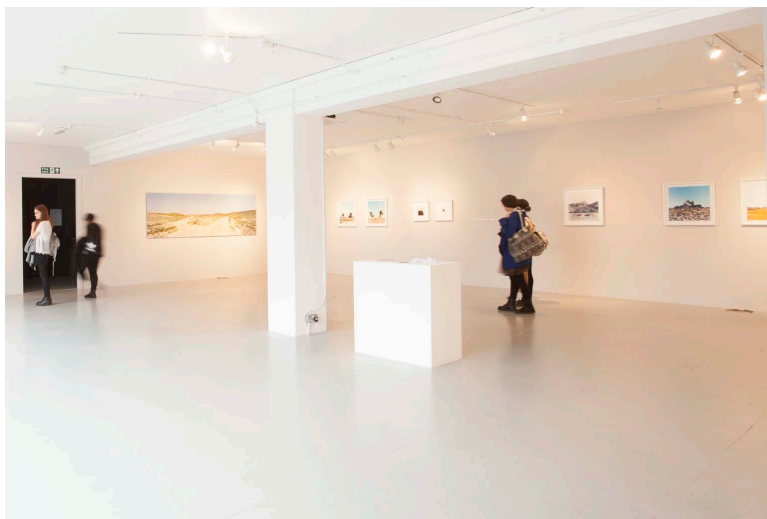


**Supporting the photographers of the future**



BPF14: Outdoor exhibition. ©Morten Watkins.



OPEN16 at Phoenix Brighton: Dana Ariel. ©Alice Jacobs.

Brighton Photo Fringe (BPF) is a registered charity that supports early-career photographers, showcasing new talent and encouraging all kinds of people to enjoy and experiment with photography.

Every two years BPF designs and delivers one of the largest photographic festivals of its kind in the UK. Through the BPF's prominent presence alongside Brighton Photo Biennial's world-class photography festival, BPF connects early-career artists to international audiences and enables arts professionals to spot emerging talent. A rare festival that places the practitioner at its heart and embraces all audiences, BPF is open to everyone and everybody's invited.

## **BPF18**

The 8th edition, **BPF18** will launch on Saturday **29 September 2018**, offering a month-long platform for hundreds of artists to exhibit their work. In true Fringe spirit, BPF18 will take art out onto the streets and into unusual and unexpected exhibition spaces. BPF Hubs, guided tours, brochures, website and maps will orient visitors as they explore photography across the city.

For 2018 our ambition is to make more impact in both the city and nationally. BPF will show the international OPEN18 at ONCA, our new festival partner. We plan to host a BPF Collectives' Hub at our regular partner Phoenix Brighton, following the successful model of in our last event at Kings House. We also hope to secure space for an Outdoor Hub on The Level for our Young Photographers OPEN18.

To celebrate another exciting festival BPF this year will plan a major launch party and also a finissage party at ACCA, University of Sussex in Falmer, including projections, film screenings, and photo DJs. This is an excellent opportunity for corporate hospitality or a staff outing.

### **AMBITIOUS TARGETS FOR BPF18**

- Host over 50 exhibitions in pop-up venues and businesses across the Brighton & Hove
- Enable hundreds of artists to exhibit and sell their work
- Attract 100K+ people to the festival and 35K online
- Attract new customers to local businesses and new visitors to the City with a national marketing and PR campaign
- Encourage local people and young people to participate through special projects
- Create exhibition opportunities for early-career artists through open calls
- Seek innovative ways to display images in the public realm

BPF18 will undertake to attract a wide audience by:

- Distributing 5,000 BPF brochures across the city, in London and to key partners nationally during September 2016
- Linking to venue websites from BPF website and promoting venues through our highly active social media networks, which reached over 200K impressions last festival
- Branded signage at BPF venues
- Press campaign targeted at local and national newspapers, local media networks, specialist press and online magazines and social networks.

BPF18 venues and sponsors will receive:

- VIP invites to the launch weekend of exhibition openings and events.
- Priority ticket sales for the BPF Launch Party on Saturday 29 September 2018
- Credit on our list of supporters in our brochure, on our website and on BPF18 Hub text panels.
- Dedicated publicity tweet.



BPF14: Wide Eyed Collective, Phoenix Brighton © Jo Renshaw

## BPF16

In 2016, the 6th edition of Brighton Photo Fringe:

- Reached an audience of over 105,000
- Included over 500 artists
- Delivered 53 exhibitions across 41 venues
- Distributed 10,000 brochures and maps in the South East and London
- 1,919 people participated in events
- Reached a social media network of over 23K with more than 15K twitter followers and over 250K impressions during BPF16 with a total online reach of millions following coverage on the BBC website.

## ENDORSEMENTS

*'Having exhibited and collaborated with many photography festivals over the years, I can categorically say that the BPF have built up one of the most exciting and diverse fringe exhibition events in the photo festival calendar. Using a team of loyal staff and supporters they're able to provide a platform for highlighting both national and international artists, exhibiting work from across the spectrum of photographic disciplines whilst also actively engaging with the local community. Their achievement should not be underestimated.'*

Simon Roberts (Fringe exhibitor and award winning British photographer)

*'I believe the BPF OPEN14 gave me the perfect opportunity to put together my first solo exhibition with a body of work that I have been working on for the past few years. The financial support, sponsorship opportunities, and freedom offered allowed me to push the parameters of my practice, and as such, to put into place ideas that had been present but not yet put into action.'*

Peter Watkins, winner of OPEN14



Launch night at Vantage Point. ©Jo Renshaw.

'Your photographs could be used by drug dealers' by Monica Alcazar Duarte



288 Days by Amelia Shepherd, Vantage Point.

© Emma Bailey

*'It was a pleasure to host the Brighton Photo Fringe, and it certainly helped to raise Vantage Point's profile as an office building. Following Brighton Photo Fringe, we had a number of enquiries for office spaces – it's hard to say exactly how many offices were rented directly as a result of the Photo Fringe but certainly our building occupancy has gone from around 50% prior to the BPF to currently being around 90%.*

James Delicata, owner, Vantage Point, Brighton

*'Metro Imaging has a reputation for supporting both emerging and established artists and photographers across a wide demograph of the creative industries. We have a longstanding partnership with Brighton Photo Fringe, which we believe instills the same core values that we uphold - education; professionalism; creativity and engagement. As an organisation we are delighted to be working with BPF. The programme of events and opportunities on offer is something that we are proud to champion and we aim to cement our core collaboration by way of awards, mentorship and sponsorship.'*

Steve Macleod, Director, Metro Imaging Ltd, main sponsor of BPF13, BPF14 and BPF16

*'I admire the energy and fresh ideas which I always discover when I visit the Brighton Photo Fringe – like some of the best Fringe events within the wider cultural sector (Edinburgh Festival) BPF has developed over its fifteen-year existence a robust identity as the place to see the most exciting emerging work and creative collaborations/installations. Like the relationship between Offprint (Tate) and Photo London, BPF provides an important contribution to the overall ecology of the photography festival scene in the UK today. With Brighton so readily accessible from London and Europe, it also provides a platform for international curators to visit and see the most interesting work being produced in the UK today.'*

Brett Rogers, Director, The Photographers' Gallery

**Rebecca Drew, Chair, Brighton Photo Fringe**

{ [HYPERLINK "mailto:info@photofringe.org"](mailto:info@photofringe.org) }

Brighton Photo Fringe is supported using public funding by the National Lottery through Arts Council England, by Brighton & Hove City Council and is partnered with the University of Sussex and Phoenix Brighton.



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**

