

**“Exhilarating...
a must see”**



WhatsOnStage on *Silent Uproar*'s multi award-winning
A SUPER HAPPY STORY (ABOUT FEELING SUPER SAD).

Project partners:



Photo: Richard Davenport

UNTAPPED

presented by
**Underbelly and
New Diorama Theatre**

What it is

The Edinburgh Fringe, the biggest arts festival in the world, is a vital showcase and opportunity for artists. However, every year, it becomes more difficult for early and mid-career artists to take their work to the Fringe – especially groups who aren't presenting solo shows.

Untapped, presented by New Diorama and **Underbelly**, is the most ambitious opportunity on offer to take exceptional work to the Edinburgh Fringe. Every year for the next three years, we will take three emerging/mid-career groups to the festival, and secure them a great **Underbelly** venue and time slot. On top of that, each group will receive £3,000 in cash, and we're removing any venue guarantee and deposit. Groups will also get a crack press team (Borkowski Arts & Ents) to support their production, seven hours of free flyering every day across the three groups, free production photography and a captioned access performance. After the festival we'll transfer shows back to NDT for a London Untapped showcase.

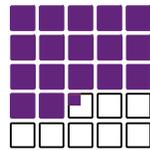
And we're only just getting started.

How it works



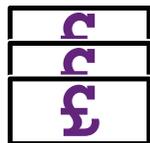
The best emerging and mid-career companies

After a nationwide search among the best early-career, and more established mid-career, companies, we'll select three groups.



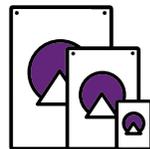
Incredible venue and deal

Working with **Underbelly**, we'll secure a great venue & time for each show, with each company receiving an enhanced 65/35 box office split with no venue deposit or guarantee.



A cash investment

As well as a great slot at **Underbelly**, companies will receive £3,000 in cash towards their travel and accommodation.



Press, marketing and access

New Diorama and **Underbelly** will provide free press and marketing support, seven hours of festival flyering each day for all groups, outdoor poster boards and production photography.

Report

Edinburgh came up in the interviews several times. It's clearly a huge opportunity for artists – having the world's biggest arts festival on their doorstep – but it's impossible for many to take their work: there are just too many barriers, and they're growing every year.

This partnership with **Underbelly** is a new way of New Diorama targeting an industry-wide problem in an energetic way – actively trying to address the barriers that groups face.

This is the first year the award is being run, but already it addresses many of the hurdles New Diorama knows groups face when thinking about going to the Edinburgh Fringe.

“All the costs for Edinburgh basically come up-front, it can be really hard for companies without a serious back-up of cash to make it through the gap and cover all their expenses.”