



KLEIN KAROO
NASIONALE
KUNSTEFES

2020 PROGRAMME GUIDELINES



The Klein Karoo National Arts Festival is presented annually by Kunste Onbeperk NPC in the heart of the Klein Karoo in Oudtshoorn. The mother festival, which celebrated its 25th anniversary this year, is looking ahead at the next decade, to build on the contribution it has made during the past quarter of a century. We are dedicated to making a difference to our country and its people through the arts.

We invite everyone to send production and project proposals for KKNK2020 and this document contains all the guidelines and information.

If you have any queries, please contact Faren Esau, programme administrator, at 044 203 8600 or faren@kunste.org.za

1. 2020 FESTIVAL DATES

The 26th KKNK takes place in Oudtshoorn from Tuesday, 24 March to Sunday, 29 March 2020.

2. SUBMIT YOUR PROPOSAL ONLINE

Submit your proposal online, via www.kknk.co.za. When a proposal is submitted successfully, you will automatically receive an acknowledgement of receipt, with the details of your proposal. If you do not receive this message immediately, contact the office.

3. THE PROCESS

All applications will be sent for evaluation to a selection committee. The Evaluation Criteria is discussed in point 5. After this process has been completed, a shortlist is drafted, and the office will be in contact if we have any further questions regarding your proposal. Final decisions are made by the end of September. The office will communicate the outcome via email. If you have not received any communication by 30 September, please contact the office.

4. CRITERIA AND SELECTION GUIDELINES

There are several aspects that influence the curation of the programme.

Elements in proposals that will stand out and will receive preference are:

- Innovation
- Premiere works (debut works)
- Newly written scripts / music
- Authentic South African stories
- Multilingual productions
- Non-verbal productions
- Conceptual work
- Interesting combinations of artists
- Marketability

Every year we receive outstanding proposals, but unfortunately, we can't include all the applications because there are also practical elements to consider:

- Suitable venue for the production (venue capacity and potential ticket sales are also considered)
- Technical requirements of the production
- Scale of the production
- Balance of the programme in genre and for our target market
- Financial implications of the production

As a national South African arts festival, we are dedicated to being a platform which presents outstanding professional work by South African artists. But Kunste Onbeperk and the KKNK also create platforms for non-professional or amateur participation, specifically focussed on Oudtshoorn and the surrounding areas.

We also invite international participation, if the production can be presented without using funds which could have been allocated to South African artists.

The KKNK's programme is carefully curated to create a thoughtful experience to festivalgoers. The KKNK is dedicated to create a programme which supports our beliefs in being environmentally responsible, practising good citizenship and social cohesion.

6. TARGET MARKET

Our target market incorporates a broad spectrum of audiences and we investigate programming for everyone:

OUR AUDIENCES ARE

- Diverse and multilingual
- Mostly Afrikaans
- From all corners of the country
- Speaks mostly Afrikaans, English and some also isiXhosa
- Not measured by their salary, we are a festival for all and therefore also include affordable or free entertainment, which is presented daily so that all have access to the arts
- Young at heart, and we cater for all ages, from birth to old age
- Appreciates quality theatre which makes them laugh and cry
- Always ready to be challenged by the arts
- Music-lovers – who enjoy intimate music productions as much as they enjoy big concerts
- Curious and adventurous
- People who believe in good citizenship
- People who rise early and go to bed late at night
- People with strong opinions who know their likes and dislikes
- Usually at the festival with their families or groups of friends

7. CONTRACT TYPES

As the presenting company of the KKNK, Kunste Onbeperk negotiates one of the following contracts with successful presenters.

A. FEE BASIS:

Kunste Onbeperk produces a select number of debut productions. In these instances, Kunste Onbeperk carries the turnover of the production and accepts responsibility for all runs. In exchange for its investment, Kunste Onbeperk expects participation in the creative process.

B. BOX OFFICE BASIS:

Kunste Onbeperk shares in the box office income of the proposal at the KKNK, but has no responsibility for its creation. Most proposals are accepted on this basis.

8. WHAT ARE WE LOOKING FOR?

We strive to give all producers the opportunity to submit proposals. This is an open call to the arts industry. All proposals are welcomed, but we are especially interested in the following programming:

8.1. THEATRE PROGRAMME

- THEATRE

- Drama and comedy form a substantial part of the KKNK programme
- We are interested in relevant South African stories that also address important social issues.
- A variety of productions are accepted to create a healthy balance between niche and popular offerings.
- Site specific proposals, especially proposals which feature and incorporate the Klein Karoo landscape, will be strongly considered.
- Kunste Onbeperk is also interested in productions that are focussed on family: children, the youth and student market.
- Preference will be given to authentic and newly written South African scripts, but the classics and relevant international contemporary works are also considered.

- MUSIC

- All genres are considered.
- Kunste Onbeperk wants to invest in innovative and well thought out music productions (no CD launches), that incorporate a combination of outstanding artists. Programmes are presented in a variety of venues, ranging from 100 seaters to open air venues with a capacity of 9 000.
- Kunste Onbeperk also wants to invest in musical theatre productions with political and social commentary. (For example, cabaret)

- UITKAMPTEATER

This award-winning platform, which has been presented since 2016, has become a wonderful playground for young and more established artists alike. Artists are encouraged to present more experimental, innovative and conceptual theatre as part of the platform.

Please indicate clearly on your application form if you are applying for Uitskampteater.

The guidelines for Uitskampteater are as follow:

- The duration of productions presented on this platform is between 15 and 20 min
- The productions are mostly presented in 4m x 4m tents (or in other similar spaces)
- Capacity: 20 to 30 audience members can be facilitated within this space, depending on the layout of the performance space vs audience
- The productions are presented at least 6 times per day
- The production is responsible for the design of the interior and exterior of the performance space to attract audiences and stimulate interest (this forms part of marketing)
- The festival provides minimal technical support
- All genres are welcome
- From family entertainment to more daring adult content will be considered
- Tickets are only sold on the day of the show at the door and are not available through Computicket
- It is crucial for the production to also create a strong marketing campaign – especially focussed on direct marketing during the festival.

- STREET THEATRE AND ART

Annually, an expanded programme is presented in areas such as Baron van Reede Street (the heart of the festival) and the Kuierbuurt (area with craft and food markets, bars and music). We encourage all artists to submit proposals for street performances (busking) for the 2020 KKNK. Visual artists are also encouraged to submit proposals for outdoor art installations.

8.2. OTHER PROGRAMMING:

- VISUAL ARTS:

All Visual Arts submissions are handled in a separate process. The theme for Visual Arts and the Terms and Conditions for exhibitions will be available by the end of June.

- KUIERBUURT MUSIC STAGES:

Popular and contemporary music, aimed at a family market, is programmed on these stages. If you would like to perform on the Kuierbuurt's Music Stages, complete the online form. We prefer that artists do not perform with backtracks.

- OPEN AIR PICNIC CONCERTS:

Proposals for large scale concerts, which is presented every night of the festival in the Kuierbuurt, are also welcome. Well conceptualised concerts with excellent musicians and singers, which include popular and contemporary music, which will excite a diverse audience of all ages will be strongly considered.

- KLEIN KAROO EXPERIENCES:

Proposals for experiences that add to festivalgoers' visit to the KKNK, i.e. food and wine tastings, workshops, tours, sport and nature excursions, can be submitted.

- DISCUSSIONS:

If you have interesting proposals for discourse and discussions or workshops, please send your proposals to Hugo Theart at hugo@kunste.org.za.

9. ENQUIRIES

General Queries: Faren Esau at faren@kunste.org.za or 044 203 8600

Queries regarding programme guidelines or specific festival content: Hugo Theart at hugo@kunste.org.za.

