

FRESH IDEAS

The Studio:

Founded in 1994 in a ballroom where legend has it Fred & Adele Astaire once danced, the New Wimbledon Studio is a vibrant theatre presenting a year-round high quality programme of theatre, music, comedy and everything in between. The Studio has a keen interest in the development of new directors, writers, production companies and theatre works.

What we do:

As well as presenting the highest standard of professional small-scale theatre, throughout the year the Studio runs a series of developmental programming strands:

FRESH IDEAS is our new work programme offering a subsidised week of rehearsal and development time in the Studio along with 4 public performances. Audiences are encouraged to feed back directly to the creatives to help shape the production's future life. Fresh Ideas now runs all year round alongside our other programming.

Our EDINBURGH PREVIEWS in June and July regularly feature future Edinburgh Festival Fringe award winners and nominees.

POSTCARDS FROM THE FRINGE brings the best of the Edinburgh Festival Fringe to London in a hand-picked mini-season each Autumn.

Technical Information:

Seating: Min 53 seats, max 80 seats, end-on or L-shape
Grid height: 3.6 metres
Transport Links: District & Northern Line tube; Overground to Waterloo (15 mins); Tramlink
Stage dimensions: End-on: W6.7m, D8.1m at 53 seats or 4.4m at 80 seats; L-shape: W4.9m, D8.8m at 53 seats or 7.2m at 80 seats (*depth shown is to back wall, subtract 1.6m if you require depth to curtain*)

What Is Fresh Ideas?

Fresh Ideas is the New Wimbledon Studio's development programme for new productions, writers, directors and theatre companies. We offer **48 hours of rehearsal and development time in our Studio along with 4 performances** for just **£300 + VAT**.

Fresh Ideas began as a 3-month season in 2009 and across the past three years we have supported more than 30 productions including over 20 world premieres. Our Fresh Ideas shows regularly progress to further development and one of 2011's productions, *Dry Ice* by Sabrina Mahfouz, received an award nomination at the Edinburgh Festival Fringe.

We provide: The venue, box office, a bar tender/usher, promotion via our website & social networks and a mailing showcasing the full Studio season to regular bookers. If you would like us to provide a lighting/sound board operator we can do this too for an additional fee.

You provide: The production complete with cast and any set etc, a minimum of 6 posters (we are able to distribute up to 250 for you, deadlines apply), and additional targeted promotion specific to your production.

Tickets are £10 (£7.50 concessions). All ticket income, less VAT, credit card and ticket agency commissions, will be split 50/50. A typical Fresh Ideas week looks like this:

Get-in

Monday 10am -2pm, 4 hours with our technician

Daytime Rehearsal/Development

Monday – Saturday 10am-6pm (*a total of 48 hours over the week*)

Evening Performances

Wednesday – Saturday at 7.45pm (*so you can make changes day to day*)

Get-out

Saturday immediately after performance and by 11pm

NEW WIMBLEDON Studio

How to Apply:

Please complete the attached application form and email it with a copy of your script to wimbledonadmin@theambassadors.com

Applications are open all year round. We regret that we cannot respond to all applicants.

Seasons run February-April, May-August, September- November.

NEW WIMBLEDON STUDIO – FRESH IDEAS 2012 APPLICATION FORM

CONTACT/COMPANY DETAILS	
Name	
Company Name	
Bank Account Name <i>(that you would like your share of receipts paid into)</i>	
Address	
Telephone	
Email	
Website	
Your position (eg producer)	

THE PIECE	
Name of production	
Name of writer	
Genre (eg drama/comedy/musical, new work/revival etc)	
Cast breakdown & numbers	
Preferred dates, or non-availability	
Why do you want to stage this production?	
Cast/creatives confirmed so far (please attach CVs)	
Do you hold the professional rights? (if not what is the status of the application?)	
Should we be aware of any age restrictions?	

THE “NEW” PART OF THE WORK	
Would this be a premiere?	
How is this piece “new”?	

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