

Sydney Fringe Festival Announces New Principle Partnership and 2017 Program Highlights



Sydney Fringe Festival, New South Wales' largest independent arts festival, today announced its most ambitious program yet including a proposed 7000m² new hub for the Festival adjacent to the spectacular Sydney Park in

Alexandria. Presented from 1 until 30 September, for the first time in 2017 the Fringe is proposing to transform a large-scale warehouse, roughly the size of an airport hangar, at Sydney Park to create the dynamic HPG Festival Hub.

The result of a major new partnership with local property developer, HPG Australia, the proposed HPG Festival Hub will see the space enlivened by Fringe with monthly events starting this May and continuing through the month of September with multiple performance spaces, a circus hub, exhibitions, creative offices, installations and immersive art experiences.

Sydney Fringe CEO and Festival Director Kerri Glasscock believes the partnership is a once-in-a-lifetime opportunity for the Fringe and the independent sector: "We are thrilled for Sydney Fringe to have a new Principle Partner for 2017. With space at an absolute premium in Sydney, artists increasingly need to think outside the box for performance space with Fringe focusing on pop-ups in recent years. This is a game-changing opportunity for the Festival to form a collaborative partnership with the private sector to create a working model that utilises large-scale unused space in the city to create a buzzing festival hub."

Highlighting the city's vibrant culture, Fringe will activate Sydney suburbs with a diverse program spanning theatre, music, comedy, visual art, film, musical theatre, dance, circus, literature and poetry. The 2017 program will again take over the streets, shop fronts and venues across the city this September inviting audiences to engage with 'what's new': new art, new activations, and new, young artists (60% under the age of 30). More than half of the productions in the 2017 program are world premieres, whilst 63% of productions will be Australian premieres and a further 83% Sydney premieres.

HPG's Managing Director, Dr Adrian Liu, said HPG was delighted to be onboard as a Principal Partner of the Sydney Fringe Festival for 2017 as it perfectly aligned with the ambitions and principles of HPG's new 'Sydney Park Life' project, set to revitalise Sydney Park and Alexandria.