



WE'LL SHOW YOU OUR FESTIVAL!

Let us entertain you! Let us make you smile!
Like the legendary Gypsy Rose Lee, we are very versatile!

Gypsy Rose Lee was known for her on-stage wit, sharp sense of humour and ... for furthering the art form of removing one's clothing. (You laugh, but think of others who tried to elevate the craft of phone book reading.) She was far more than a high-class stripper, she was a true vaudevillian actress and burlesque innovator — pushing the envelope in a rather peculiar way, by keeping her clothes on! Ms. Lee emphasized the "tease" in "strip-tease" and only removed enough fabric to keep the audience wanting more.

The Edmonton International Fringe Theatre Festival artists are known for their on-stage wit, sharp sense of humour and for innovation of the art form known as theatre!

While we don't guarantee that you won't see a little skin (or a lot of skin), we promise that you will see theatre which is thought-provoking, emotion-inducing, or just sparkly. ... And if we're real good, we'll make you feel good... Show us you love us Edmonton and [We'll Show You Ours](#), August 12-22, 2010!



WE'LL SHOW YOU OUR APP


The Edmonton International Fringe Theatre Festival is thrilled to announce a new partnership with The City of Edmonton for the [Apps4Edmonton contest](#), The Edmonton International Fringe Theatre Festival — **Special Distinction Award**. The partnership allows developers access to select data sets associated with North America's largest and longest-running fringe theatre festival to



create apps. An app is a visualization, website or mobile phone application that turns data into a user-friendly format for smart phones, mobile devices and PC-ready browsers.

In the spirit of fringe theatre, it is the Fringe's hope that developers will use the information provided in creative and unique ways that speak to their audience and customers, just as fringe artists use the Festival as a platform for innovative, revealing theatre. Apps developed using Fringe data sets are eligible for up to \$50,000 in prizes from Apps4Edmonton in addition to special prizing specific to Fringe app entries.

The **Edmonton Open Data Catalogue** is an initiative that promotes accessibility, transparency, and accountability of City government. This catalogue provides access to City managed data sets and the Fringe is proud to be the first community partner.

The winning entry for the Apps4Edmonton Edmonton International Fringe Theatre Festival Special Distinction Award is the Fringe Fest iPhone App by **Gregg and Angella Coppén**. The Festival congratulates Gregg and Angella on their winning entry and wishes them the best of luck competing for more than \$50,000 in prize money in the Apps4Edmonton contest that wraps up in the fall. The Fringe Fest iPhone App is [available for purchase](#) 

STEP RIGHT UP!

VOLUNTEER WITH THE FIRST AND LARGEST
FRINGE THEATRE FESTIVAL IN NORTH AMERICA!

Get involved in your community and make some new friends at the same time. Get cool perks, only for volunteers — a coveted Volunteer T-shirt, a festival bag full of goodies, a program guide, an exclusive invite to our Wrap Party and opportunities to go to shows...on us!

Most important, it's fun! [More »](#)

Fun opportunities still exist!

First Aid

Shifts from 10 AM – 12:30 AM

Provide services to patrons going to performances at Fringe theatre venues. Take tickets at shows and respond to inquiries.
YOU MUST BE 14 YEARS OF AGE OR OLDER.

Front of House

Shifts from 10 AM – 12:30 AM

Provide services to patrons going to performances at Fringe theatre venues.

Take tickets at shows and respond to inquiries.
YOU MUST BE 14 YEARS OF AGE OR OLDER.

[Friendraisers »](#)

Shifts from 11 AM – 10 PM

Be an Ambassador of the Fringe! Greet patrons at the Festival Site gates and collect donations. A positive attitude and a great smile are required.

[Green Team »](#)

Shifts from 12 PM – 11 PM

Keep the Fringe "Green!" Help with recycling, composting and other green initiatives on the festival site. If you are interested in going that extra mile for the environment, this team is for you.

Perimeter Access

Shifts from 10 AM – 10 PM

Help our patrons safely cross busy intersections and ensure that only permitted vehicles are allowed on the Festival site.

YOU MUST BE 16 YEARS OF AGE OR OLDER.

Volunteer

Check our Volunteers in and out of shifts. Distribute Perks.

Headquarters

Create a home in VHQ. Basic computer skills may be required.

Please [download application](#)  and either:

- **Fax** to 780-431-1893
or
- **Bring completed form to Volunteer Headquarters** at
PCL Studio Theatre of the [TransAlta Arts Barns](#)
10330 – 84 Ave. | Edmonton, Alberta


For more information please call the Volunteer hotline at 780-409-1923.

WestJet is searching for Canada's favourite festival!

Visit www.westjetfestivals.com before September 7, 2010 to vote for the Edmonton International Fringe Theatre Festival.

WestJet is also our partner for the **Fringe Fly Away Contest!** During the 2010 Festival you can enter to win a trip for two anywhere WestJet flies in three simple ways:



1. Fill out an entry form on-site at the Fringe information tents: [Map of Festival site](#) 
2. Sign up for the Fringe Theatre Adventures e-newsletter at www.fringetheatre.ca.
3. Review a Fringe performance on [Twitter](#) and use the hashtag #fringewestjet

WE'LL SHOW YOU OUR NUMBERS

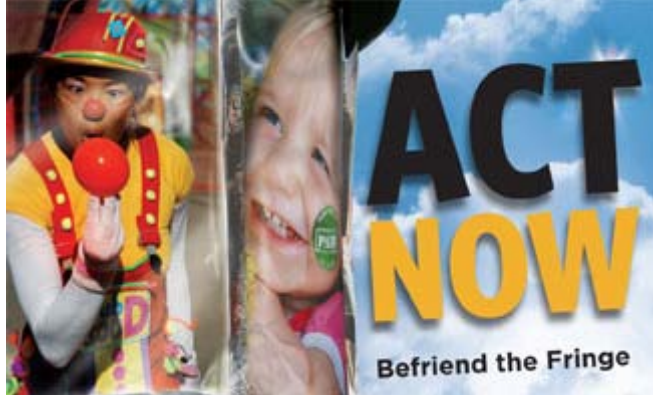
Statistics show that people love statistics!

Enigma Research, in conjunction with **Industry Canada**, completed 800 interviews with Festival patrons during the 2009 [Edmonton International Fringe Theatre Festival](#).

The main data collection method: On-site face-to-face interviews on all 11 days of festival:

Here are just a few of the numbers we are proud of:

1. **Edmonton International Fringe Theatre Festival brings millions in economic benefits**
 - Nearly \$10M spent by festival-goers (\$7.2M by locals and \$2.1M by non-locals)
 - Approximately \$2.8M in GDP attributable to non-locals and festival operations
 2. **Thousands of tourists attracted by festival**
 - Over 30,000 non-local visits with majority from beyond 80 km
 - One-quarter of non-locals from other provinces and countries
 3. **Average non-local spent 4.2 nights in Edmonton**
 - International attendees spent 7.9 nights on average
 - Many stayed in hotels, motels, and other paid accommodations
 4. **Considerable employment and taxes supported by festival**
 - Festival-related spending supported equivalent of 65 full-year jobs in region
 - Spending also contributed over 1.2 million dollars in tax revenue at all three levels of government
 5. **Edmonton International Fringe Theatre Festival was highly rated by attendees**
 - Majority of respondents submitted high ratings for all aspects of festival
 - Atmosphere and appeal of entertainment were rated highest overall
 6. **Outdoor signage, website most popular information sources**
 - More than half noticed outdoor signage 30 days prior to the festival
 7. **Survey results suggest strong public relations campaign**
 - Approximately half of attendees saw festival information in print media
 - Many also saw festival on television and radio news
 8. **Sponsors recalled and appreciated by attendees**
 - More than half of attendees prefer to conduct business with festival sponsors
 - 80% agreed that “events like this need more funding from governments.”
- **Spending by non-locals: \$2.0 M**
 - **Event operational spending: \$1.6 M**
 - **Total spending: \$3.6 M**
 - **Industry output: \$5.6 M - \$7.4 M**
 - **GDP: \$2.8M - \$3.8 M**



Your financial contribution to the Fringe Theatre Season, The Edmonton International Fringe Theatre Festival and The TransAlta Arts Barns supports creative opportunities for artists and the community.

For more information: 780.448.9000

Visit our website at www.fringetheatre.ca

or

Donate online at canadahelps.org

WE'LL SHOW YOU OUR SEASON

ADVENTURES IN FAMILY THEATRE 2010/2011

[More »](#)

The **Adventures in Family Theatre** series, running December 2010 to April 2011, takes kids of all sizes beyond the clouds, back to the Gold Rush and into the heart of the circus. Featuring:



Alberta Opera Musical Theatre
for Young People:

[*Jack and The Beanstalk*](#)

December 3 – 12, 2010

Edmonton Opera &
Fringe Theatre Adventures:

[*The Barber of Seville*](#)

February 17 – 26, 2011

[*Les Parfaits Inconnus*](#)

April 8 – 17, 2011

ADVENTURES IN FRINGE THEATRE 2010/2011

[More »](#)

The **Adventures in Fringe Theatre** series, running October 2010 to March 2011, provides adults with a blend of thrilling mystery, sarcastic humour and musical hilarity. Featuring:

DualMinds: [*Any Night*](#)

October 21 – 31, 2010

Rainer Hersch:

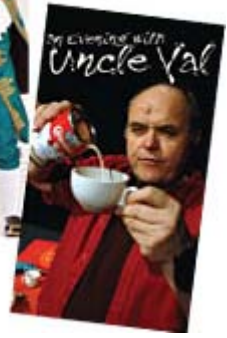
[*Mozart: Ze Komplete Hystery*](#)

January 20 – 30, 2011

Andy Jones:

[*An Evening with Uncle Val*](#)

March 3 – 13, 2011



All FTA presentations take place at the

[TransAlta Arts Barns](#) in the Westbury Theatre (10330 – 84 Ave.).

Subscriptions and single tickets are available now at the

[Fringe Theatre Box Office](#) at 780.409.1910 or tickets.fringetheatre.ca

WE'LL SHOW YOU OUR HISTORY

THE TRANSALTA ARTS BARNs: Sometimes a great notion...

Compiled by Gerald Osborn

Picture this. Edmonton. The 1950s. Poodle skirts. TV Dinners. I Love Lucy. And a brand spanking new building makes its presence known on the Old Strathcona skyline. It's the service garage for Edmonton Transit fondly referred to as The Bus Barns. Just a typical garage really. Brick. Cement. The occasional oil slick. Who would think that this unassuming building will end up a major player in the history of Edmonton theatre?

Now picture this. Fort St. John, British Columbia. 1977. Writer/director Brian Paisley has a crazy notion. To create theatre for young audiences. Soon Paisley and partner Ti Hallas find themselves in Edmonton and, by 1980, that crazy notion is a reality: Chinook Theatre Touring Society. Chinook's first quarters are a cramped little space on the north side, but eventually they make their way to Old Strathcona and the basement of the Princess Theatre (just two streets away from The Bus Barns). It is in that basement that Paisley has an even crazier notion — a notion that will help to transform the neighbourhood and change the face of theatre throughout North America. He calls it The Fringe and it's inspired by the Edinburgh Fringe in Scotland. But this Fringe is an entirely different animal — accessible, affordable, artist driven, a Fringe for the people.

It's a hit and by 1983, Paisley and company have taken up residence in a former Fire Hall on 83rd Avenue (now the Varscona Theatre) just across the street from The Bus Barns. After \$200,000 worth of renovations, that Fire Hall is officially renamed Chinook Theatre and becomes the headquarters for the Edmonton Fringe for the next decade.

While all this is transpiring, The Bus Barns has been going through a transition of its own. After the buses pull out permanently, The Barns is still a hotbed of activity — albeit non-vehicular. Films are shot there (*Angel Square* and *Solitaire*, to name a few). The much-loved Old Strathcona Farmers' Market moves in. And the Fringe finds the building invaluable for festival theatre space and administration. So much so that, in 1994, Chinook Theatre pulls up stakes and relocates to the Bus Barns for the long haul.

Now helmed by Executive Director Judy Lawrence, Chinook Theatre renames itself Fringe Theatre Adventures to "better reflect its wide-ranging activities and adventurous spirit." To secure the long-

term survival of the Fringe, FTA signs a 20-year, dollar-a-year-lease on the north half of the building.

In 2000, Fringe Theatre Adventures unveils its ambitious fundraising plans to gut the existing 49-year-old Bus Barns and replace it with a slick multi-use arts and culture centre. In the fall of 2002, the long-planned renovations begin. A substantial amount of the building is demolished to make way for the \$8.5M theatre complex. It's touch and go but work on the TransAlta Arts Barns is completed just in time for the 2003 Fringe Festival. New offices, studios, a shop to build sets, a spacious lobby and box office, dressing rooms and the Westbury Theatre, a new multi-form space, make up the shiny new building that over the next 7 years becomes a hub for community creativity.

Picture this — it's 2010. And the current occupants of the TransAlta Arts Barns (Executive Director Julian Mayne and the FTA staff) have a notion of their own. To create theatre that challenges and celebrates the cultural fabric of our communities, and provides a home for developing new and emerging artists, audiences and forums. (No, really. That's what it says on the Jester Wall in the lobby). Which just means that, like the visionaries that came before us, we're here to present accessible, affordable, thought-provoking theatre for the young and the young at heart. Crazy, huh? But it's a good kind of crazy.



CALENDAR OF EVENTS

AUGUST

- **12 – 22:** The 29th Edmonton International Fringe Theatre Festival: We'll Show You Ours
- **24 – 29:** Festival Holdover Shows

SEPTEMBER

- **7 – 10:** Conflict Management Conference
- **12:** Eckankar meeting
- **13:** Canadian Certificate Interior Designers' Association event (www.ccida.ca)
- **14:** Edmonton Police Service Community meeting
- **16 – 23:** Western Canada Fashion Week
- **24:** Taste of Old Strathcona Fundraiser (www.oldstrathconafoundation.ca)
- **26 – October 2:** Edmonton Chante Festival (www.edmontonchante.ab.ca)

OCTOBER

- **11:** Thanksgiving Day. Facility closed.
- **16:** Timeraiser (www.timeraiser.ca), Westbury Theatre
- **21 – 31:** FTA presents *Any Night*

Mark your calendar!
FTA casino dates are November 27 & 28, 2010



Thank you to all of our Funders:



Canadian
Heritage

Patrimoine
canadien



Alberta
Foundation
for the Arts

[Government of Alberta](#)

[Community Spirit Program](#)



We want to hear from you!

Want MORE information about Fringe Theatre Adventures? Have suggestions for the newsletter, the season, the festival or in general? Want to receive this newsletter by email or print? Contact us at any of the following with your questions:

- www.fringetheatre.ca
- 780-448-9000
- FTA@fringetheatre.ca
- 10330 – 84 Avenue
Edmonton, AB T6E 2G9



This Newsletter is published by Fringe Theatre Adventures. If you have any submissions for, or comments about our newsletter, please contact us at fta@fringetheatre.ca; 780-448-9006 or send us some old-fashioned mail at 10330 – 84 Avenue, Edmonton, AB T6E 2G9