



**national  
arts  
festival**

# **National Arts Festival Makhanda**

**25 June to 5 July 2020**

## **FRINGE GUIDE - VISUAL ART EXHIBITIONS**

**The Fringe Office:**

**Tel:** +27 (0)46 603 1103

**Fax:** 086 233 2119

**International fax:** +27 46 622 3082

**Email:** [fringe@nationalartsfestival.co.za](mailto:fringe@nationalartsfestival.co.za)

**Website:** [www.nationalartsfestival.co.za](http://www.nationalartsfestival.co.za)

**Postal:** P O Box 304, Makhanda, 6140

**Courier:** National Arts Festival, 1820 Settlers Monument,  
Fort Selwyn Drive, Makhanda 6139

**FaceBook:** [www.facebook.com/nationalartsfestival](http://www.facebook.com/nationalartsfestival)

**Twitter:** @artsfestival

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### DATES TO DIARISE

<b>31 December</b>	Early Bird Application deadline
<b>31 January</b>	Closing date for submission of the Application Form and payment of the Application Fee
<b>21 February</b>	Last date for the cancellation of an exhibition
<b>16 March</b>	Submission of the marketing form, large format advertising artwork & website info
<b>18 May</b>	Submission of the Arena Art Exhibition Info
<b>31 May</b>	10 Posters to reach the Fringe Office
<b>10 June</b>	Arena Art Exhibition Artwork to reach the Fringe Office
<b>25 June</b>	National Arts Festival commences

## COMPLETION OF THE APPLICATION FORM

**When completing the Application Form keep** this guide open so you can refer to guidelines easily. Remember this Information Guide forms part of the Fringe contract. When you sign the contract you accept all the conditions and regulations laid out in this document. In order for the Fringe to run smoothly please complete the form in as much detail as possible and pay the requisite fees by the due dates

### PERSONAL DETAILS – self-explanatory

### DEMOGRAPHICS

We are required by our funders to provide demographic information on all Festival participants, and appreciate your completion of this section.

### FESTIVAL VENUES

**Please do not expect gallery conditions!** The Fringe exhibition venues are classrooms, and community and church halls that are rented from institutions in Makhanda. Depending on the venue, each artist is given a key to their room and is responsible for opening and closing their venue daily. The exhibition venues have security at night but you are responsible for ensuring that your space is locked each evening. You are also required to adhere to all safety requirements specified for your venue as required by local, regional and national statutory bodies. In order for us to determine the most suitable place for your exhibition, please indicate the number of works you would like to present, the average size of your work, the manner in which you would like to hang paintings, drawings, photographs etc. (if applicable), and the approximate space you will require (minimum and maximum).

Venue rental covers hire of the room, the provision of screens and/or plinths, use of the venue facilities, security, cleaning and staffing costs. Please note that venue hire is charged per day. Exhibitions **MUST** be open each day of the Festival and can only be dismantled after 1pm on 5 July. No rent is charged for the final Sunday of the Festival.

The Fringe Office will inform you of the venue allocated for your exhibition in March 2020. A floor plan showing size, windows, doors etc., together with an invoice for venue rental, will be emailed to you. Exhibitors will be held responsible for any damages that may occur while they are in their venue. On arrival in Makhanda you need to check the venue with the Fringe Art Assistant and complete a venue check-sheet noting any breakages or damages to the venue. At

the end of the Festival your venue will again be checked by the Art Assistant and should any inconsistencies with the initial check-sheet be noted, you will be responsible for any costs involved in making the necessary repairs.

## **SCREENS AND PLINTHS**

Screens and plinths are provided to artists in Festival venues free of charge. However, the Festival does not have an inexhaustible supply of these items so may not be able to provide all that you need. Please be realistic in your requests for this equipment. Remember to bring your own hanging tools and equipment, e.g. gut, wire, Prestik, labels, etc.

### **Sizes of screens are as follows:**

Wire Mesh screens – 1.8m x 1.3 (±150mm off the floor – portrait)

Grey felt screens – 1.8m x 1.3m (± 150mm off the floor – landscape / portrait)

## **INDEPENDENTLY HIRED VENUES**

If you intend hiring your venue independently, please indicate this and state the name and street address of the venue (as you wish it to be advertised in the advance Programme). Artists who hire their venues independently are **not required** to pay the venue hire and must deal with the owner or manager of the venue independently of the Fringe Office with regards to rental and conditions of hire.

A limited number of screens and plinths may be available to artists in independent venues. However, the Festival does not have an inexhaustible supply of these items and must provide sufficient to cover its own venue first. Please be realistic in your requests for this equipment and be prepared to have to source screens elsewhere should the Festival not have sufficient to satisfy your request. Artists in independent venues will be charged a rental of R10 per plinth or screen per day. You will also be required to pay a loss/damages deposit of R500. This will be refunded to you after the Festival once all screens and plinths have been returned in a satisfactory condition. (See screen sizes above)

**All independent venues must obtain Public Liability Insurance.** Should you require assistance with obtaining this document, please contact the Technical Director Nicci Spalding at [nicci@nationalartsfestival.co.za](mailto:nicci@nationalartsfestival.co.za)

## THE ARENA ART EXHIBITION

The National Arts Festival initiated an Arena platform in order to bridge the gap between the Main and Fringe programmes. As part of this platform, we showcase artwork submitted from all the Fringe visual art exhibitors and invite you all to select a piece of work for display at this exhibition.

In order to ensure the art is properly covered by the Festival's insurance, it is vital that all artists provide the details for their work, as requested in the Fringe Exhibitions Application Form – the info can be emailed or faxed but must be submitted on or before **18 May 2020**. Artists who fail to submit their Arena artwork after it has been insured by the Festival will be fined a **penalty fee of R500**.

Artwork will be required in Makhanda prior to the start of the Festival in order for us to hang the exhibition and you will need to send us your piece by no later than **10 June 2020**. If you are unable to submit the artwork before the stipulated date, please provide us with photos, dimensions and whether it is a portrait and/or landscape piece. Any artwork that is received without the relevant insurance information will not be exhibited.

Other than freight / postage costs (for submitting your piece of artwork) there are no other costs to artists for the Arena Exhibition. An opening function will be arranged, to which all Fringe visual artists, the media and other stakeholders will be invited.

## ACCESSIBILITY

The National Arts Festival Fringe strives to offer all visual artists and viewers equal opportunity. In 2020, NAF will be offering a limited number of exhibitions that address issues of disability a special deal on the Fringe. In order to benefit, please complete the relevant sections in the application form.

We invite all visual artists and galleries that create and/or work with artists living with any disability to apply. As an open access festival, our aim is to create more opportunities and encourage artists living with disability to showcase their talent. If your exhibition addresses disability issues through its content or theme, or the use of interpretative devices such as sign language, braille, etc. or if contributing artist/s are disabled, please let us know, and make sure that you provide us with

accurate information on the application form so we can accommodate your needs as best as possible.

## VISUAL ARTS WORKSHOPS

Following the success of the inaugural art workshops offered in 2018, we will continue to offer these again as part of the visual arts programme. All workshops will be added in the Programme and use the ticketing system for pre-bookings. We will provide a dedicated workshop studio that will be available in 2 ½ hour slots for workshop hosting. There will be two workshop sessions available per day every day of the Festival. In total, there are only 22 slots available, but we will consider opening a second venue if demand dictates. ***Please note that we will select workshops for the programme and completing the info below does not constitute automatic acceptance of your workshop. We will contact you if we require any other details.***

The venue will have basic facilities (tables and chairs, printing press if needed).

### Workshop Structure:

- 2 x 2 ½ hour sessions a day (one morning and one afternoon)
- Times: 10:00 to 12:30 and 14:30 to 17:00 daily
- Artists to supply own materials (paper, paint, ink etc)
- Size of workshops: 10 people max
- A balance of workshops will be selected to cater for adults and children - as well as workshops that can accommodate all age groups.
- From Thursday 25 to Saturday 27 June, NAF will coincide with the National Schools' Festival, so workshops should ideally be tailored more towards Grade 12 learners

### Cost

Workshop space will be hired to artists at R200 per 2 ½ hour session

- Example price per ticket R200/session, depending on art materials
- Example reduced ticket price for scholars, for e.g. R150
- NAF take standard 10% of ticket sales and will provide FOH (front of house) and door sales for each session
- Artists' approximate earnings from fully booked session = R2000 (total sales) – R200 (10% NAF) – R200 (venue cost) = R1600 / workshop

We can also accommodate outside workshops host (e.g. plein air painting/drawing or phone photography, for example).

Please complete the section in the Application Form if you are interested in offering a workshop during the 2020 Festival.

## **ADVERTISING YOUR EXHIBITION**

The information you submit on the application form will form the basis of the publicity that your exhibition receives through the Festival Office. It is therefore vitally important to consider carefully the wording you use for the description in the Programme and in advertising sections of the form.

The information provided in the Programme must include the following:

- Exhibition title
- Name of gallery or presenting group (if applicable)
- Name of curator (if applicable)
- Name of artist/s
- Type of art works (medium)
- Age recommendation (if any)
- Viewing hours (most Fringe exhibitions are open 09:00 to 17:00)
- Description of your exhibition including any possible controversial themes that may be present in the work exhibited. (Minimum 30 words, maximum 50)

**Remember** that the Programme is your opportunity to “sell” your exhibition and it is therefore vital that your description incites interest while at the same time giving a true reflection of the work that you will be exhibiting.

The Festival Office has an obligation to Festival-goers to provide sound advice in all publications regarding Festival events, exhibitions and productions. Please bear this in mind when considering age recommendations.

## **PROGRAMME PHOTOGRAPH / IMAGE**

**SIZE: 40mm wide x 32mm high (300+dpi - around 1Mb)**

Fringe entries in the Programme will include a hi-res landscape orientated, full colour graphic image or photograph, provided that a suitable image has been submitted. Your image/ photograph needs to be sent as a 300+ dpi JPEG or PDF file together with your Application Form. The pics will be reproduced so a clear pic or logo is best – this is NOT an advertising block and text should NOT be included.

Please note the following:

- Your programme image must be sent with your application form. DO NOT send a place-holder picture - you may land up with that image as your advertising block.
- The images should be 40mm wide x 32mm high (landscape) and must be at least 300dpi.
- Do not include text such as exhibition title or featured artists on the image - these don't reproduce well and will end up making your image look sloppy.
- The Festival Office may need to crop your image if it is sent incorrectly sized.
- This image will be used in both the programme and the website, so please choose your photograph or graphic carefully, ensure that it is clear and will reproduce well, and MAKE SURE THAT YOU HAVE PERMISSION TO USE ANY PHOTOGRAPH YOU SUBMIT.

Note: If the photographer requires crediting, you need to include the credit in your 50-word description. The Festival does not have the space to place credits for images in the Programme blocks.

**The Festival Office reserves the right to edit, amend or not use unsuitable text or images in its publications.**

## **OTHER OPTIONAL ADVERTISING OPPORTUNITIES**

### **MARKETING FORM - DUE DATE: 16 MARCH 2020**

*You are required to complete the Marketing Form* regardless of whether you elect to use any of the opportunities offered. By submitting the form, we know that you are aware of the marketing opportunities available.

## **PROGRAMME ADVERTS**

### **PAYMENT & ARTWORK DUE DATE: 28 February 2020**

In addition to your listing, you can choose whether to purchase additional large format advert spaces. *You need to book your advert space when you apply on the Fringe application form.*

There is no doubt that a full page ad is striking and, if well designed, will cause people to look twice. Equally, though, a poorly designed ad will get ignored and is a waste of your money. Your budget will determine whether you choose this option – but one thing you might want to consider is buying a half-page ad, and then doing a composite ad for your exhibition as well as a couple of other exhibitions that are either in the same venue, or are the same genre or have some other link between them. That way you get your exhibition profiled in a reasonably sized ad, and you can share the costs between two or three of you.

### **Cost and size of Programme adverts (all adverts are full colour):**

<b>Size (width x height)</b>	<b>Price (incl. VAT)</b>
Full page – 192mm x 272mm	R6 500
Half page – vertical 94mm x 272mm	R3 500
Half page – horizontal 192mm x 134mm	R3 500
Quarter page – vertical 94mm x 134mm	R2 000
Quarter page – horizontal 192mm x 65mm	R2 000

### **WEBSITE ADVERTISING**

All Fringe productions and exhibitions are advertised on the Festival’s website. **Additional** website advertising can be purchased at R200. You can include up to 4 images, 400 words of copy, and links to your social media account and/or website.

### **DIGITAL POSTERS**

The Festival has digital screens in its box offices on Village Green and at the Monument that loop production and exhibition adverts throughout opening hours. To get your exhibition advert onto these screens, you need to design artwork on the templates provided on the Artist Zone on the website. Only correctly sized adverts will be screened. The cost for this invaluable advertising opportunity is R350. **If you submit your application and pay the Early Bird Fee before 31 December 2019, you get a free digital poster!**

**DIGITAL POSTER SPECS** (NB: we will only include adverts that are submitted on the advertising strip and conform to the following specs)

- 1360 pixels high x 768 pixels wide (portrait orientation)
- Resolution: 150dpi maximum
- Digital posters **MUST** be designed on the DIGITAL POSTER STRIP that can be found on the Artist Zone [here](#)

## **BUSINESS CARD FLYERS – COST R400**

**DUE DATE FOR ARTWORK: 15 MAY 2020**

200 Business card sized flyers will be printed - 100 of these will be distributed by the NAF team to the Festival Box Offices, restaurants and other venues in Makhanda, the balance will be given to you on your arrival in Grahamstown. You need to provide the artwork for the front of the card only - we insert the dates, times, ticket prices and other info on the reverse of the card. Artwork should be **92mm wide x 52mm high**. Please use the **template** supplied below and on the website when designing your artwork and ensure that you do not put info in the area where a hole will be punched to hang the card.

**Download the Business Card template: [HERE](#)**

## **MEDIA INFORMATION**

The Festival Media Office carries out the vital task of publicising Festival events. It is impossible to give Fringe exhibitions individual coverage but information on your exhibition may be included in Festival releases, provided that suitable material is forwarded by 30 April.

Reviews and/or quotes should be photocopied or scanned in such a way that we can identify the writer and the name and date of the publication. Unverified quotations are of no value and will not be used. The Festival Office cannot guarantee media coverage.

All photographs received by the Fringe Office are sent to our Media Office who will include them with relevant media releases or send them out to journalists on request. We urge you to send photographs of your work in order to generate as much publicity as possible for your exhibition and the Fringe as a whole. It is vitally important that photographs are clearly labelled. If you send photos by email, please make sure they are JPEG images scanned and saved at a minimum of 300 dpi and that they are appropriately captioned.

***In all promotional and advertising material (i.e. posters, flyers etc.), whether issued by participants in the exhibition or by sponsors, the Fringe logo strip must feature prominently. Should you obtain any sponsors, please draw this to their attention. The logo strip can be downloaded from [www.nationalartsfestival.co.za/artist-zone/](http://www.nationalartsfestival.co.za/artist-zone/) or will be emailed to you on request.***

## OTHER INFO

Please provide any other details on your exhibition which you feel will assist the Festival Office in, for example, allocating the most appropriate venue, or in generating interest in your exhibition. Also provide any details you would like us to be aware of e.g. disabilities of artists, sales of food and beverages at the venue, sponsors you may have obtained, etc.

## FUNDING AND THE FRINGE

While we attempt to keep our prices as realistic and reasonable as possible, we have no control over the cost of accommodation and transport. We thus encourage you to raise funds to help subsidise these and other costs your exhibition will incur. Remember to apply for funding as early as possible to ensure that you are notified about the outcome of your application in sufficient time to make alternative plans if necessary.

Cancellations must be submitted in writing to reach the Festival Office by no later than **21 February 2020**. We will refund your venue deposit but **NOT** your application fee. Groups and/or artists who apply for an exhibition and then either cancel the application after 21 February 2020, or simply fail to arrive at the Festival will be excluded from participation in the Festival for a period of three years. They will also be held liable for relevant venue expenses. Exceptions to this exclusion will be made only in proven cases of illness or transportation accident on the way to Makhanda. Please see below for contact details of organisations that assist artists:

- National Arts Council (**NAC**) requires that you complete an official application and provide a budget and motivation.  
[www.nac.org.za](http://www.nac.org.za) / [info@nac.org.za](mailto:info@nac.org.za) / Tel: (087) 700 0683 / Fax: (011) 838 6363
- Business Arts South Africa (**BASA**) has a matching grant scheme. If you have raised funds from a business, you may apply to BASA for a grant.  
[www.basa.co.za](http://www.basa.co.za) / [info@basa.co.za](mailto:info@basa.co.za) Tel: (011) 447 2295 / Fax: (086) 681 8075
- National Lotteries Commissions (**NLC**) funds various arts projects. They require that you meet certain criteria, complete an official application form and include a budget. [www.nlb.org.za](http://www.nlb.org.za) / Tel: (086) 006 5383
- The Department of Arts and Culture (**DAC**) funds various arts projects.  
[www.dac.gov.za](http://www.dac.gov.za)/[info@dac.gov.za](mailto:info@dac.gov.za)/Tel: 012 441 3000/ Fax: 012 441 3699

## PAYMENT OF THE FEES

The Application Fee for participation in the 2020 Fringe is **R4 000** inclusive of VAT. This covers the cost of the administration involved for your exhibition and includes allocation of a Festival venue; advertising in the Programme, the Art Meander Map, and on the Festival website, inclusion in general Festival publicity, access to technical advice and assistance, the Arena Art Exhibition and opening function.

- The Application Fee is broken up into the following:  
**R800**            Application / Registration Fee  
**R3 200**        Venue Hire

### **If you are applying to exhibit in an independent venue, you are only required to pay the Application Fee of R1 000**

- If you are hiring your **venue independently**, but need equipment from the Festival Office (plinths, screens etc.) you will be charged a rental of R10 per day per screen/plinth. A damages deposit of **R500** is required which will be returned to you once all screens/plinths are returned in a satisfactory condition.

**Direct Deposit** details are as follows:

**Account Name:** National Arts Festival Makhanda  
**Bank:** Standard Bank, Makhanda  
**Branch Code:** 05 09 17  
**Account Number:** 08 198 7536  
**Reference:** EXHIBITION TITLE

Payment of the Application Fee and venue or equipment deposits must reach us no later than **31 January 2020** and can be made by direct deposit or Internet transfer. Please note that it is very difficult to identify payments that are made directly into our bank account and *the onus is on you* to provide proof of any payments you make for your exhibition. Please send us a copy of your deposit slip or Internet payment advice with **YOUR NAME** and **EXHIBITION TITLE** written clearly. Refer to page 13 for details on payments from countries outside South Africa.

## LIABILITY

The National Arts Festival, its directors, officials, agents or employees shall not be liable to any Fringe participant for any loss, injury, damage or expense of whatsoever nature and howsoever caused which may be suffered by such Fringe participant arising from or during the Fringe participant's involvement in the National Arts Festival Fringe. You are responsible for the payment of all expenses incurred and all persons that you have undertaken to remunerate. The Festival is not bound by any other agreement that you have made or might make outside the terms of this document. The National Arts Festival covers Public Liability.

**NB: You are responsible for the insurance of your artwork.**

## FRINGE CONTRACT – SIGNATURE OF AGREEMENT

Please ensure that you have read and understood the conditions and responsibilities you are accepting before signing the Fringe Contract. This is a legally binding document holding the authorised representative personally responsible should any conditions, obligations or rules laid out in this document and/or the Fringe forms be contravened by the artist or the group/ company they represent.

## GENERAL FESTIVAL INFORMATION

### POSTERS

It is important to display imaginative **posters** to publicise your exhibition. A poster needs to have visual appeal and be informative in order to be effective. All Fringe posters must be designed on the template provided by the Festival that is available on our website. Posters that do not have the Fringe logo strip will not be allowed to be placed anywhere in Makhanda. The Fringe Office will undertake to send **10** of your posters to local hotels, venues, residences and shops who request posters to decorate their premises. Posters received by the Fringe Office will also be placed in the Monument Box Office, which is open to the public from mid-April. A regulatory document that will indicate a maximum number of posters allowed per exhibition, where and how posters may be displayed in town, at venues and on the streets, will be circulated to all Fringe participants.

**NB: The Fringe logo strip MUST appear on all printed material advertising your exhibition. The logo strip can be downloaded in various print-ready formats from [www.nationalartsfestival.co.za/artist-zone](http://www.nationalartsfestival.co.za/artist-zone)**

## TRAVEL

You need to arrange your own transport arrangements to and from Makhanda. The Festival operates a shuttle bus between Port Elizabeth and Makhanda and you can book for this service through the Main Programme. If you intend to use this bus and are bringing your exhibition pieces or equipment with you please make sure that you stipulate this when booking. Where additional trailers etc. need to be brought in, in order to transport your equipment, you will be charged a levy to offset the additional costs – please consult with the Festival Transport Manager in this regard.

## ACCOMMODATION

You are responsible for arranging your own accommodation in Makhanda. The official NAF Programme, which is freely available from selected Standard Bank branches and Exclusive Books outlets, contains information on, and booking forms for, the various types of accommodation in Makhanda. The following organisations will assist with your accommodation queries:

Makana Tourism Office:	Tel: 046 622 3241	Fax: 046 622 3266
	<a href="mailto:info@makhanda.co.za">info@makhanda.co.za</a>	<a href="http://www.makhanda.co.za">www.makhanda.co.za</a>
Rhodes University Conference Centre	Tel: 046 603 7620 / 8901	Fax: 086 579 6092
	<a href="mailto:conference@ru.ac.za">conference@ru.ac.za</a>	<a href="http://www.ru.ac.za/conference">www.ru.ac.za/conference</a>
Kwam eMakana Homestead	Tel: 046 622 3241 / 072 448 0520	Fax: 046 622 3266
	<a href="mailto:kwambookings@makhanda.co.za">kwambookings@makhanda.co.za</a>	

## ARRIVAL IN MAKHANDA

You will have access to your Festival exhibition venue the day before Festival starts. During the week before the Festival, the Fringe Art Assistant will contact all artists who have hired Festival venues, and any artists that will be using Festival-owned equipment to verify equipment requirements and arrival dates and times. He/she will arrange to meet with you at the venue where you will sign the venue check-sheet and receive your venue keys. If, on arrival, you are unable to contact the Art Assistant, please call the Fringe Office on 046 603 1103.

## **PARTICIPANTS FROM COUNTRIES OUTSIDE SOUTH AFRICA**

The Department of Home Affairs has waived the need for foreign artists to obtain work permits for participation in cultural festivals in South Africa. This concession is only applicable to artists participating in festivals for a period of not longer than 30 consecutive days. Participants are obliged to pay tax on any Festival earnings. It is your responsibility to apply for and obtain visas, if applicable, from the South African Embassy in your respective country of residence.

## **PAYMENTS FROM OUTSIDE SOUTH AFRICA**

When making payments from *any country other than South Africa*, please make sure that you pay the full amount due, as well as any bank charges that are incurred for the transaction. When depositing foreign exchange please ensure that you ***add R200 to cover this foreign currency handling fee.***

## **NATIONAL SCHOOLS' FESTIVAL FOR GRADE 12s – 23 to 27 JUNE 2020**

Due to the shifting of the school terms in 2019, the National Schools' Festival will begin just prior to the National Arts Festival and overlap with the NAF's first weekend. The Schools' Fest team will be on the look out for workshops for Grade 12 learners over this weekend. If you will be available over these dates and you have a workshop you would like to present to the matric learners (90mins maximum), please let us know on your application form. Alternatively, you are welcome to email [l.may@foundation.org.za](mailto:l.may@foundation.org.za).

In addition, the Schools Festival team hopes to revive the regional schools' festivals for Grade 11 learners in the Western Cape, KZN, Free State, Northern Cape, North West Province, Eastern Cape and Gauteng. Please visit the Foundation's website for dates and further info.

## **CHILDREN'S ARTS FESTIVAL**

The Children's Arts Festival runs concurrent to the National Arts Festival. It is hosted by St. Andrew's Prep School and is aimed at children between the ages of four and thirteen. The organisers of this Festival run workshops and classes throughout the Festival for the children. If you would like to demonstrate your work or offer a workshop that might appeal to children in this age group, contact Cindy Renard on 046 622 2148 or email [c.renard@saprepschool.com](mailto:c.renard@saprepschool.com).

## **CONCLUSION**

This should be all the information you need to make your Fringe experience and your time in Makhanda as enriching, stress-free and enjoyable as possible. If you have any queries or questions do not hesitate to contact us:

Tel: +27 (0)46 603 1103

Fax: +27 (0)86 233 2119

[fringe@nationalartsfestival.co.za](mailto:fringe@nationalartsfestival.co.za)

[www.nationalartsfestival.co.za](http://www.nationalartsfestival.co.za)

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