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For immediate release

UpstART 2009 offers emerging artists an exciting Fringe opportunity

The Adelaide Fringe and the Helpmann Academy for the Visual and Performing Arts have teamed up to present UpstART 2009, a unique program that pairs up emerging artists with established industry performers to develop and present a three-night series of shows during this year's Adelaide Fringe Festival.

UpstART is a long-running Adelaide Fringe initiative giving emerging South Australian artists the opportunity to explore their creative ideas and present them in a highly supportive environment. UpstART participants are assisted by respected practicing artists who have registered events in the Fringe Festival, and will receive feedback and encouragement in the development of their performance, from conception through to realisation.

This year, the Fringe made three UpstART placements available to Helpmann students and graduates (up to three years out) from all of its partner schools. Participants and their mentors include:

- Caitlin McCreanor from the Flinders Drama Centre – mentored by Sam Haren from The Border Project
- Emily McMahan from the Adelaide Centre for the Arts – Tina Mitchell, director

Naomi Steel from the Flinders Drama Centre, scheduled to be mentored by UK-based theatre actor, director and producer Guy Masterson, will be unable to participate due to illness.

“We have been working closely with the Fringe on this great opportunity for Helpmann Academy graduates to strut their stuff at a Fringe-managed venue in Hindley Street,” says Alison Dunn, CEO Helpmann Academy. “The Fringe has selected a panel of well established Fringe performers who make up a kind of ‘mentorship menu’ to work with our emerging artists and help them present their work during the 2009 festival.”

UpstART performances will take place on 9,10 and 11 March at 7.00PM
Fringe Factory, 151 Hindley Street, Adelaide

The 2009 UpstART initiative is part of the Helpmann Academy's professional placement and mentorship scheme. The Academy assists emerging artists to make the leap into professional practice, by providing a range of programs and opportunities including exhibitions, awards, grants, mentorships and international exchanges. The seven partner schools that make up the Academy are the Adelaide Centre for the Arts and Vizarts O'Halloran Hill (TAFE SA); Adelaide Central School of Art; Elder Conservatorium of Music (University of Adelaide); Flinders Drama & Screen Production (Flinders University) and South Australian School of Art (UniSA).

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