



# Castlemaine Fringe Festival

19 March - 4 April 2021

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### Trader Expression of Interest

It has been a tough run for everyone, and we send our love to our local traders, artists and anyone who's been doing it in these challenging times.

As a committee of artists, arts and community development workers the Castlemaine Fringe Festival committee are looking to 2021 to be a better year for everyone!

The Committee are pleased to announce the theme of **REACTIVATE** for the Castlemaine Fringe festival 2021 where we will be repurposing, rethinking, rejuvenating and reactivating spaces throughout the Castlemaine Town Centre from 19th March - 4th April 2021.

**Reactivate the streetscape** will include installations of art in local business windows, on balconies, on the footpath and will include Static displays of Fine Art, Sculpture, Photography and Projections. The art installed in local business windows will be presented as a walking tour of our town that audiences can visit day or night. The program will nominate a night specific tour of the town where the participating art windows will be presented alongside performance installations, roving street performers and live music.

Our challenge has been to consider how all this wonderful art participation can be achieved in this new COVID normal environment. But we have never been scared of a challenge and are pleased to present **Reactivate the Streetscape** as a major feature of the CFF 2021 program.

Our aim enliven the town and REACTIVATE - after what has been a tough year. We believe it's a Win/Win for us all - we can activate the town, draw people onto the street in a safe socially distanced way, and support local businesses and artists.

The committee are currently seeking **expressions of interest** from local **Traders** who would like to participate and host Artists in their Shop windows for the duration for the festival.

#### **Key dates**

Bump IN: Wed 18<sup>th</sup> and Fri 19<sup>th</sup> March

Festival: Fri 19th March – Sat 3rd April

BUMP OUT: Sun 4th and Mon 5th April

### **What we are offering for Trader participation;**

- With payment of CFF Business sponsorship (\$25) Trader becomes a Festival Sponsor and is covered under CFF Insurance
- Trader is listed on the CFF program (printed and digital)
- Trader is featured on the CFF Streetscape Activation Walking Tour Map
- Trader featured on CFF social media promotional posts

### **Trader Participation requirements:**

1. Traders will allow use of Shop front windows for art installations for the duration of the festival. (Some or all of window/s – up to you) - noting artworks might be Fine Art, Sculpture, Photography, or there is an opportunity to host Live Performance (at specific scheduled times & with prior approval of trader)
2. Traders to pay CFF business sponsor of \$25- which includes membership to the festival and a contribution towards festival expenses (printing, promotion..)
3. Traders to work with CFF and artists to allow access for install and presentation of works on BUMP in/OUT dates above.
4. Traders will provide Access to power so that artworks can be lit up at night - NB any electrical appliances will be tagged and tested by an electrician (cost covered by CFF) prior to the start of festival.
5. Traders to ensure artwork lights are on at the end of each trading day for the duration of the festival.
6. Trader to display a Fringe branded Poster in the window to denote your participation

Works may be themed to complement the shop's aesthetic and business. The Fringe committee are currently accepting EOIs from Artists and will aim to partner Artists whose works complement your shopfront.

If you have a preferred Artist you would like to work with, we encourage you to nominate them but ultimately placement of works rest with the CFF Committee. The CFF will work closely with the Artist and Traders to ensure smooth delivery.

If you are interested in participating in this community-connecting enterprise please contact [castlemainefringefestival@gmail.com](mailto:castlemainefringefestival@gmail.com) – We would love for you to be a part of it!

Thank you for your support!

CFF REACTIVATE 2021  
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0449568260



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**RE**  
**ACTIVATE**

EXPRESSIONS OF INTEREST NOW OPEN

visit [castlemainefringe.org.au](http://castlemainefringe.org.au)

