

# 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