ARCHITECTURE FRINGE 2025

RECIPROCITY

06–22.06.25
architecturefringe.com

How To Take Part
Upload Guide

Welcome!

ARCHITECTURE FRINGE FESTIVAL 2025

Hello! and welcome to the inter/national Open Call for the Architecture Fringe Festival 2025!

Our provocation for the Festival is Reciprocity - Architectures of Exchange.

This brochure takes you through everything you need to know to take part in the Festival's Open Programme.

The Open Programme is for to self-directed projects, events, happenings and exhibitions taking place in-person and online across Scotland and further afield.

Submission to and inclusion upon the Open Programme is free.

Our Open Call launches on Thursday 19 September 2024 and closes for confirmed submissions at 12 noon [UK Time] on Monday 07 April 2025.

Confirmation that your submission has been accepted onto the Open Programme will be given by Monday 28 April 2025.

The programme for the Architecture Fringe Festival 2025 will launch on Thursday 01 May 2025.

The Architecture Fringe Festival 2025 will run 06–22 June 2025 inclusive.

Key Info:

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

(But please read this document first :)

ARCHITECTURE FRINGE 2025

About Us

WHAT IS THE ARCHITECTURE FRINGE?

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

The Architecture Fringe 2025 will be our seventh edition of the festival.

To date the Architecture Fringe has:

- Created, commissioned, or open-platformed over 400 projects across Scotland and elsewhere.
- Commissioned or hosted work from around 1,320 participating architects, artists, and activists to an overall in-person audience of around 75,000 people with more online.
- Successfully applied for public funding, and together with private-sector donations, have invested around £300,000 into the sector underwritten by £850,000 of in-kind labour and support.
- Represented Scotland at the 2023 Venice Architecture Biennale with the exhibition A Fragile Correspondence, co-curated by the Architecture Fringe, -ism magazine, and /other.

WHAT IMPACT HAVE WE HAD?

- Our work brings people together, enabling new connections to be made between artforms, generations and geographies.
- Our work creates space for alternative cultures of architecture - cultures that are autonomous, independent, and contributor-led.
- Our work questions and explores the conditions within which architectural cultures emerge, often challenging existing structures and cultural norms.
- We create paid opportunities for emerging practitioners, amplifying new voices, new ideas and new work.
- Our work has helped provoke and inspire plural, progressive cultures of architecture interested in agency, change, and collective endeavour.

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A Provocation;

Our provocation for the festival is Reciprocity - Architectures of Exchange.

Reciprocity is the practice of exchanging things with others for mutual benefit, to aid one another in self-interest or in solidarity, to give as well as to receive, and to invest in and improve conditions, situations and relationships.

For architecture, reciprocity helps to remind us that the functioning of our world relies on the presence, assistance, and positive actions of other people. Reciprocity is an important social norm that informs human behaviour and aids our wellbeing. It promotes sociability and encourages people to work together - foundational requirements for the viability of our towns, cities and landscapes.

When reciprocity is absent, however, instead of companionship there is isolation; instead of generosity there is greed; and instead of responsibility there is destruction. These behaviours speak to imbalance and injustice such as the ongoing devastation of habitats in pursuit of resources, urbicide as acts of war, politically-driven policies of austerity, manufactured housing crises, Grenfell, RAAC, and the steady, ongoing erosion of public assets and the common good.

Reciprocity provokes us to think about the world at large, to reflect upon our conduct towards the environment and the symbiotic relationships between human and non-human life. Reciprocity, too, creates opportunities to enhance equity between people, organisations and communities through asymmetric exchanges of power, labour, resources and lived experiences.

So, what might architectures of exchange look like? With architecture intrinsically tied to capital and resource consumption, how might the imagining of more reciprocal forms of practice authentically support sustainable development via progressive shifts in values, ethics, and working conditions? What exchanges could we re/develop with the natural world - to re/contextualise our land, building, and industrial cultures with the living biosphere? How might communities with disparate conditions across culture, geography and space, say, find common ground and opportunities for mutual aid and reciprocal exchange?

We invite you to imagine, collaborate and exchange with generosity, curiosity and open minds in a spirit of reciprocity for the Architecture Fringe Festival 2025!

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Participate

HOW TO TAKE PART

The Architecture Fringe enables open-access participation and champions a pluralised, progressive culture of architecture which supports a just common good.

Since inception our Open Programme has offered a platform for diverse and emgerging 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, community groups to established institutions.

The Architecture Fringe Festival 2025 Open Programme is precisely that - open. There is no curation, selection or gatekeeping committee. What you do is up to you. Submission to and inclusion upon the Architecture Fringe Open Programme is free.

REGISTRATION

Our registration process is designed to make it easy for you to upload and edit your submission to the Architecture Fringe Festival 2025.

To take part in the Festival you must first register and create a submission account. Please go to:

https://architecturefringe.com/register

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

You should assume that your submission will be accepted onto the Festival programme.

The Architecture Fringe does, however, reserve the right to decline submissions and any decision made by us will be final.

Reasons for declining projects include:
- overt commercial exploitation of the platform.
- a lack of required information that enables the public to engage with and understand your submission.
- a clear lack of commitment that the project is real and will take place.

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Requirements

WHAT INFORMATION DO YOU NEED?

On the following page is a point-by-point checklist of the information that you will need to upload to your account by the close of the Open Call at 12 noon [UK Time] on Monday 07 April 2025.

This information will be uploaded by you to your own submission account.

The information you are providing is public-facing and will be used within the online and printed programmes. Please ensure that this information describes your submission well, is accessible, and most importantly - correct!

Submissions must be real and scheduled to take place on or between 06–22 June 2025. What does 'real' mean? Real means that all required submission information has been correctly uploaded and you are committed to delivering the submitted project/event.

As noted earlier, the Architecture Fringe does not curate, select or gatekeep submissions. Likewise we cannot under any circumstances accept, include and promote a submission as part of our programme that is not real.

IMAGERY

The online and printed programmes are image-lead. High quality, eye-catching submission 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.

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Upload Check List

UPLOADING

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

Remember! Our Open Call closes at 12 noon [UK Time] on Monday 07 April 2025.

UPLOAD CHECK LIST

Fields with an * are mandatory

- Event/Project title*
- Contributors/organiser*
- Event description in one sentence*
- Event blurb [250 words max]*
- Event type [multiple choice]*
- Region*
- Location postcode*
- Location address*
- Venue / Project Accessibility*
- 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 at submission]*
- Any relevant Social Media Handles*
- Any other links [links + text description]
- Video [Youtube/Vimeo embed]

A good example of a completed project page can be viewed here:
https://architecturefringe.com/festi-vals/2021/power-structures

A video guide of how to upload events is available here:
https://youtu.be/ghN-En-JKcg

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Image Inspiration

VISUAL PROMOTION

As noted, high quality, eye-catching submission 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 six previous editions of the Architecture Fringe.

Planning artwork or bespoke photography takes time. Start now!

(Thanks to all those with artwork featured in this showcase - we love your work!)

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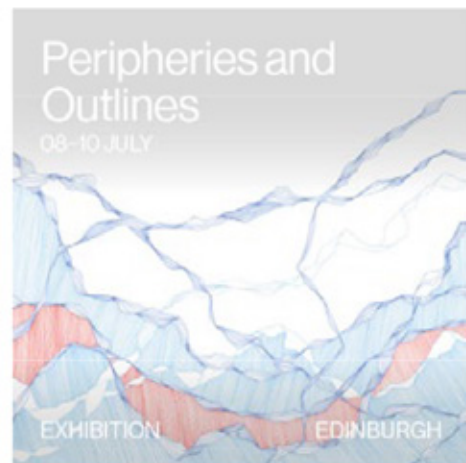# Image Inspiration #AF2016

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

Peripheries and Outlines
08-10 JULY

EXHIBITION   EDINBURGH

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Image Inspiration #AF2017

1.

2.

3.

pop up

pop up

6.

4

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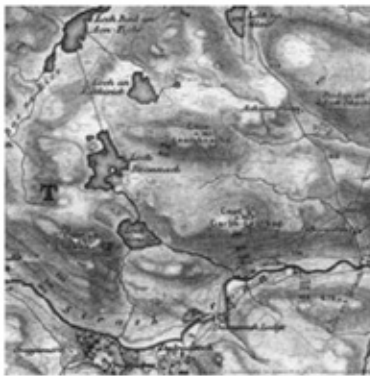5. Chris Dobson, Olivia Turner
6. Civic Soup

5.

Intersection
14–16 JULY

EXHIBITION   EDINBURGH

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Image Inspiration #AF2018

1.

LAND / FEARANN

2.

3.

4.

5.

Voices of Experience:
She Makes
She Changes
21 JUNE

TALK   GLASGOW

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

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Image Inspiration #AF2019

1.

2.

3.

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

4.

5.

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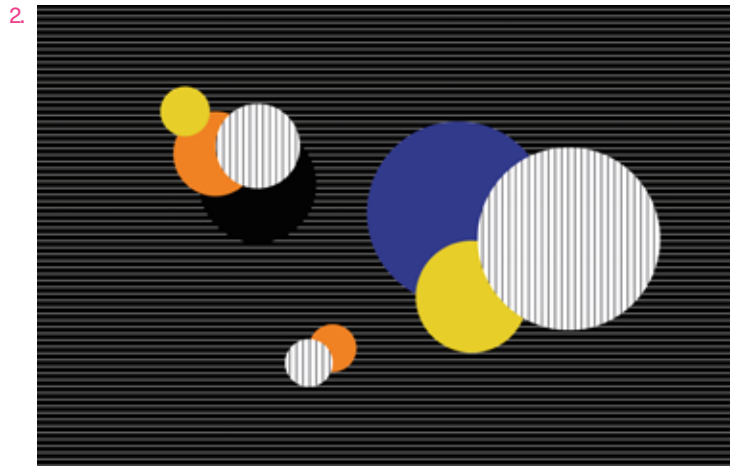
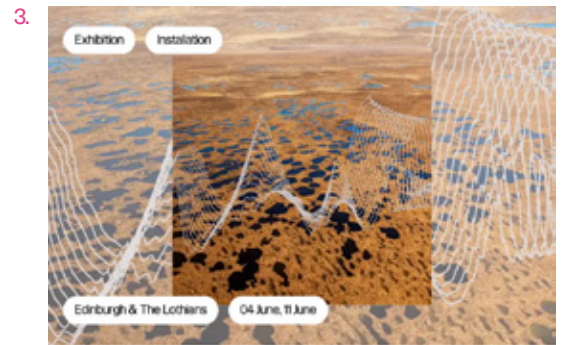# Image Inspiration #AF2021

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
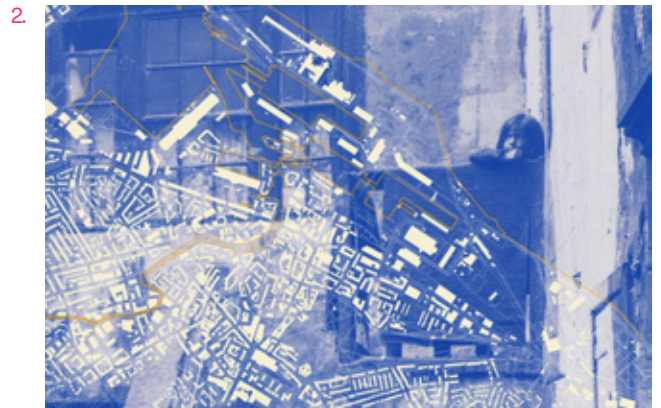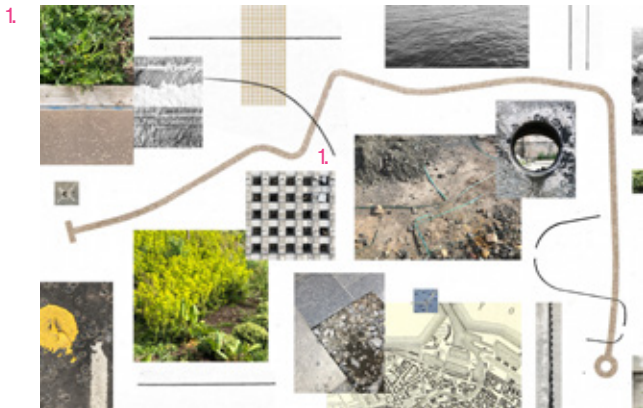5. Hans Klammer
6. Julia Hoogkamer

Crinkle Crankle

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Image Inspiration #AF2023

1.

2.

3.

4.

GREENWASHING

5.

6.

1. Daunder Club
2. Kirsten Pont
3. Glasgow Garden Festival, New Glasgow Society
4. Mackintosh School of Architecture / Glasgow School of Art
5. New Practice
6. Glasgow Urban Sports / Missing in Architecture

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FAQ

–When will the Architecture Fringe Festival take place?
The Architecture Fringe Festival 2025 will open on the evening of Friday 06 June 2025 with the Architecture Fringe Opening Party and run until Sunday 22 June 2025 inclusive. Your projects/events can take place at any point during this period.

–Where can projects take place?
Online and in-person across Scotland and further afield! The Architecture Fringe Festival 2023 hosted work right across Scotland together with projects and events in England, Denmark, Belguim and the United States of America. Where things happen is up to you.

–Does the Architecture Fringe offer funding?
No – the Architecture Fringe is run by volunteers and does not fund Open Programme projects. Open Programme projects and events are self-directed and self-funded.

–Do I have to respond to the Reciprocity - Architecture of Exchange provocation?
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 advertised open meetups are a great way to get peer feedback on emergent ideas as well as find collaborators, venues, get funding tips etc.

–Is my project guaranteed to be accepted onto the platform?
Generally very much 'Yes' :-) As noted the Architecture Fringe Festival Open Programme is precisely that - open. There is no curation, selection or gatekeeping committee. What you do is up to you.

All required information must be uploaded via our submission account by 12 noon [UK Time] on Monday 07 April 2025 and must be real with a commitment to actually happening. The Architecture Fringe does however reserve the right to decline submissions.

–How much does it cost to take part in the Architecture Fringe?
Registration, submission and inclusion within the Architecture Fringe Festival 2025 Open Programme is free.

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Key Dates

19 September.2024
AF2025 Inter/National Open Call launches

07 April 2025 [12 Noon UK Time]
AF2025 Inter/National Open Call closes for
confirmed submissions

28 April 2025
Confirmation of accepted submissions

01 May 2025
AF2025 Programme Launch!

06–22 June 2025
Architecture Fringe Festival 2025

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.

Good luck! and thank you for joining us!

In solidarity.

ArchiFringe x

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