

Marrakech Biennale
ART, FILM, LITERATURE, ARCHITECTURE AND MUSIC.

Official Fringe Project Applications

Arts in Marrakech is the promoter and organizer of the 4th Marrakech Biennale, which will be open to the public from 29 February 2012 through 4 March, 2012. The main visual arts program ('Higher Atlas') will be curated by Nadim Samman & Carson Chan and will take place in the El Badia Palace with extensions in other venues throughout the city of Marrakech (main exhibition open until 4 June, 2012). In addition to this, Official Fringe Projects will be selected and acknowledged as an integral and specific section of the Biennale, and will be autonomously organized by the promoting institutions/individuals.

Participation

By Official Fringe Projects we mean exhibitions and/or installations (indoor or outdoor) featuring original works. Alternatively, initiatives organized as symposiums on themes that are meaningful in relation to the Biennale, occurring in the city of Marrakech and concurrent with the main visual arts program. No Official Fringe Project may be organized for commercial gain.

To qualify as an Official Fringe Project the quality and significance of a proposal must be formally approved by the Fringe Artistic Director (Nadim Samman), and it must also be assessed by the offices of the Biennale as far as the aspects relative to organization are concerned. Applicants must submit a written request in English that includes the following information:

- Summary of the project concept (no more than 400 words)
- Information about the artists and their works (no more than 5 images per artist)
- Information about the institution/individual that is proposing the project. (no more than 250 words plus CV)
- Practical agenda: including the specification of the venue (if known) and the running period for the event. In the case of a symposium, a detailed program is required.
- A basic communications plan, including the names of any sponsors and/or supporters of the project.

For exhibition projects it will be the responsibility of the applicant to find a suitable venue. The Biennale can supply a list of venues and contacts upon request.

The application should be emailed to the Biennale Manager, Ms Jessica Bannister by October 31, 2011: jess.bannister@marrakechbiennale.org Further enquires by telephone: + 44 (0)7834604807). Applicants will be informed whether their proposals have been successful or not by Nov 15, 2011.

Successful applicants will be liable to pay a registration fee of €2000 for the project, as a contribution towards promotion, publicity and administration costs of Arts in

Marrakech, and for an allocation of tickets to VIP events associated with the Biennale.

Promotion and publicity

Arts in Marrakech will promote and publicize the selected Official Fringe Projects in its own institutional tools of communication as follows:

- In publicity materials supplied to the Moroccan and international press.
- On the websites www.marrakechbiennale.org and www.higheratlases.org
- In the promotional publications and in the brochure illustrating the 4th Marrakech Biennale that will contain essential information about each Official Fringe Project (title, venue, running period, opening hours).

In order to include the Official Fringe Project in the general communication plan of the 4th Marrakech Biennale, the organizers responsible for selected events must submit the following material and information: A press release, including the title, the venue and the running period; the name of the organizing institution responsible; the names and qualifications of the curators, collaborators or participants; significant images of the works on exhibit which meet the standards of the international press with a complete caption and photography credits.

Arts in Marrakech reserves the exclusive right, directly or through third parties, to film or photograph the works and installations inside the spaces and the exhibition areas of the Official Fringe Projects for the realization of editorial projects for the documentation and cultural promotion of the Exhibition, even on Moroccan and international commercial television networks, home video, DVD and Internet. The Biennale also reserves the right to use the materials provided by the organizers of the Official Fringe Projects for the purposes of its own institutional communication plan (Exhibition catalogue and any other related publication, including CD-ROMs, guidebooks, postcards, promotional products or materials distributed free of charge or for sale) with no obligation to pay any fee or compensation to the participants.