

A

ADELAIDE FESTIVAL

F

ADELAIDE FESTIVAL CLUB DESIGN

EXPRESSION OF INTEREST FOR 2021 - 2023



Adelaide Festival – a brief summary



The Adelaide Festival is an annual, international, curated multi-arts festival held for 17 days in March. Since 1960, Adelaide Festival has presented Australian and internationally acclaimed theatre, opera, concerts, dance and circus events, outdoor spectacle, and exhibitions building a reputation as one of the world's greatest arts events and a pre-eminent cultural event in Australia.



The most recent 2020 Adelaide Festival offered 73 events across all artforms along with its festivals-within-the-Festival: Adelaide Writers' Week, Chamber Landscapes (a chamber music program at Ukaria Cultural Centre) and WOMAdelaide. A total audience of nearly 400,000 attended Adelaide Festival events in 2020.



The Festival attracts interstate and overseas visitors, and generates an estimated gross annual expenditure of \$70.2 million for South Australia.



The Artistic Directors of the Adelaide Festival from 2017 – 2023 are Rachel Healy and Neil Armfield.

Festival Club – an introduction



The Rumba at the Palais (2017-19)

Since its earliest days, Adelaide Festival has sought to create a space for Australian and international artists and audiences to meet for unforgettable arts experiences, to watch and listen, to perform, to witness, and to eat, drink and dance during the beautiful late summer nights of those magical weeks in March.

Within the context of the overall experience of the Festival, a Festival 'hub' always existed – a meeting place for audiences to socialise before and after shows and for artists to connect with other Festival artists and arts aficionados.

At the start, it was the Fezbar, tucked into a corner of the Festival Theatre foyer, where you could catch the greatest artists of the world letting their hair down after having cast their spells in theatres across Adelaide: members of the famed Rustaveli Theatre company singing ancient Georgian folksongs, or Alexei Sayle and the Comic Strip trying out new material...Every night came with a magnificent story to tell the next day.

Then, in '96, the great showman Barrie Kosky brought us Red Square - the first of the "bespoke" venues, a courtyard framed by stacked shipping containers on the Adelaide Parade Ground and

programmed with a dazzling mix of madness such as the mesmerising Whirling Dervishes, or the notorious Bobcat Ballet, with crowds queued up to North Terrace. Club followed club over subsequent festivals creating a rolling legacy of unique, bespoke and unforgettable spaces:

- The Squeezebox (1998)
- The Club (2000)
- Universal Playground (2004)
- Persian Garden (2006-8)
- The Artist Bar Jetty (2010)
- Barrio (2012-13)
- Lola's Pergola (2014)
- The Palais (2017-19)
- The Workshop (2020)

Photos of some of these Festival clubs are included in this brief.



Lola's Pergola (2014)

A new Festival Club

Adelaide Festival is now seeking to appoint a designer or architect to design a new space for our next three Festivals (2021-23). One which is playful, theatrical, beautiful, surprising: a pleasure to be inside. It needs to be perfect for a band, a visiting writer or an after-show party and show them all at their best.

Most of all, it must be somewhere you don't want to leave!

Project Scope

The Adelaide Festival will maintain its own distinct identity for its Club as a meeting place and performance venue that predominantly services festival patrons. The chosen location of Adelaide Festival Centre's Amphitheatre (refer example photos of location below) clearly places the Festival Club as the beating heart within the Adelaide Festival Centre/ Elder Park/Riverbank precinct and a key focus area for the Festival's activities.

Final budget parameters for the club will be defined by the Adelaide Festival's needs, however as a guide for design and concept, please work towards an expected budget of \$500,000. This amount is to include all components necessary to execute the project, inclusive of:

- Design fees
- Engineering including certifications
- Fabrication costs, including all materials and infrastructure necessary to lock-up stage
- Transport & Freight
- Installation costs
- Dismantling costs
- Storage of fabricated installation post-Festival
- Project coordination (design, fabrication and installation)

The management of the Festival Club is provided by Adelaide Festival including marketing, sponsorship, functions, event programming, food & beverage, FOH, security, technical production & risk management. Collaboration with Project Management and the Production team of the Adelaide Festival would be expected during the design, build & dismantle process. The design process will also be subject to the Adelaide Festival's obligations under SA Government procurement requirements, as well as arrangements with existing suppliers and sponsors.



The Persian Garden (2006-08)

Project Scope

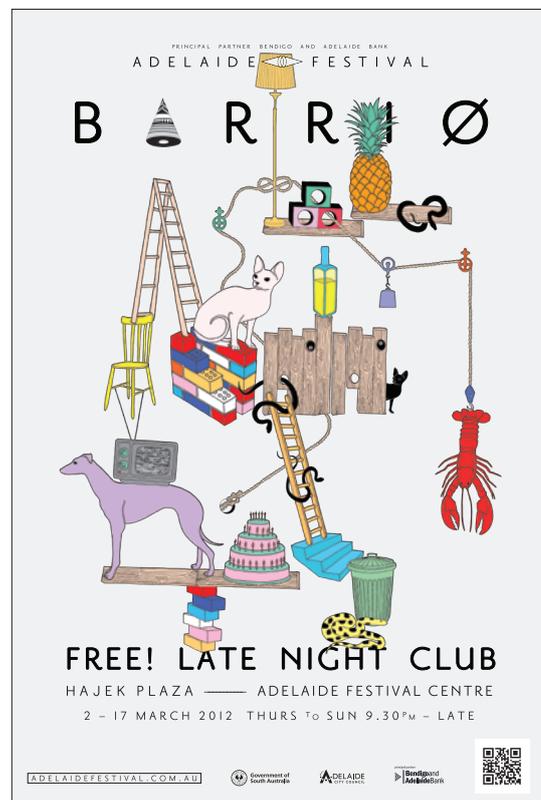
A maximum of eight pages should be submitted for the EOI and the design should address the following:

- Overall concept for Festival Club design which demonstrates a good understanding of the Adelaide Festival's position in the country's cultural landscape
- Conceptual sketches & reference imagery as well as past project examples
- Compliance with all statutory and government requirements for temporary building, structure, public place and event uses
- A space that can operate as a place of public entertainment (for a minimum capacity of 300 to maximum capacity of 700)
- A structure that would have a 3-year life span and ability to maintain its structural integrity for this period (with structural installations dismantled and stored for approximately 11 months of the year in shipping containers if required)
- 3 x service points for high quality food and beverage options within the site
- A dedicated space that can service sponsor & artist functions for approximately 50 people
- Accessibility for all areas within the venue (both wheelchair & impaired mobility)
- Prominent and current Adelaide Festival branding displayed throughout site
- A stage to accommodate contemporary music performances (11m width x 5m depth x 0.9m height). This should be designed to meet the 7.5kpa code for a stage.
- Footprint of minimum design area of 270m² (Lawn Area) and maximum area of 1070m², (Lawn and Amphitheatre Area)
- The roof over the space to be a minimum of 7m high to allow for a lighting and audio truss system @ +6m from ground
- Roof load capacity for rigging purposes - a minimum distributed load capacity of 6000kg with 8000kg preferred
- Loading capacity on the area of the Amphitheatre
- Height restrictions in the lawn area and occasional trees
- Access for deliveries and unloading of goods (factoring maximum vehicle size that can access the site is an 8-ton rigid truck)

- Back of house requirements including:
 - 2 x dressing rooms, minimum area of 24m²
 - 3 x site offices for club management, production & food & beverage to accommodate up to 12 staff
 - 1 x marquee 6m x 6m for general site labour, security and FOH personnel
 - 1 x storage container 20'
 - 1 x reefer for food & beverage 20'
 - 1 x unisex bathroom with toilet facilities (should meet access requirements)
- Access to toilet amenities located within Elder Park adjacent to (A)lure venue
- Comprehensive budget detailing all stages of the project including design, engineering, fabrication, build, certification, dismantle, freight and storage, and project coordination
- Approach to minimising negative impacts on the environment and our carbon footprint to complement Adelaide Festival's status as a certified carbon neutral festival
- Daytime and evening activity (Operating hours of the Festival Club will vary subject to requirements of program – majority of public activity to occur between hours of 5.00pm – 01.00am)
- Venue will welcome a diverse customer base of all ages and backgrounds



The Parov Stelar Band at The Workshop (2020)



Key Milestones*

11 May 2020	EOI opens
1 June 2020	EOI closes
8 June 2020	Detailed discussion regarding designs with applicants
15 June 2020	Successful applicant procured
01 July – 31 July 2020	Design refined in collaboration with Adelaide Festival
3 August 2020	Final design presented and costed
10 August 2020 – 5 February 2021	Pre-fabrication of design as required
8 February 2021	Commence bump in of Festival Club
25 February 2021	Soft opening of Festival Club
26 February – 14 March 2021	Performance season of Festival Club
15 March	Commence bump out of Festival Club
19 March	Completion of bump out of Festival Club
02 April	Debrief of Festival Club Design

**Dates subject to change pending requirements of design & Festival*

Submission Requirements

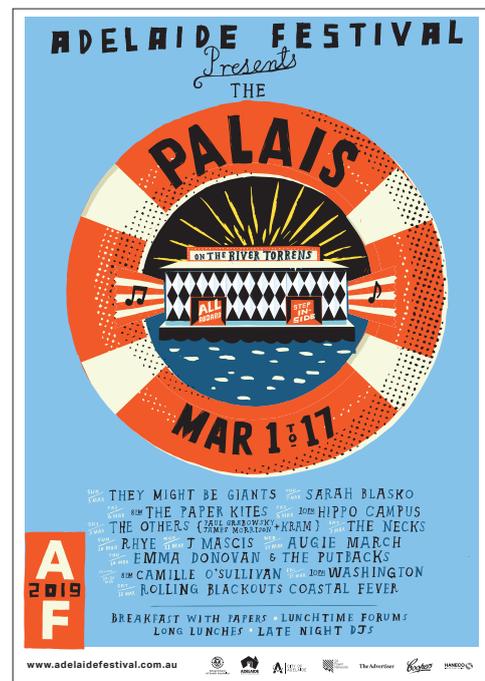
Applicants should submit a total of eight pages of detailed documentation as per the Project Scope in electronic format by 5pm on Monday 1 June to: swright@adelaidefestival.com.au

Further questions about the EOI process can also be directed towards:

Sam Wright

Executive Producer & Curator,
Contemporary Music
Adelaide Festival

swright@adelaidefestival.com.au



Appendix

Red Square (1996)



Squeezebox (1998)



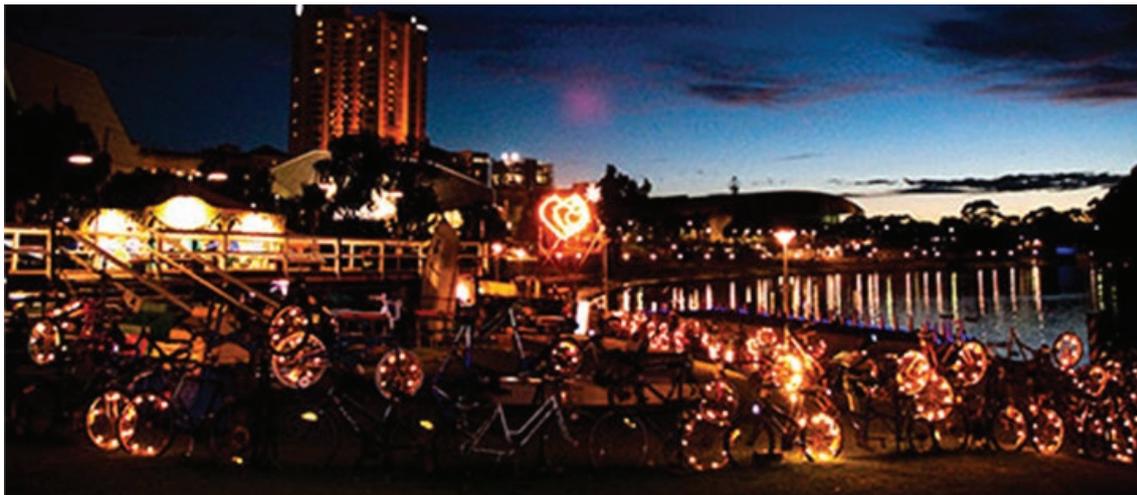
Universal Playground (2004)



Persian Garden (2006-08)



The Artist Bar Jetty (2010)



Barrio (2012-13)



Lola's Pergola (2014)



The Palais (2017-19)



The Workshop (2020)



Site Photos - Amphitheatre



Site Photos - Amphitheatre

