

DOWNSTAIRS AT THE MAJ

THE *underground* SERIES

2023 SEASON | EXPRESSIONS OF INTEREST | INFORMATION PACK

PRESENTED BY THE ARTS AND
CULTURE TRUST AT HIS
MAJESTY'S THEATRE

AS A PART OF THE DOWNSTAIRS AT
THE MAJ 2023 835 DOWNSTAIRS
SEASON

EXPRESSION OF INTEREST

His Majesty's Theatre is welcoming Expressions of Interest for new series of diverse innovative works to be performed at Downstairs at the Maj.

The 825 Underground Series is an exploratory season at Downstairs at The Maj that showcases art, performance, music, and cabaret in unique ways.

We aim to create a space that encourages artists and audiences to explore more innovative concepts and experimental projects that delve into contemporary human experiences.

Set in the basement of the historically iconic His Majesty's Theatre, the Underground Series celebrates contemporary artists, amplifies marginalised voices, and champions local creatives.

EOI applications close Sunday 23rd April, 5:00pm.

What are we looking for?

Art has the power to unite people and spark meaningful conversations, and we are looking for projects that challenge the audience and bring people together, creating a platform for dialogue.

We seek individuals, artists, collectives and independent companies whose works are in a development phase. We are interested in ambitious, creative projects using new approaches to storytelling, novel uses of technology or multimedia, or thought-provoking performances that blur the lines between genres.

This series will run July – October, a part of the already successful downstairs program for 2023.

If you are interested in performing in this unique space and want to be included in the next generation of work in a professional environment, we want to hear from you!

We welcome and encourage people of Aboriginal and Torres Strait Islander descent to apply.

What do you need to provide?

- ▶ Background about the show including past performances, awards and 2023 tour schedule.
- ▶ Full cast and crew list.
- ▶ Production details including set, costumes, props and lighting design.
- ▶ Marketing and publicity materials including high resolution hero image, with secondary show imagery, synopsis, promo video footage and biographies.
- ▶ Availability for publicity/media opportunities and participation in occasional Candlelight Club member events.

What do we provide?

Arts and culture Trust will pay a fee to the artist to present the production for an agreed period and will retain all box office sales.

We will provide marketing and publicity support plus ticketing and venue management expertise. It's a great way to build your audience and gain exposure in the West Australian market.



EXPRESSION OF INTEREST

Venue and production support

- ▶ 140-seat theatre (cabaret seating) plus lighting and sound.
- ▶ Technical support for bump in/bump out (maximum eight hours).
- ▶ Front of house and food and beverage staff.
- ▶ Ticketing service.
- ▶ Production guidance and management, if required.

Marketing and publicity support

- ▶ Design, print and distribute season posters and flyers.
- ▶ Tile on His Majesty's Theatre website and event page.
- ▶ Listing in His Majesty's Theatre e-newsletters.
- ▶ Social media including Facebook and Instagram.
- ▶ Posters in His Majesty's Theatre foyer and in theatre poster boxes outside the venue on high traffic areas - King Street and Hay Street.
- ▶ Advertising (where required).
- ▶ Write and distribute media release/ event listing.
- ▶ Media liaison including inviting reviewers to performances and arranging interviews or photo opportunities.



Cover image: John O'Hara
Image above: Perth Cabaret Collective

EXPRESSION OF INTEREST

What do you need to submit?

1. Completed application form
2. One-page CV or 500 word biography of creative personnel including key performers.
3. Marketing and publicity materials
 - a. Hero image (JPEG) in the following specifications

Orientation Dimensions (width x height) px	Resolution
Portrait (up to) 3300px x 4800px	300 DPI
Landscape 1920px x 1200px	72 DPI
Square 800px x 800px	72 DPI

- b. Secondary images (up to 4) in the following specifications

Orientation Dimensions (width x height) px	Resolution
Square 800px x 800px	72 DPI

- c. 30 second promo videos footage (mpg,mpeg,mwv)
- d. 50 and 150 word synopsis
- e. Reviews and Awards

Further Information

For further information or to discuss your EOI please contact Kate Bell,
Manager His Majesty's Theatre.

Completed EOIs should be emailed or posted to the addresses below by 5pm,
Sunday, 23 April 2023.

EMAIL

kate.bell@artsculturetrust.wa.gov.au

PHONE

+61 8 9265 0900

MAIL

His Majesty's Theatre
825 Hay Street,
PERTH WA 6000

CLOSING
DATE

23 April 2023