

COVERING LETTER

Title of Project - International Development
Dates - 29th August – 1st September 2013
Place - Dusseldorf, Germany
Timescale - 5 Days

How far the purpose of your Project was achieved

Originally the project was to attend x2 international festivals during the course of 2012. Unfortunately due to other work commitments that had been unforeseen I was unable to attend the Montpellier.

Tanzmesse Festival was attended and main aims of my proposal achieved.

Highlights of your travels

Meeting some of worlds leading producers, promoters and festival directors.

Developing new relationships

Seeing new and exciting international work that is not seen in the UK

Suggestions for Future Awardees

- Ensure time at events, conferences and festivals is planned effectively in order to get maximum benefit from activity.
- Make sure all information is planned and confirmed with a good lead in time to prepare for visits.

Plans to share any information

The report I have written is available to be shared including photos.

I have provided information to other peers and colleagues that were unable to attend the festivals.

REPORT

Tanzmesse International Festival 2012

My proposal for the Lisa Ullmann Travel Scholarship was for my own personal development internationally as a Dance Producer. Over the last few years I have developed a good understanding of the UK market and felt I would benefit from visiting other festivals internationally to build on my networks and develop new relationships further afield.

Unfortunately, due to some last minute changes to my work situation, I was unable to attend the Montpellier festival in France, which is a real shame. However, the Tanzmesse festival is one of the largest dance festivals in Europe with 1413 registered visitors from 50 different countries. There was a chance to see 50 different performances and visit well over 130 exhibition booths from dance companies, festivals to producers so the opportunity to achieve my goals of developing wider international networks was still achievable.

As a producer for dance my aim for the festival was to look at building new relationships internationally that would help me to develop international links for some of the artists and companies I am currently working with. Tanzmesse would also give me the chance to promote some of these artists and to look for possible new opportunities for me to work with international artist for UK touring and maybe other exchanges.

The festival functions in the same format every 2 years, during the day a trade-fair takes place. This is a chance for everyone who is involved in the festival to look at stands for all different kinds of delegates ranging from Artists to festivals. As Dep Arts (whom I was working with and paid for my accommodation at the festival) attend the festival also I was able to support the company in setting up an exhibition booth and manning the booth as and when needed.

During the course of the week having a stand as a base became a great help and I had various conversations with promoters and artists ranging from international delegates to some UK venues who you managed to catch at international events. I also arranged a series of meetings with key people internationally in order to get an insight into how touring and collaborations worked for them, and how better as a producer I could be at promoting my work internationally.

I arranged to meet with the following people:

Ivan: Director of Pentacle an international agency based in New York. Having extensive knowledge of the American Market, Ivan and I spoke about collaborations and exchanges. He also advised on how I could begin to look at touring in America.

Marc-Antoine: tour booker based in Canada and Quebec. Gave me an insight into the touring structure of Canada and how best to approach promoters.

Elodie: has a new venue in Montréal that is interested in hosting international artists for performances and residencies.

Alexandra Schmidt: a freelance producer working in Germany. We spoke extensively about touring options in Germany and Market that's available.

Bertram Muller: Director of the Tanzhaus in Dusseldorf. We spoke considerably about his programming and the teams of people he works with and how best to approach him with possible performance companies and some talk about the touring scene in Germany.

In the evenings I watched shows that ranged from Studio work to main house productions. This gave me a chance to experience choreographers that are working internationally and to see what type of work countries are supporting. I can then begin to place my artists in more strategic places internationally allowing them a better chance of successfully building new international relationships.

During the 4 days I watched over 24 performances, some of which I loved and some of which I found difficult, but the experience of seeing this work has provided me with the knowledge of the markets in those countries and what type of work they are producing. I understand not all the work is the same. However, I can begin to see the style of work that would fit in that particular environment.

Over the course of the week I had built and developed new relationships with a number of companies, artists and promoters. Since the festival I have followed up emails with everyone I met and had business cards from in order to build a portfolio of international links. I have since secured work for some of my artists on the back of the meetings and conversations I had, which is fantastic news. I have also managed to begin to start new relationships internationally which hopefully will develop further in the coming years.

If I was to do this project again I would try to utilize more the number of delegates at the festival. Having done some research, the last festival provided a delegates' list. However, due to Data protection this has been changed so this meant I had to do a lot of last minute preparation work arranging meetings. I would also ensure that I tried to arrange a buddy system, having someone who has been to the festival previously and someone who has already established relationships would have helped building my networks further.

Overall, the festival was a massive success and I learnt a great deal about a number of international markets and promoters. I am still aiming to travel to other festivals and events in 2013 in order to continue this development.

Please see below photos from my experience, including the trade stand, performance venues and many more.

Phillip Hargreaves
March 2013

Exhibition Booth



Exhibition Hall



Performances Venues





The Tanzmesse Main Reception Hall



