

BOSTON COLLEGE

# ARTS Festival

**2012**

## **Boston College Arts Festival**

*Participant  
Information  
Handbook*

**14<sup>th</sup> Annual**

**BC Arts Festival**

**Thursday - Saturday,  
April 26-28, 2012**

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## I. MESSAGE FROM THE ARTS FESTIVAL OFFICE

Welcome to the BC Arts Festival 2012. We hope that your group has an enjoyable experience participating in this event. With over 15,000 visitors in 2011, the Arts Festival brought the community together to celebrate the arts in a dramatic way. Since its founding, the festival has grown tremendously and become a vital part of the spring tradition on campus – something that people look forward to each year. Joining the university’s performing, literary, and visual arts programs focuses the attention of this campus and the community on the arts at Boston College – and the talents of our student artists – in a way that no single event alone can.

It is our hope that the Arts Festival, as its own entity, can help develop the audiences and the resources for the arts at Boston College. The Arts Festival committee members, the Arts Council, and the Arts Council staff commit to producing a spectacular event – one in which you will be proud to have your group participate. We also ask that you take your responsibility seriously – to put your best artistic product forward and to adhere to the guidelines and deadlines described in this handbook. Your fellow participants are counting on you – the better we all do, the better the event becomes for all of us!

In particular, we need your partnership in marketing the festival. It’s a two-way street ... if you promote the arts festival and the arts festival promotes you, then both will benefit. And in the long run, the arts at Boston College will become something bigger and better than we can imagine. Boston College will become a destination for the arts – the off-campus community will come on campus and the on-campus community will choose music, theater, dance, readings, film screenings, and art exhibitions over the many other events competing for their time and interests. That’s what we are working toward!

We wish you the very best with your artistic endeavors this academic year and look forward to your participation in the Boston College Arts Festival 2011.

### **Arts Festival Office**

Crystal Tiala, Arts Council Chair  
Sarah McDermott, Arts Festival Director  
Savannah Sharp, Graduate Assistant  
Randi Dube, Graduate Assistant  
Ashley Kaner, Programming Coordinator  
Mary Sheehy, Volunteer Coordinator  
Victoria Sponsel, Production Manager  
Jon Arpino, Festival Dance Coordinator

142 Beacon Street  
2-4935 • [arts@bc.edu](mailto:arts@bc.edu) • [www.bc.edu/arts](http://www.bc.edu/arts)  
Office Hours:  
Monday-Friday 9-4 pm

## A. Mission of the Arts Festival

To showcase Boston College student artists in the visual, performing, and literary arts.

## B. Goals for the Arts Festival

### *Internal*

- To bring the BC community together to **celebrate the arts** at Boston College.
- To **enhance recognition** for the different arts disciplines on campus.
- To increase the prestige of the arts within our own community.
- To **build a tradition** of celebration of the arts.
- To bring the different arts disciplines together, fostering collaboration and creativity among the visual, performing, and literary arts students and faculty/staff.

### *External*

- To **build an audience** for the arts at Boston College from the off campus community. It is our hope that from this festival audience, we will build audiences for arts events on campus throughout the year as well.
- To present a positive image of the university to the surrounding communities.
- To build an annual arts festival tradition that on and off campus community members look forward to every year.

*For each year of the festival, additional goals are developed based on previous results and experiences.*

**In the interest of condensing text and saving paper, the following ABBREVIATIONS are used in the handbook:**

AFD	Arts Festival Director
AFO	Arts Festival Office
PM	Production Manager
FDC	Festival Dance Coordinator
SD	Site Director (each performance location has a Site Director)
SM	Stage Manager

## **II. MARKETING**

The Arts Festival promotion will bring you some of your audience. But we count on your collaborative marketing efforts to bring an audience to your performances that will then spend some time at the art exhibits, other performances, and the rest of the festival schedule. **Don't assume that "the Festival" marketing will ensure that you have an audience – you need to do some of your own marketing as you would for any other event.**

### **A. Marketing Tasks:**

1. **Add the dates of the Arts Festival to your performance calendars, April 26-28, 2012.**
  - a. On-line web pages (Facebook, Twitter, Performance Schedules, ect)
  - b. Printed programs
  - c. Member schedules
2. **Link to the Arts Festival web site from your web page.**
  - a. [www.bc.edu/artsfestival](http://www.bc.edu/artsfestival) This link can remain permanently on your web pages. We can also put your organization on our links pages; just send an email to [arts@bc.edu](mailto:arts@bc.edu).
3. **Put the Arts Festival description or advertising in your spring concert or event programs.** You can also use this information on your web sites. Include the specific day/time for your performance when it becomes available.
4. **Announce your festival performance at your concerts and events.** You can point people to [www.bc.edu/artsfestival](http://www.bc.edu/artsfestival) for more information - it's easy for people to remember.
5. **Bring Arts Festival schedules (and other marketing materials) to your April events.** Pass them out, distribute them to friends, and have them available for your audiences.
6. **Wear your festival BUTTON.** We will have these available by the first week of April. Pick up enough for your group members as well to pass them out.
7. **Send announcements to your listserv** about your performance at the Festival. Set up facebook events for your performance.
8. **And of course, TALK, TALK, TALK.** Please "talk up" the arts festival among your friends and do your part to fill the house for your event, as well as to support your peers. If you generate the buzz, the audience will come!
9. **Contribute to the Arts Festival Facebook page-** tag us in your status updates to generate traffic.
10. **Contribute to the Arts Festival YouTube Channel by ...** emailing us with your video and audio material.

### **B. Event Program**

The Arts Festival will distribute program information for the event in various ways – on the web, in print, and in announcements. Your group's description and contact information may be included (in addition to your listing in the schedule).

√ **All program text must be submitted/updated by FEBURARY 10th..** Your group's description should be around three sentences or around 35 words in length and explain the origin, significance and theme of your piece.

**D. Marketing Samples**

**Concert/Performance Stage Announcement**

\*YOUR GROUP NAME\* will perform in the 14<sup>th</sup> annual Boston College Arts Festival, which takes place the last weekend in April, on Thursday, Friday, and Saturday, April 26-28. There will be performances throughout the day and into the evening, from Noon to 10:00 PM, as well as art exhibits and demonstrations, literary readings, film screenings, and children's activities. Visit [www.bc.edu/artssfestival](http://www.bc.edu/artssfestival) for a complete schedule and further details. Don't miss our performance at \*YOUR GROUP'S PERFORMANCE TIME\* in \*YOUR GROUP'S PERFORMANCE VENUE\*.

**Print Announcement**

Boston College 14<sup>th</sup> Annual Arts Festival  
Thursday-Saturday, April 26-28th, 2012  
Performing, Visual, and Literary Arts events, including children's activities  
Noon to 10:00 PM  
O'Neill Plaza, Event Center  
FREE admission  
[www.bc.edu/artssfestival](http://www.bc.edu/artssfestival) OR 617-552-ARTS

**Advertising Layout** (file available through [arts@bc.edu](mailto:arts@bc.edu))

**14<sup>th</sup> Annual**  
**Boston College Arts Festival**  
**Thursday-Saturday, April 26<sup>th</sup>, 27<sup>th</sup>, & 28<sup>th</sup>, 2012**

Don't miss  
**\*\*YOUR GROUP'S NAME\*\***  
at **\*\* LOCATION/TIME \*\***

For more information  
**[www.bc.edu/arts](http://www.bc.edu/arts)**



The logo features the word "ARTS" in a large, bold, black sans-serif font. Below it, the word "Festival" is written in a smaller, white sans-serif font, set against a solid black rectangular background.

### **III. PROGRAMMING**

#### **A. Artistic Content**

The BC Arts Festival Committee respects your artistry and your group's own unique expressiveness. However, please consider the venue and the time of day in which you will be performing. The Arts Festival audience is generally a family audience, so the committee will have to consider when and where to present material that is not appropriate for people of all ages. All programming in the Main Tent must be the equivalent of a film rated "G." Performances in the other venues with doors we can close can have "PG" content. Programming that would be considered "PG-13" or "R" rated by film standards MUST have appropriate signage, so you must address this with the AFD.

√ **Please notify the AFD as soon as possible if you think that your program might need special consideration.**

#### **B. Costuming and Concert Dress**

An outdoor festival can lend itself to a more casual performance approach. However, the festival draws significantly from the surrounding community, and the AFC feels strongly about creating an impression that the arts at Boston College are high quality, pre-professional endeavors. Therefore, **we require that group members are in coordinated dress, if not in costume or concert attire.** The "dress" plan should also consider movement required during the performance and the safety of the performers on changing floor surfaces (the solid concrete of O'Neill Plaza to the smooth, wood, stage floor). Group leaders may contact the AFD with concerns or questions.

Furthermore, please consider that in an outdoor performance venue, the unpredictable New England weather can create discomfort on stage. The main tent is heated for extreme cold, however, the heat is not always even throughout the venue, and there is no air conditioning for warmer weather. Therefore, **group leaders should consider planning alternatives for changing weather conditions.**

#### **C. Rehearsal**

√ **Dress rehearsals are not automatically scheduled for festival venues at this time, however, groups with specific requests and/or needs should contact the PM no later than MARCH 1<sup>ST</sup> to review options.**

### IV. SCHEDULING

#### A. Performing Arts Organizations

- **Performances by dance organizations are programmed into a “Dance Showcase” time block that takes place each afternoon of the festival. Time slots during the showcases will be determined after the audition process.** Please see section V for audition information. All groups will be required to perform at least on Thursday or Friday, but may have the opportunity to perform multiple days, including Saturday. If groups have more than one piece in the festival, there *may* be an opportunity to repeat a piece. The program will be determined after the audition process is completed.
- The hours of the Arts Festival may require students to miss classes in order to perform, and some students may be concerned about that. It is important to the Arts Festival committee that student organizations are able to present their best performance with all of their members available. Therefore,  
√ **on March 28, the Arts Festival Office will make available a letter from the Chair of the Arts Council** (Professor Crystal Tiala) verifying students’ participation in the festival that can be presented to class professors.

### V. DANCE ORGANIZATIONS

#### **2012 AUDITIONS:**

Saturday, April 14<sup>th</sup>

Sunday, April 15<sup>th</sup>

Brighton Dance Studio

#### A. Audition Process

- During the auditions, a panel of judges will review all dance requests for the Arts Festival. The FDC will coordinate the panel of judges, consisting of faculty, professional dancers, and students. Both dance groups that performed in the 2011 festival, as well as new groups to the Festival, will audition LIVE to determine which pieces are included in the program.
- All pieces must be fully choreographed and performance ready. **NO EXCEPTIONS.**
- Pieces primarily choreographed and rehearsed by professional dancers/instructors will not be required to audition (e.g. BLDE and registered BC dance classes); however, the instructors must complete the required registration information **by April 10** through the FDC.

#### B. Audition Requirements

- **Each group can audition up to six pieces for the festival.** We encourage your group to consider auditioning a variety of styles (where applicable).
- **All groups must audition LIVE – no recorded auditions will be accepted.** Groups must audition in costume with **all** performers present. A CD player and iPod connection will be available.
- **At least one member of a group must audition in performance attire** so that we can see the costume move and ensure it's appropriate for the audience and logistics of the Festival

- **Constructive feedback** will be provided to group leaders from the audition panelists through FDC to assist dancers in improving their performances for the festival.
- **Music:** your group must bring to the audition and submit one CD with all the tracks you need for the festival, in order, labeled with your group's name and contact .
- **Audition Form:** All groups will receive an audition form over email in advance of the auditions. This form will also be available at the Arts Festival office. **Groups must complete this form and bring it to their audition along with the music you'll be using.** The form will ask about each piece's availability throughout the Festival, including days and times that the group can perform. Please take the time to ask the dancers of EACH PIECE that you are auditioning about their availability, as the FDC will use this information to set the Showcase schedule.

√ **All groups must sign up for their audition(s) in five-minute time slots by Wednesday, April 9th.** Detailed sign-up instructions will be sent to you by email. It is possible to audition different pieces for your group on different days.

### C. Dance Programming

- **Choreography and Music**

The BC Arts Festival Office respects the artistic right for you to choose music and choreography that best communicates your art; however, the Arts Festival audience is a family audience, and all music and choreography must be appropriate for all ages.

**Profanity and strong sexual content must be removed from the recordings and performances.** The AF staff reserves the right to provide constructive feedback on the pieces chosen for the festival and request choreography changes.

- **Program notes**

The choreographers of each piece are expected to bring an explanation of the group and the piece(s) to the auditions. This year, we ask groups to focus on the history and culture of the particular style of your piece, whether it be Hawaiian, tap, Latin, ballet, ballroom or swing. This is to help all groups become further knowledgeable about their art and performance, and educate our audience on the broader culture of dance. More information about what is expected in program notes will be given during the audition process.

- **Costumes**

Because the Arts Festival main tent is a more intimate venue than most dance venues, **please make sure that all undergarments are properly sewn or pinned into costumes.** Because April weather can be so varied, we ask that you consider having a second option for your costumes - this can be as simple as black jazz pants and a turtleneck. We encourage you to take this necessary precaution in order to protect your muscles.

Please inform your group that the backstage changing area is shared with other performance groups and Arts Festival staff, which means that it is co-ed. **If your group has multiple changes that need to be made, it is best to wear a leotard that can be worn under all your costumes.**

**Be sure to bring your own supply** of safety pins, hair pins, and other necessities. These are not supplied at the performance tent.

If there are severe rains, we will need to pull up the carpets on the floors of the tents. So if you are dancing in something other than jazz sneakers, please **make sure that all of your dancers bring something to wear on their feet to keep them warm and dry.** All dancers should have additional shoes besides their dance shoes for walking around the plaza and backstage.

- **Hair & Make-up**  
Make sure that you come to the main tent with your hair and make-up done. Mirrors will not be provided, but you may bring your own.
- **Jewelry & Watches**  
**Remove all jewelry and watches that are not included in your costume.** This ensures the professional nature of the Festival, honors the work that each of the groups have done in costuming their performances, and preserves the safety of audience members and other dancers. Please leave your jewelry and valuables at home on the days of the festival, as we cannot be responsible for any lost valuables.
- **Rehearsal Blocking**  
All groups are required to attend a blocking rehearsal on Wednesday, April 27<sup>th</sup> to become familiar with the festival stage, check that your music works with the festival sound system, and coordinate last minute details with the FDC. If your group is unable to attend this blocking session, please discuss this with the FDC.
- **Recorded Music for Dance**  
Your group must submit all the music you need for the festival on a single CD, with all of the tracks in order, labeled with your group's name and contact information.  
√ **All performance CDs must be submitted to the FDC on the day of your audition, either April 14<sup>th</sup> or April 15<sup>th</sup>.**

### D. Dance Showcase Scheduling

- The FDC will set the showcase schedules immediately after auditions. The FDC uses the information provided on the audition form to schedule pieces for the Showcase, **so it is important that these forms are accurate.**
- Group leaders will receive the showcase schedule at least one week after auditions. Groups will be given a block of time to report to the tent and could perform at any time in that block. **Group leaders MUST confirm their ability to perform each scheduled piece with the FDC as soon as possible after receiving the schedule.**
- Showcases are scheduled in **block times**. This means that you will be given a call time for all group members to arrive at the tent, but not the specific order in which you will be performing. During Rehearsal Blocking evening, you will give a contact person's name and phone number to the FDC and Stage manager. This person will check in with the stage manager at call time and be present in the tent from this point until your group performs. This person is responsible to know where all group members are waiting before performance and to gather group members before your time on stage. This ensures a smooth run of the programming and a varied and interesting production for the audience.

### VI. PRODUCTION PLANNING

#### A. Stage Notes

- **None of the performance or gathering spaces will have security**, so please LEAVE VALUABLES AT HOME. Please tell your members to bring as little with them as possible – space is tight in the tents.
- **Please communicate to your group members that we need them to be quiet and respectful of the performances taking place on stage.** Hanging out in the Gasson Rotunda or backstage on the plaza can be misleading – just because you can't be seen by the audience, doesn't mean you can't be *heard*!
- **It is critical that groups are respectful of the festival schedule.** The schedule is purposely tight to encourage the audience to stick around for the next act. A smooth running festival puts our best foot forward and makes it easier for the audience to enjoy themselves – then they will come back! Please be diligent about following the requested reporting times. We want our audiences to stay and come back for more!
- **Every effort will be made to make conditions on the stage comfortable for your members.** If your group needs something, please speak to the SD or SM. Do not adjust lights, unplug cords, use outlets or extensions, or move equipment without checking with the SD or SM first.

#### B. Rain plan

All performances scheduled for the main tent will take place there unless otherwise noted. Much needs to be considered by the arts festival staff regarding performer and audience comfort. Please check in with the PM if you have any weather-related concerns.

### VII. TECHNICAL INFORMATION

#### A. Staging and "Backstage"

##### *O'Neill Plaza performances*

- Main Stage: 16" high, 28' wide, 32' deep, 10' overhead space.
- Marley floor suitable for dance on top of the stage. Protective mats will be taped down for non-dance performances to preserve the integrity of the marley per the PM/SD discretion.
- If your group requires any performance space apart from the stage (including House entrances), please discuss with the PM by the end of March (or as soon as possible).
  - Storage and Green Room Areas: two tents to the left and right of the main stage.  
**St. Mary's Tent:** 20'x40' on the St. Mary's side of O'Neill Plaza. For instruments, cases, and equipment. Generally for the larger performing groups.
  - **Devlin Tent:** 20'x 30' on the Devlin side of O'Neill Plaza. Serves as a pre-performance "green room" and dressing area for dance groups and other smaller groups.

### VIII. EXTRA

#### A. Get More Involved

The AFC needs volunteers!! Help with marketing on and off campus, setting up and breaking down the festival sites, and helping create the experience of the audience members by working with the festival staff and representing BC in a positive light. Please notify your group members of these and other volunteer opportunities as we communicate them to you in the spring.

√ **The volunteer kick-off meeting will be on March 21<sup>st</sup> at 6:00 p.m. in Higgins 300.**

### IX. COMMUNICATION WITH THE ARTS FESTIVAL OFFICE

We will use **EMAIL** as the primary method of communication with student leaders and participants. We will communicate directly with the **primary contact** which you have given us. The primary contact should be someone who can respond quickly to email and who can manage the details and decisions required for Arts Festival participation. We require a **secondary contact** during the week of the festival for emergency purposes (this information will be collected on the “Participant Technical Information Form”). Email is also the best way to communicate with us.

#### A. Contact Information

NAME	TITLE	PHONE #	E-MAIL ADDRESS
Arts Festival Office		552-4935	arts@bc.edu
Sarah McDermott	Arts Festival Director	552-6500	
Savannah Sharp	Graduate Assistant	2-4935	savannah.sharp@bc.edu
Randie Dube	Graduate Assistant	2-4935	dubera@bc.edu
Ashley Kaner	Programming Coordinator	2-4935 or 978-407-7123	kaneras@bc.edu
Victoria Sponsel	Production Manager	2-4935 or 952-240-3292	sponsel@bc.edu
Mary Sheehy	Volunteer Coordinator	2-4935	Mary.sheehy.2@bc.edu
Jon Arpino	Festival Dance Coordinator		
Stoney Conley	Curator of Exhibitions	2-2237	conleya@bc.edu
Suzanne Matson	Literary Program Coordinator	2-3716	suzanne.matson.1@bc.edu