

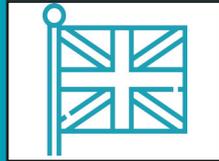
XTRAX / GDIF SHOWCASE 2017

Renowned as one of the most unmissable events for those working in outdoor arts, our Showcase events give outdoor arts professionals the opportunity to meet each other, learn about the sector, and see great outdoor work.



291

Registered delegates attended the Showcase weekend



229

Delegates were from the UK



62

Delegates were from abroad, an increase of 3% from 2016 and of 11% from 2015



20

Countries were represented



59%

of delegates had responsibility for programming shows



82%

of delegates said they intend to come to the Showcase again in 2018



56%

of promoters who had attended GDIF before, have booked work that they saw at the festival



95%

of delegates rated the professional events as excellent or good



44%

of delegates were first-time attendees



96%

of delegates rated the Showcase as a good or excellent opportunity to network

TESTIMONIALS

“It is second to none and is undoubtedly the best event for this in the calendar year. The range of organisations, artists, producers, stakeholders and international contacts improves every year and is invaluable to us as an organisation. It allows us to see work developing, talk about work, audience development, meet new and old friends - I met loads of new people and it will help with our future development.”

Karl Greenwood, Project Director, Appetite, UK

“The organization of XTRAX/GDIF Showcase really did their utmost best to prepare a warm welcome to the international delegates. There were plenty of opportunities to network, both formally and informally. As this was the first time I attended at GDIF, I needed some time to develop new contacts, but XTRAX made it really easy to meet new people in the field of street arts, so this was a great start.”

Kathleen Keymeulen, Programmer, Cirk! Aalst, Belgium

SHOWCASE ARTISTS



42 companies performed during the Showcase and pitching companies

16 artists and companies presented at XTRAX Shorts



92% of showcase artists rated the professional events as an excellent or good opportunity to make new contacts and **85%** to meet with existing contacts



62% of artists reported to have made 1 to 5 new contacts as well as connecting with 1 to 5 existing contacts

XTRAX / OUT THERE SHOWCASE 2017

Renowned as one of the most unmissable events for those working in outdoor arts, our Showcase events give outdoor arts professionals the opportunity to meet each other, learn about the sector, and see great outdoor work.



122

Registered delegates attended the Showcase weekend



47%

The number of delegates who were neither performing nor pitching artists increased by 47% since 2016 (64 to 94)



28

Delegates were from abroad, an increase of 7% from 2016



13

Countries were represented



42

respondents had responsibility for programming shows



70%

of delegates were first-time attendees



45%

of promoters who had attended the showcase before, booked 1 - 3 shows after seeing them at the Festival



81%

of delegates came for the XTRAX Shorts



84%

said it was either a good or excellent opportunity to re-connect with existing contacts



91%

of delegates rated the Showcase as a good or excellent opportunity to network

THE EVENTS

78 professionals attended the **Symposium**, a 50% increase from 52 in 2016

88 showcase delegates attended **XTRAX Shorts**, of which 22 (representing 25%) were international delegates

72% (8 out of 11) of artists said that they had received expressions of interest because of presenting at XTRAX Shorts, increasing from 60% in 2016

81% of shorts artists (9 out of 11) felt like there was a potential for future bookings, the remaining 19% stated it was too early to say (3 weeks after the event)

SHOWCASE ARTISTS



28 companies performed during the Showcase

9 artists and companies presented at XTRAX Shorts



84% performing artists thought that the Showcase was a good or excellent opportunity to network with other artists or professionals.



All artists reported making new contacts at the Showcase, with **89%** reporting that they made between 1 and 5 new contacts

“A key national and international event in the sector’s calendar as it takes place towards the end of the summer season and as we start the winter season.”

Robin Morley, Artistic Director and Producer, Magnetic Events, UK

“[UK streets arts] has been very weak (shopping mall style), recently it has been growing a lot. The XTRAX showcases have allowed me to see more and more good and promising work.”

Alfred Konijnenbelt, Artistic Director, Festival Spoffin, Netherlands