

## **New Popular – call out for proposals**

### **Awards of £3000-£8000 to seed a new piece of theatre**

New Popular is our theatre initiative, supported by Esmée Fairbairn Foundation, designed to support the creation of new theatre projects developed with the ambition of reaching new audiences in new places with new experiences.

We are looking to invest in the production of new work which connects with those who may not regularly engage with theatre in the SouthEast, work that is enticing and relevant; work that plays with new forms, that considers the priorities and needs of its audience.

This could encompass work made for village halls, seafronts, cafes, smart phones or for arts venues. It might be theatre that doesn't look like theatre or theatre that feels contemporary but rooted in popular entertainment.

We are looking to make a small number of investments of £3000-£8000 that test new approaches and seed ideas for new pieces of theatre that seeks to achieve these ambitions. We hope to support some of these projects further to full production.

### **Applicants**

Our investment will be offered to projects proposed by partnerships. These may be between theatre makers and arts venues but we also welcome partnerships forged with makers and non-arts partners such as local authorities, housing associations or schools to community groups, residents associations, playgroups or hair salons! We understand these partnerships may be brand new, this is fine, we're interested in those who genuinely share the ambition of the project.

We're looking for the most promising, bold, mischievous yet considered ideas that have the potential to result in compelling theatre while furthering the ambitions and expectations of all partners. We are hoping to support a range of different approaches working with theatre makers from local emerging companies to experienced, international artists.

### **Making a proposal**

Visit [New Popular | Farnham Maltings](#) for more information about applying and to download the proposal form. You'll also see examples of previous projects.

All proposals should be accompanied with an outline budget and submitted by email to: [Eloise.Talbot-Hammond@farnhammaltings.com](mailto:Eloise.Talbot-Hammond@farnhammaltings.com)

Closing date for submissions is **9am Monday 15 May 2023**

**Applicants will be contacted week commencing Monday 12 June 2023.**

Those shortlisted may be asked for further information at this stage.

Proposals will be selected by a small curatorial panel and decisions will be based on:

- the artistic idea
- the approach to engaging new audiences, both its practicality and authenticity
- the depth of the partnership and how far the project supports mutual ambitions

**Get in touch**

If you would like to talk through your idea with us at any stage, we would welcome that conversation; contact Katy Potter, Senior Producer [katy.potter@farnhammaltings.com](mailto:katy.potter@farnhammaltings.com) or call 01252 745447.