



**BACKSTREET FESTIVAL**  
**3RD EDITION 16-22 OCT 2015**  
**ALEXANDRIA, EGYPT**

**CALL FOR  
PERFORMANCES**

## **“THE JOY PROJECT”**

### **WHAT IS BACKSTREET FESTIVAL “THE JOY PROJECT”?**

The Backstreet festival is an artistic, educational and exchange platform involving theatre and music performances, training opportunities for young artists as well as debates and discussions on art related themes. It is organised every October by the International Association for Creation and Training (I-act) in the city of Alexandria in Egypt with the aim of creating the space for audience engagement in artistic activities in a lively and entertaining ambiance. The festival stands as an opportunity for local audiences to get exposed to different forms of art and culture with a special focus on street theatre. It gathers local and international artists and participants to exchange experiences and create networks that could form the basis of future collaboration and interaction.

The festival was originally planned to take place every other year, yet after the huge success of the 1st edition in 2012 and the 2nd editions in 2014, I-act decided to organise it every year and thus the 3rd edition is back in 2015. The festival features performances (music, circus, theatre, multimedia, puppetry, clowning and dance). It will also feature regional training programme to enhance the skills of young artists, as well as an exchange platform for dialogue and discussions between the artists on specific themes revolving around art, with a special focus on theatre.

The festival will take place in different venues across Alexandria over a one week duration from 16-22 October 2014. The geographical scope of the festival includes European and Mediterranean countries with the potential of including guest countries to strengthen ties and encourage international collaboration. The target audience of the festival is the Alexandrian community in particular and the Egyptian in a wider sense with a specific focus on youth, as they constitute the major part of the Egyptian society.

# OBJECTIVES OF THE BACKSTREET FESTIVAL

- ◆ Employing Arts as a tool for social development;
- ◆ Reviving the status of the city of Alexandria as a cultural hub capable of hosting quality international events;
- ◆ Stimulating the sentiments of hope through encouraging the Egyptian society, mainly Alexandrian audience to engage in artistic activities;
- ◆ Reaching out for young people from Egypt and the Arab Region in order to optimize on their potential and build their capacities through providing them with opportunities for training in the fields of performing arts, cultural management and entrepreneurship, &
- ◆ Enhancing dialogue and multi-cultural cooperation and opening up to other cultures beyond Europe.

## LOCATION & DURATION

**PLACE:** The festival will take place in the city of Alexandria, Egypt.

**TIME:** 16-22 October 2015 (1 week)

**VENUES:** The performances will take place indoors and in semi-outdoor venues including gardens, non-traditional open spaces and in cultural institutions in the city. Some performances might take place inside theatres across the city (depending on the nature of the performances).

## GEOGRAPHICAL SCOPE

The call of participation is open initially for theatre troupes and artists from countries of Europe and the Mediterranean region. However, the festival welcomes a small percentage of international troupes falling outside the above-mentioned geographical areas.

## GENRE OF PERFORMANCES

The festival encourages the following performances, including—but not limited to, Street performances (e.g. slapstick, living/human statues, dance), Contemporary circus artists, fire shows, juggling, clowning, musical and improvisational theatre, installations, multimedia performances, puppet theatre, comedy and Pantomime. There is no focus this year on purely dramatic and/or classical wordy plays.

# CONDITIONS OF PARTICIPATION AND ELIGIBILITY CRITERIA

The festival covers the expenses of accommodation, per diem and airport transportation for the performers, but it does not support production and flight tickets.

**TROUPE SIZE:** The Festival will cover the expenses of a maximum of 5 persons within the selected theatre troupe. Any additional artists or guests accompanying the troupe will have to cover their own expenses; however, they can benefit from any discounts or rates provided for the festival.

**ACCOMMODATION:** The Festival covers a maximum of 4 nights in double rooms on a bed and breakfast basis in 3\* or 4\* hotels in Alexandria.

**FLIGHT TICKETS:** The Festival does not support flight tickets at all. However, troupes are invited to search for funds to support their participation. The flight details have to be sent at least 2 weeks prior to the festival.

**PER DIEM:** The festival will provide per diem for each of the selected artists within a troupe to cover the meals and daily transportation expenses.

**VENUES AND TECHNICAL EQUIPMENT:** The Festival provides a venue according to the type of performance, in addition to technical support and equipment based on the technical rider sent by the troupe. (The technical rider is subject to negotiations). Performances that should be performed in an indoor place will be performed in traditional theatres and non-traditional venues, while street art performances will be shown in public spaces and semi-outdoors venues around downtown Alexandria (such as: squares, dead-end streets, gardens, rooftops, etc...).

**AIRPORT TRANSFERS:** The Festival will cover the airport transportation cost of the troupes (for a maximum of 6 persons); one van upon arrival and another one upon departure unless the troupes express their wish to take the train or bus. The festival will not bare costs of transportation for members of the same troupes, who arrive/depart on different dates/flight schedules. Additional costs of transportation will have to be covered by the troupes.

**LANGUAGE:** The official languages of the Festival are English and Arabic. One of these languages should be spoken fluently. At least one person within the troupe should be able to communicate in English.

**LETTER OF AGREEMENT:** The selected troupe will have to sign a letter of agreement with the festival organizers indicating the conditions of participation.

# HOW TO APPLY?

## 1. SOFT COPY OF THE APPLICATION FORM AND THE RELATED DOCUMENTS:

In order to apply, please fill in the enclosed application form and make sure to include a link of an online video of your performance. Kindly make sure to attach 3 photos of your performance in high resolution, along with filling in items 1.7 and 2.8 of the application form, or attaching them in Microsoft word documents. If the performance has been selected, this material will be used in the promotional or publicity material of the festival.

*Please note that without this information the application will be deemed ineligible and the application will not be considered.*

## 2. ELECTRONIC VERSIONS AND DVD OF YOUR PERFORMANCE:

In addition to your application form, participants in the festival should send a CD/DVD of their performance. If the performance is selected, the DVD version of your show will be considered as the final one to be presented, unless agreed otherwise with the festival organizers. Along with the DVD, you can attach any promotional material (leaflets, brochures, etc).

# DEADLINES

The deadline for receiving the electronic version of the application along with the above mentioned required information via email is **April 30th 2015 at 12:00 midnight** (no applications will be accepted after this deadline). Applications and required material are to be sent in soft copies to Amina Abodoma (Festival Coordinator): [amina@iact-eg.org](mailto:amina@iact-eg.org)

DVDs and related material should be sent in hard copies to the following address:

Teatro Eskendria  
25, Fouad Street  
Mahatet El Raml  
Alexandria, Egypt

Telephone: +2 01021771212

In order to avoid delays, the material should be shipped via special courier (DHL, Aramex, FedEx, etc...). A Jury committee will be responsible for the selection process and only the selected performances will be notified.

# OTHER ACTIVITIES OF THE BACKSTREET FESTIVAL

Along with the performances program, other activities are taking place including training workshops, meetings, debates and discussions. Do not hesitate to inform your contacts (theatre students, artists, theatre groups and cultural organizations) about the Backstreet Festival. Further call for participations and deadlines will be announced shortly and made available on our website: [www.iact-eg.org](http://www.iact-eg.org), stay tuned!