

XTRAX

newsletter



Over the past year, XTRAX has delivered four major showcases and festivals, directly supporting more than 290 performing artists and companies to present and profile their work

Visit the XTRAX website for the latest news and information about plans for 2010
www.xtrax.org.uk

**contemporary
international
diverse**

Images left to right:
Gravity Style
Urban Playground
photo: Paul Herrmann
Akademi
photo: Pete Searle



XTRAX SHOWCASE

Manchester,

5 – 7 June 2009

The XTRAX showcase is the UK's leading international showcase festival of outdoor performance. This year's event offered promoters and programmers a unique opportunity to see shows from 68 outdoor artists and companies, along with presentations about new work in development, receptions, networking meetings and social events

Highlights included the premieres of new work from Punchdrunk, Ballet Boyz and disabled-led company Fittings, plus fiery tango by Bilbobasso and an evening spectacular from Walk the Plank

Just six months after the 2009 event, artists reported over £523,000 income achieved directly through appearing in the XTRAX showcase

"Once again, it's been a great experience. Instead of the rain, we made a lot of contacts and we've seen very good shows"

Jordi Duran, Fira Tarrega, Spain

"The showcase, networking and marketing opportunities afforded by the work of XTRAX are absolutely invaluable, as is their wider advocacy work for the street arts & outdoor performance sector as a whole"

XTRAX artist feedback

"Really enjoyed myself and glad to support such a wonderful and important event"

Councillor Mike Amesbury, Executive Member for Culture & Leisure, Manchester City Council



175 delegates attended, including 39 international delegates from the USA, Spain, Belgium, France, Denmark, Germany, Sweden, Portugal, Germany and the Netherlands

68 artists and companies performed, featuring UK and international street theatre, music, dance, installations and strolling performance

74% of performing artists achieved bookings as a result of the showcase. **£10,675** was the average value of bookings per company

decibel images left to right:
The Fathom Project
photo: Nick Gurney

Benji Reid
photo: Andrew Wong

decibel registration desk
photo: Nick Gurney

Platform 4 images left to right:
StopGAP Dance Company
photo: Paul Herrmann

This page: Punchdrunk
photo: Briony Campbel

Gravity Style *Urban Playground*
photo: Paul Herrmann

DECIBEL PERFORMING ARTS SHOWCASE

*Manchester,
15 – 18 September 2009*

XTRAX delivered the decibel showcase for a third time in Autumn 2009; a key Arts Council England project, promoting diversity in the performing arts and raising the profile of UK artists working in this field

XTRAX introduced new networking services for 2009, including the Trade Fair and revamped Breakfast Meetings. Bespoke access services were provided for disabled delegates

63 events at 8 Manchester venues over 4 days

49 culturally diverse and disabled artists and companies performed in the main programme, featuring theatre, music, sound installations, dance, live art, circus, and outdoor arts

360 delegates attended from 5 continents

98% of delegates saw artists or work that was new to them

78% of promoters saw shows they are likely to book

£99,500 of additional cash and in-kind support was generated by XTRAX through partners and sponsorship

*“Superb.
I am still buzzing from
the experience, made great
connections and learned
enormously”*

decibel artist feedback



*“The inspiration found in your
varied and vibrant team has
ensured that the Showcase
continues to go from strength
to strength”*

**Nike Jonah, Senior Diversity Officer,
Arts Council England**

PLATFORM 4 PICCADILLY

*Manchester,
18 – 20 September 2009*

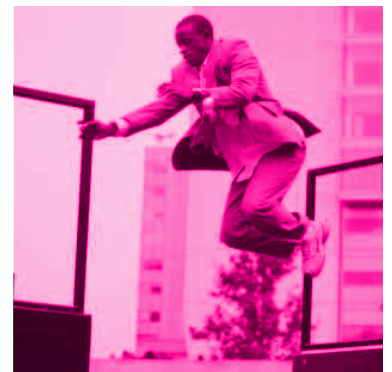
***Nominated for a Manchester
Evening News Theatre Award,
2009 for Best Special Entertainment***

Over 16,000 people attended performances at Platform 4 Piccadilly, which featured 27 companies in 74 performances over 3 days. Culturally diverse and disabled companies presenting work included Akademi, Fittings, Kompany Malakhi, Stop Gap, Marc Brew Company and Kazzum

**The festival was supported by
Manchester City Council with sponsorship
from Piccadilly Partnership and strategic
investment from Without Walls**

*“This outdoor arts festival tops
them all... It’s delivered by
Hulme-based XTRAX who
are becoming known
internationally for staging
head turning events like this”*

Manchester Confidential



*“A terrific event and
a welcome addition to the
city’s outdoor entertainment”*

**Kevin Bourke
Manchester Evening News**

XTRAX SHOWCASE SERVICES AT MINTFEST

*Mintfest, Kendal,
28 – 30 August 2009*

**Street Arts & Outdoor
Performance Festival**



Mintfest is the flagship event of the Lakes Alive programme in Cumbria. XTRAX offered strategic services to transform this rapidly expanding festival into a showcase opportunity for artists. XTRAX brought 60 delegates – including international promoters from Canada, New Zealand, Singapore, Spain, France, and the Netherlands – to see 53 UK and international companies present street theatre, music, dance and strolling performance

*“Thank you, thank you,
thank you and
WELL DONE!”*

**Shelley Switzer,
Mintfest delegate,
Edmonton, Canada**

*“Thank you to the small
but perfectly formed
XTRAX team for helping
to facilitate my 48 hours
in Kendal so well”*

Mintfest delegate feedback

Motionhouse
photo: Ray Gibson

ONGOING WORK

XTRAX continued with strategic development and advocacy work throughout 2009: 9 new pieces of outdoor work were commissioned through the Without Walls street arts consortium this year, two of which were led by XTRAX. We delivered the Ideas Summit, a unique opportunity for 33 artists to share new outdoor show concepts as part of the ISAN conference in November. Our online street arts directory has now grown to over 350 artists and companies, with a new promoters directory introduced this year

We are now planning an exciting programme of work for 2010. Building on ten years of experience in producing outdoor festivals and showcases, XTRAX will be working in various locations in the Lake District and is developing plans for more outdoor events in Manchester

Please visit the XTRAX website for the latest news and information: www.xtrax.org.uk

CREDITS

Thank you to the wonderful XTRAX board and all our staff who have worked with us to achieve such excellent projects over the last year

Thanks to all the funders and strategic partners who have supported us in 2009: Arts Council England, Decibel, Manchester City Council, Piccadilly Partnership, Without Walls, Independent Street Arts Network, National Association of Street Artists, Kendal Arts International, Manchester International Arts, Contact, Green Room, Library Theatre, Dancehouse Theatre, Royal Exchange Studio, The Zion Centre, Royal Northern College of Music

XTRAX staff and core project team:

Ruth Adkins	Project Manager
Greg Akehurst	Deputy Production Manager, Decibel
Nicole Bayes	Event Manager
Shelagh Bourke	Marketing and PR, Platform 4 Piccadilly
Glenn Casely	Finance And Operations Manager
Maggie Clarke	Director
Paul Colley	Production Manager, Decibel
Dolan Hewison	Production Manager Platform 4 Piccadilly
Sophiana Rhoden	Administrator
Julia Turpin	Platform 4 Piccadilly Project Manager

XTRAX Board members: Fiona Gasper, Liz Pugh, Anne Tucker, Sally Ann Wilkinson

A big thank you to our team of over 50 freelance, temporary and casual staff who worked with us to deliver our events in 2009

