

ARCHITECTURE  
FRINGE  
2019

In Real Life,



SPONSORSHIP  
OPPORTUNITIES

# AN INVITATION TO SUPPORT ARCHITECTURE FRINGE 2019

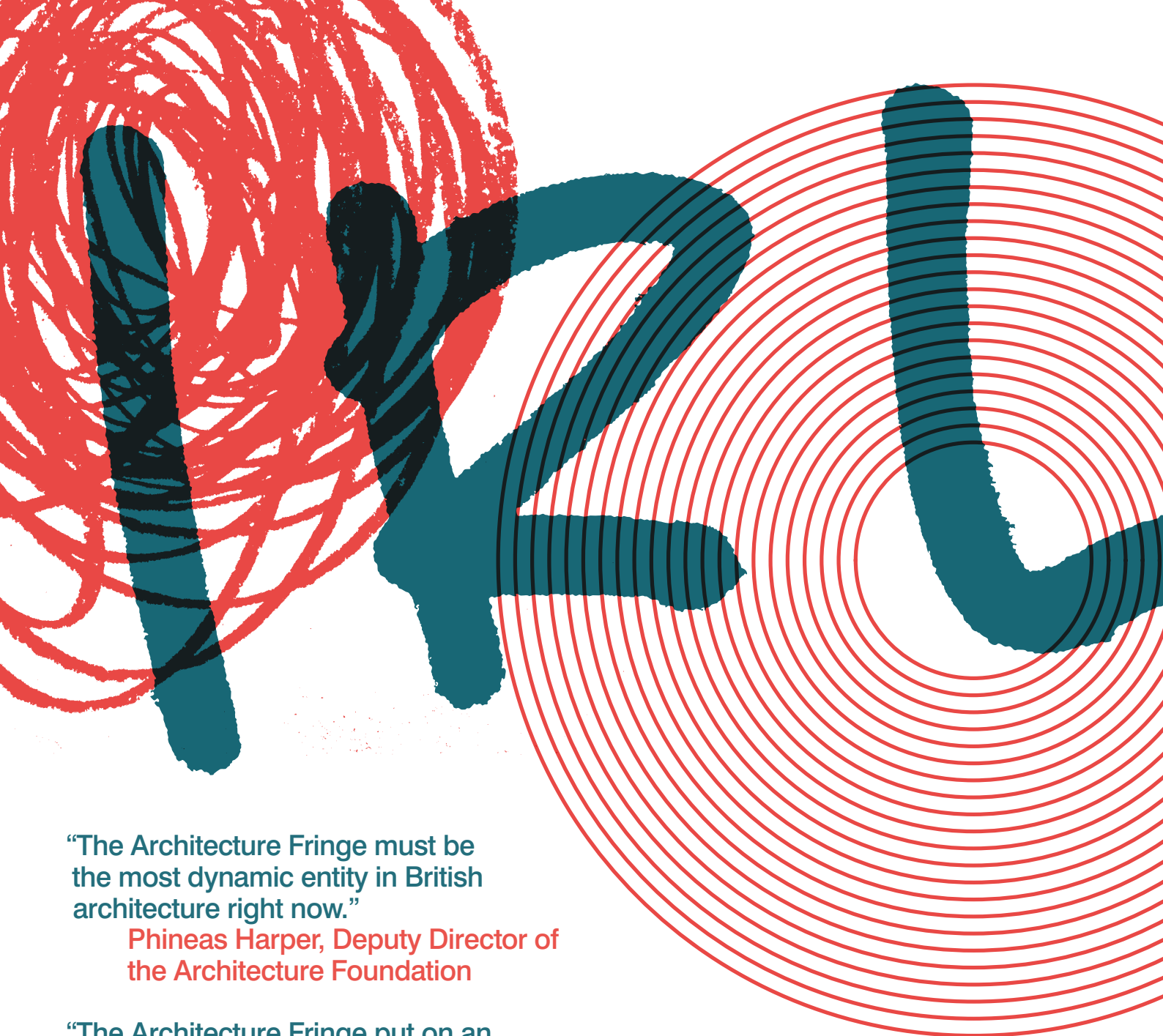
The Architecture Fringe is Scotland's largest festival of architecture – encompassing the built environment, public space, art and politics.

With over 250 participants and 8,000 visitors it connects with both the architectural profession and the public at large with an active profile on social media, in the press and online.

By supporting the Architecture Fringe you can help develop this emerging organisation, and connect with an engaged, informed audience.

Help make it happen →





“The Architecture Fringe must be the most dynamic entity in British architecture right now.”

Phineas Harper, Deputy Director of the Architecture Foundation

“The Architecture Fringe put on an incredible programme fuelled by voluntary power and passion which rivalled many of the creative festivals with paid staff and showed the creative programming power of an open programming structure.”

Claire Stewart, Director of Creative Edinburgh

“The Architecture Fringe brings a breath of fresh air to the staid formality of the official architectural discourse in Scotland. A vigour and energy that is truly refreshing.”

Malcolm Fraser, Architect and former Chair of Architecture & Design Scotland

**WINNER!**

Architecture Fringe 2017  
Collaboration Award  
Creative Edinburgh Awards 2017

**HOT 100!**

Architecture Fringe  
Debut at number 65 in Scotland’s Hot 100 cultural listings  
The List Magazine Hot 100 2017

# HELP MAKE IT HAPPEN

Your support makes a huge difference to what we can do. Help us make the Architecture Fringe the best it can be.

By supporting the Architecture Fringe you'll be helping to grow and develop one of the most exciting grassroots creative platforms in Europe. Your support will align your company to our energy and audience.

We are seeking either financial or in-kind support (materials, equipment, venues, hospitality).

We are a non-profit registered Community Interest Company with a strong social purpose and we want to work with you.



If you would like to have a chat about supporting Architecture Fringe please contact Chris Dobson (Sponsorship Co-ordinator and Co-Producer) at [sponsorship@architecturefringe.com](mailto:sponsorship@architecturefringe.com)

## OPPORTUNITIES



### SUPPORTER

Any person, group or organisation who supports the Architecture Fringe up to £500.

Supporters will have a 50 word company profile and smart-link from their logo on our website ([architecturefringe.com](http://architecturefringe.com)).



### SPONSOR

Any person, group or organisation who supports the Architecture Fringe from £500 up to £1,000.

Sponsors will have a 100 word company profile and smart-link to their logo on our website and be invited to join us at one of our events where they will be thanked from the floor.

Your logo will be displayed prominently within the Architecture Fringe 2019 printed programme.



### MAIN SPONSOR

Any person, group or organisation who supports the Architecture Fringe over £1,000.

Main sponsors will have a 200 word company profile and smart-link to their logo on our website, be invited as our guest to all Architecture Fringe 2019 events (with the opportunity to address at selected events), and be displayed prominently within the Architecture Fringe 2019 printed programme, and at core events.

# OUR AUDIENCE

Throughout the Architecture Fringe we have tracked and surveyed our growing audience.

96% of our audience rated the quality of their experience of the Architecture Fringe as either Very Good or Good

95% of our audience would recommend the Architecture Fringe to others

48% identify as Male  
52% identify as Female

20% are aged 16–24  
38% are aged 25–34  
14% are aged 35–44  
8% are aged 45–54  
3% are aged 55–64  
6% are aged 65–74  
1% are aged 75–84

## WEBSITE IN NUMBERS

(Data gathered July 2017)

10,900 visits to our website  
8,997 unique visits  
24,500 page views

## TWITTER IN NUMBERS

2,718 followers and growing

430 tweets issued by @ArchiFringe  
14,700 visits to @ArchiFringe  
320 new followers  
815 mentions  
342,00 impressions  
11,000 impressions per day  
1,600 link clicks  
960 Retweets  
1,800 Likes  
93 replies

## FACEBOOK IN NUMBERS

1,080 followers and growing

64 posts made by ArchiFringe  
20,405 audience reach  
1,623 engagements

## INSTAGRAM IN NUMBERS

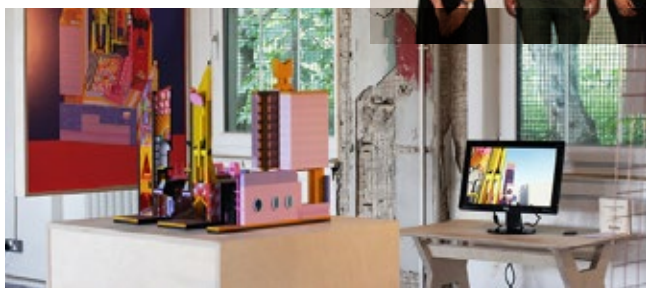
1,078 followers and growing

129 posts made by ArchiFringe  
1,623 engagements





# IMAGES FROM ARCHITECTURE FRINGE 2017 AND 2018:





“One of the most exciting,  
innovative and diverse  
festivals on the Scottish  
arts calendar”

The List Magazine

Architecture Fringe is an  
independent festival of events  
and projects, exploring  
architecture and its impact.

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CREATOR SAM JACOB  
CURATOR BEATRICE  
GALILEE  
CRITIC CATHERINE  
SLESSOR

ARCHITECTURE  
FRINGE 2017

architecturefringe.com  
@archifringe / #archifringe

“A force for good!”

Civic Soup



# FURTHER INFORMATION

The Architecture Fringe 2019 will run 07–23 June 2019.

The fourth edition of the Architecture Fringe will again explore, highlight and celebrate architecture and architectural cultural across Scotland. Showcasing a lively and thought-provoking range of events, exhibitions, talks and live performances the Architecture Fringe hosts work touching on architecture, art, construction, design, dance, film and photography to a large, national audience.

In 2019 the Architecture Fringe will be lightly structured under thematic provocation of In Real Life, (IRL). An invitation to explore the extraordinary here and now that shapes our individual experiences and collective storytelling, In Real Life will seek to imagine a more generous, inclusive and inspirational architectural culture where the everyday informs and re-energises architecture's role in creating better places and spaces, IRL.

Our ambition is:

- to support new work and emerging practice in architecture in Scotland
- to develop a friendly but critical community of voices to connect, support and challenge each other
- to offer a platform to encourage a wider conversation about architecture and design in Scotland in a contemporary socio-political context
- to engage internationally with other people and organisations






A group of approximately ten people, including men and women of various ages, are standing in front of a large display board. The board is covered with numerous small posters or architectural drawings, each with a title. Some visible titles include "The Well", "Cyan Chase", "Qualified Conversations", "Vital Zone Creatives", "The Digital in Great", "All eyes on the", "An Empty", "Civic", "The Future of Architects in Scotland", "Wake up the Nespresso", and "Urgent Thought Required". The scene is set in what appears to be an exhibition space. The image has a red and teal color overlay.

**“As a new graduate this gives me hope  
and a reason to stay in Scotland!”**

Anonymous visitor to Civic House, Architecture Fringe 2017

A close-up, slightly blurred image of a person's face as they read a newspaper. The newspaper is open, and the text is partially visible. The image has a red and teal color overlay.

**“The combination of meaningful  
critique and boundless energy is  
infectious and welcome.”**

Anonymous audience online feedback

# SUPPORTERS

We are very fortunate, and extremely grateful, to have worked alongside or been financially supported by a number of truly wonderful people and organisations.

These include;

Creative Scotland  
The Scottish Government  
The University of Edinburgh  
British Council  
British Council Scotland  
Moy Materials  
Collective Architecture  
Reiach & Hall Architects  
Oliver Chapman Architects  
Helen Lucas Architects  
UrbanPioneers  
3DReid  
Bennetts Associates  
WT Architecture  
Calum Duncan Architects  
Konishi Gaffney Architects

Olsen Fire & Risk  
Thomson Gray  
Agile City  
TAKTAL  
New Glasgow Society  
Creative Dundee  
Creative Edinburgh  
Aesop  
TukTuk  
Street + Arrow  
Ekeko Eats  
Brooklyn Brewery  
The Drink Cabinet  
Glasgow Collective  
MILK Music Collective  
SusTrans  
Felicity Parsons  
H2O  
Akiko Kobayashi  
Innis & Gunn

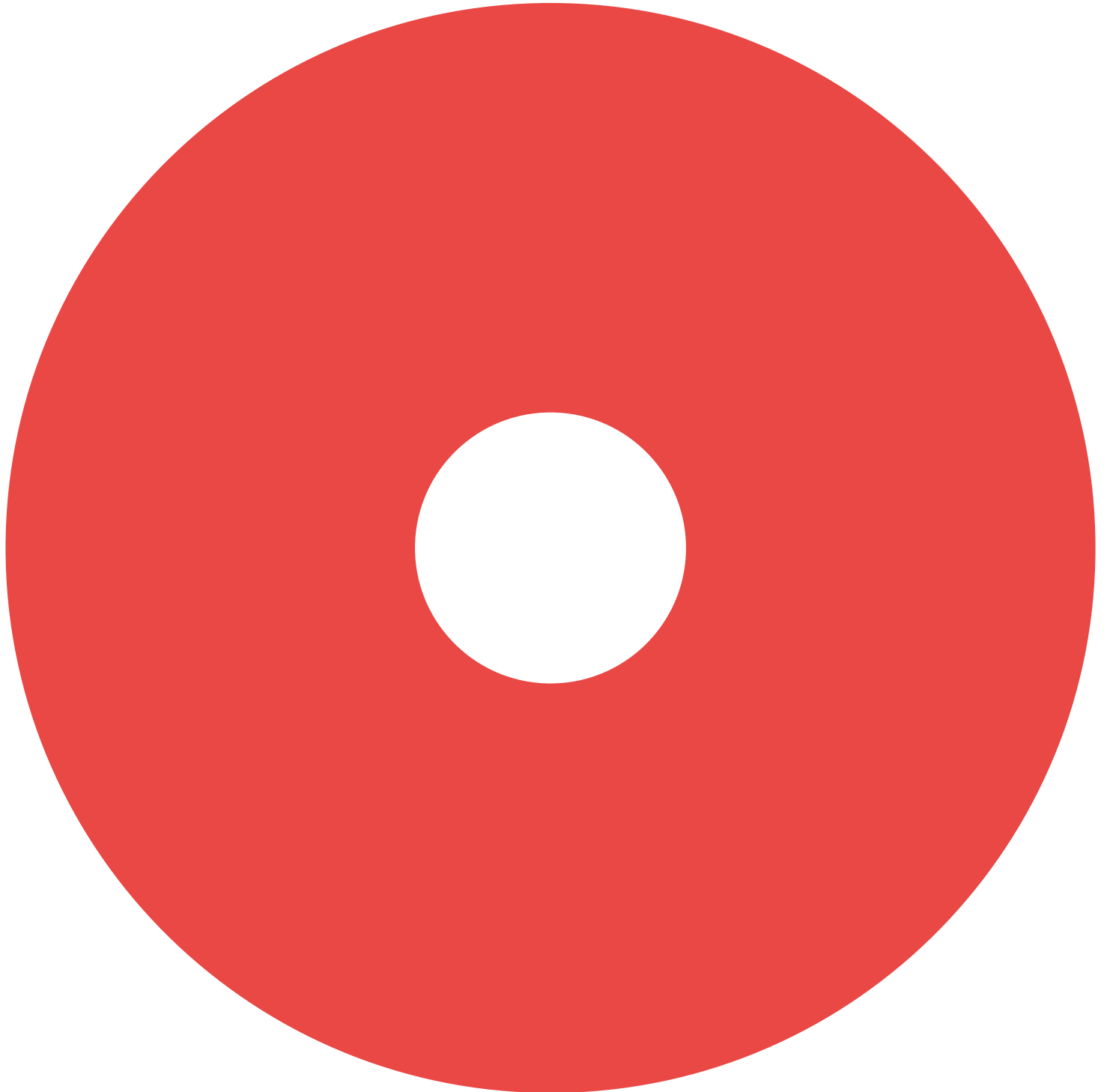
Thank you!



## CONTACT US

Please drop us a line to Chris Dobson,  
sponsorship co-ordinator and  
co-producer at:

[sponsorship@architecturefringe.com](mailto:sponsorship@architecturefringe.com)



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