

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 attenders



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