives are not inevitable nor unchangeable.

They exist through choice. The choice we now must make is one of (R)Evolution! - to choose to do things differently.

'One of the fundamental challenges is that we need to be able to imagine possible, feasible, delightful versions of the future before we can create them. Not utopias, but where things turned out okay.'
- Rob Hopkins

In moving forwards the ecology of architectural culture will be incredibly important for solidarity and camaraderie. Within its evolution knowledge and insight can be found, where tested tactics can be remembered, and intergenerational lived experience rediscovered. By making connections to what has gone before to what is yet to come, context and inspiration can be given to all that we do.

Action comes in waves, and the time for (R)Evolution! is here. The here and now is unsustainable and things have to change. We invite you to join us in imagining that better world, where our work across architecture and the built environment helps bring it into existence.

Participate

HOW TO PARTICIPATE

The Architecture Fringe seeks to pluralise the mosaic of architectural culture in Scotland and further afield.

Since inception the Open Programme has offered a platform for diverse and emerging self-directed work, ideas and voices to question, explore and challenge the contemporary status-quo of our civil society and shared built environment.

The Architecture Fringe has encouraged and hosted work from architects, artists, landscape architects, activists, academics, designers, musicians, ethnologists, photographers and students. Anyone can submit to participate in the open programme, from individuals to collectives and organisations.

The Architecture Fringe Open Programme is precisely that - open. There is no curation, selection or gatekeeping committee. You should assume that your submission will be accepted and work towards the required timeline and deadlines set for the Architecture Fringe 2023. Submission to and inclusion upon the Architecture Fringe Open Programme is free.

REGISTRATION

Our new registration process is designed to make it easier for you to upload and edit events for the Architecture Fringe 2023 and to also provide a better user experience for the public when events go live later in the year.

To begin to take part in the Architecture Fringe 2023 you must first register and create a project or event account. Please go to:

<https://architecturefringe.com/register>

Once your registration and account has been approved you'll be sent log-in details.

The Architecture Fringe does reserve the right to decline submissions. Reasons for declining projects include: overt commercial exploitation of the platform; a lack of required information; a lack of commitment that the project will take place.

Any decision by the Architecture Fringe to decline work will be final.

Requirements

WHAT INFORMATION DO YOU NEED?

On the following page is a point-by-point checklist of all the information that you will need to upload to your account by the close of the Open Call at 12 noon on Monday 03 April 2023.

This information will be uploaded by you to your own project/event account.

The information you are providing will be used within the online and printed programmes - public-facing and your audience - please make sure it is correct!

Submissions must be real and scheduled to take place on or between 02–18 June 2023. What does 'real' mean? Real means that at the closure of the Open Call in April, whilst obviously not yet complete for June, your project/event must be uploaded with a commitment to actually happening.

As noted earlier, the Architecture Fringe does not curate, select or gatekeep submissions. Likewise we cannot under any circumstances promote a submission that is not real.

IMAGERY

The online and printed programme is image-lead. High quality eye-catching project/event images or artwork are crucial in attracting an audience. Images or artwork submitted for the Open Programme can include graphic work, photography, art, collage or illustration - it's up to you.

We have included some benchmark examples as inspiration within this brochure and would expect your own imagery to match these standards.

Upload Check List

UPLOADING

Through your registered project/event account, the adjacent information must be uploaded by the closure of the Open Call at 12 noon on Monday 03 April 2023.

You can add / edit your information at your own leisure. We will however share deadlines and reminders along the way!

So, a timeline for the information adjacent:

02.12.2022 - Open Call registration opens
<https://architecturefringe.com/register>

12 noon 03.04.2023 - Open Call closes, all project/event information required for the online and printed programmes must be uploaded to your project/event account.

UPLOAD CHECK LIST

Fields with an * are mandatory

- Event title*
- Contributors/organiser*
- Event description in one sentence*
- Event blurb [250 words max]*
- Event type [multiple choice]*
- Region*
- Location postcode*
- Dates and times*
- Main Image* [the main image will be in landscape format . images ideally between 2mb and 3mb]
- Secondary optional images
- Any Ticket/Booking Link [live, turned on]*
- Any relevant Social Media Handles
- Any other links [links + text description]
- Venue / Project Accessibility
- Video [Youtube/Vimeo embed]

A good example of a completed project page from the Architecture Fringe 2021 can be viewed here:

<https://architecturefringe.com/festivals/2021/power-structures>

A video guide of how to upload events is available here:

<https://youtu.be/ghN-En-JKcg>

Image Inspiration

VISUAL PROMOTION

As noted, high quality eye-catching project images or artwork are crucial in attracting an audience.

For inspiration on the following pages we've included some of our favourite submission images from the Architecture Fringe 2016, 2017, 2018, 2019 and 2021.

Planning artwork or bespoke photography takes time. Start now!

(Thanks to all those with artwork featured in this showcase!)



ARCHITECTURE
FRINGE
2023



Image Inspiration

1.



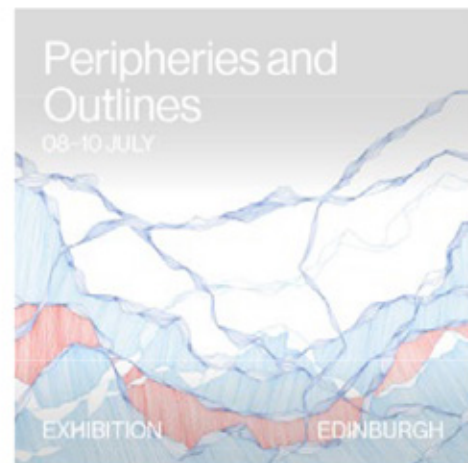
- 1. Edinburgh Slavery Map
- 2. Billy Morgan
- 3. Hans Klammer
- 4. Tamsin Cunningham



2.



3.



4.

Image Inspiration



1.



2.

3.



6.



4.

- 1. Open Close
- 2. NAARO
- 3. Cat Liggat
- 4. Voices of Experience
- 5. Chris Dobson, Olivia Turner
- 6. Civic Soup



5.



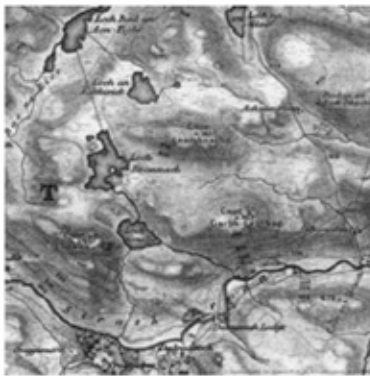
Image Inspiration



1.



2.



3.

4.



5.



- 1. Hans Klammer
- 2. Dr Mairi McFadyen
- 3. Baillie Baillie
- 4. Missing in Architecture
- 5. Voices of Experience

Image Inspiration



1.



2.

3.



1. Sarah Betts, Cécile Ngoc Surong Perdu
2. Dana Cherepkova
3. Irvine Development Corp / Joss Durnan
4. Test Unit
5. Caitlin MacLeod

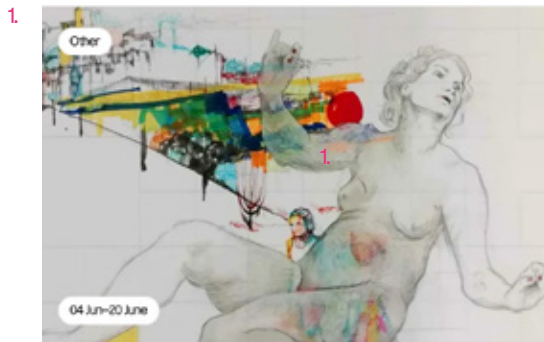


4.

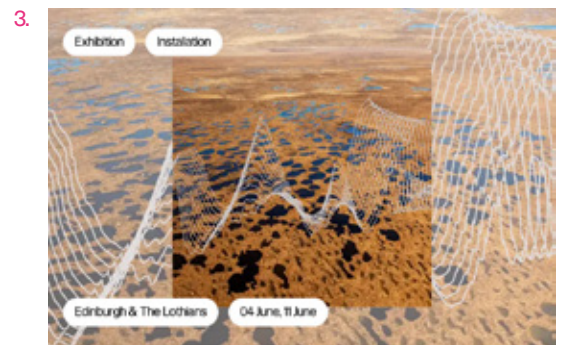


5.

Image Inspiration



The current view of the futuristic plans made in the past



Floi

- 1. Penny Sharp
- 2. Parallel Practice Ltd. / -ism & /other
- 3. Imposters
- 4. Architecture Fringe / Dhamintha Wickremasinghe
- 5. Hans Klammer
- 6. Julia Hoogkamer



FAQs

FREQUENTLY ASKED QUESTIONS

–When will the Architecture Fringe take place?

The Architecture Fringe 2023 will open on the evening of Friday 02 June 2023 with the Architecture Fringe Opening Party and run until Sunday 18 June 2023 inclusive. Your projects can take place at any point during this period – some will run over the whole period and others will be one-off events on only selected dates.

–What if I want to do my project outwith June?

If this is the case due to constraints beyond your control please get in touch with the team at architecturefringe@gmail.com to discuss the suitability of including your project on the Open Programme.

–Where can projects take place?

Anywhere in Scotland! Or if online anywhere in the world! Projects can take place indoors or outdoors, in traditional venues or unusual spaces depending on the nature of your project. So long as you have the necessary permissions to use any space and you manage the health & safety for your project location it can take place anywhere.

–Does the Architecture Fringe offer funding?

No – the platform is run by a voluntary production team and does not fund Open Programme projects. We do however offer project support and promotion via the monthly meet-ups and by connecting your work with other projects and sharing details across our media and professional networks.

–Do I have to respond to the (R)Evolution! provocation in some way?

Preferably, yes.

–Will the Architecture Fringe help me deliver my project?

All organisers contributing to the Open Programme are responsible for presenting and delivering their own projects. Contributors remain in control of their own work and are solely responsible for all aspects and liability relating to that work including funding, management, insurance, health & safety, press and advertising. Whilst the Architecture Fringe cannot accept responsibility for work undertaken by others, the monthly meetups are a great way to get peer feedback on emergent ideas as well as find collaborators, venues, get funding tips etc. The Architecture Fringe reserves the right to decline the inclusion of work on the Open Programme which is deemed unsuitable.

–Is my project guaranteed to be accepted onto the platform?

Generally very much 'Yes' :-) All projects registered to via Architecture Fringe website by 12 noon on Monday 03 April 2023, whilst obviously not yet complete for June, must be real and with a commitment to actually happening. Projects submitted after this date will miss the printed programme deadline. The Architecture Fringe reserves the right to decline projects proposed for the platform. Reasons for declining projects will include overtly commercial work or a lack of required project information.

–How much does it cost to take part in the Architecture Fringe?

Registration, submission and inclusion within the Architecture Fringe 2023 Open Programme is free.

Lastly :)

Where do you register for a project/event account?
<https://architecturefringe.com/register>

Thank You!

THAT'S IT!

If you have any queries or questions please head to our website, catch us on social media @archifringe, or drop us a line at architecturefringe@gmail.com

Remember the Open Call closes for confirmed submissions at 12 noon on Monday 03 April 2023.

Good luck! and thank you for joining us!

ArchiFringe x

