



**EDINBURGH  
INTERNATIONAL  
FESTIVAL**

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**Edinburgh  
International  
Festival  
2010**

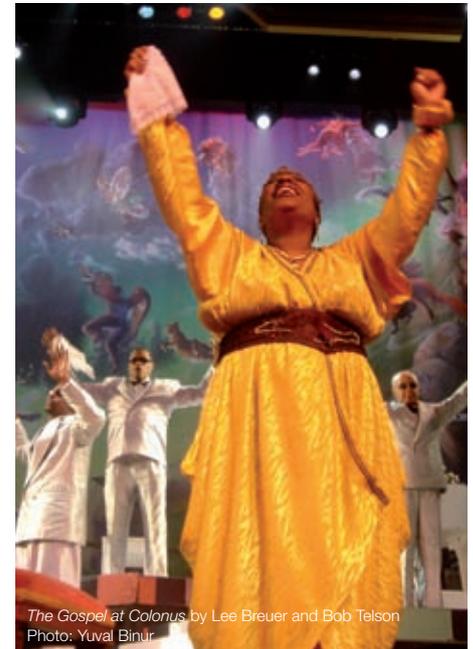
**'a gift to the city'**  
The Scotsman

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# Edinburgh International Festival

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**'What a gift to the city. The benefits are huge: from the revenue generated to the international promotional value, to a more general sense of creative possibility and civic morale'**  
The Scotsman

The Edinburgh International Festival is one of the most exciting, innovative and accessible festivals of the performing arts in the world. The Festival aspires to be courageous, vital and transformative, promoting the cultural, educational and economic well-being of the people of Edinburgh and Scotland. We nurture new creative relationships with artists and encourage audiences from around the world to come to Edinburgh to experience the very best in opera, dance, theatre and music performed by the world's finest artists.

**'It has yet again brought colour and vibrancy to the streets of the city, filled the hotels, restaurants and guest houses and brought real cheer at a time when it has never been more needed.'** The Herald

**'the Edinburgh International Festival is one of the great achievements of British life'**  
The Daily Telegraph

Exploring the themes of 'New Worlds' and 'Oceans Apart', Director Jonathan Mills's fourth Festival was a journey of discovery through the diverse contemporary cultures of North, Central and South America, and Australasia.

With four world and four European premieres as well as over 20 Festival debuts, the Festival continued to offer the people of Edinburgh, Scotland, the UK and international visitors unique opportunities to see new and rarely presented work for the first time. International performers from California, New York and New England, Mexico, Brazil, Chile, Ecuador, Bolivia, Venezuela, Argentina, Samoa, New Zealand, Australia, Spain, Holland and Germany joined over 700 Scottish artists to present over 155 different performances and events.

**'You're never going to see this opera at any other time anywhere else'** *Montezuma* audience member

**'I think it's utterly fantastic in every way... This is what it should be all about. New work from companies around the world.'** *Bliss* audience member

With tickets starting from £8 – £10, the Festival offers a wide range of prices that represent excellent value for money and ensure we continue to remain open and accessible to the widest possible public. In 2010, a fantastic audience response meant record box office sales, with one in three events selling out, and an increase in take up of almost all the available discounts.

**'It is the most unpretentious and democratic cultural event I have experienced, with really affordable ticket prices'** Die Welt, Germany

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# 2010 – a successful year

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Sydney Symphony Orchestra  
Photo: Keith Saunders



Paco Peña Flamenco Dance Company  
Photo: Elaine Mayson

- ▶ Festival 2010 achieved its highest ever box office sales of £2.67m – a 3% increase on 2009
  - ▶ Over 20% of Festival 2010 income – £2.1m – was earned through fundraising from sponsors, donors, trusts, foundations and foreign governments
  - ▶ Approximately 396,000 people attended Festival events
  - ▶ The Festival welcomed record numbers of diplomats, delegations and cultural leaders from countries including Australia, China, India, Singapore and South Africa, alongside UK and Scottish politicians
  - ▶ Over 2,300 performers took part, including artists from California, New York and New England, Mexico, Brazil, Chile and Spain as well as over 700 based in Scotland
  - ▶ Performers and companies occupied over 7,000 room nights throughout the Festival
  - ▶ For 18% of Festival attendees, this was their first year
  - ▶ 19% of Festival attendees were aged under 35, a 4% increase year on year; 34% were aged under 44, an 8% increase on 2009
  - ▶ Edinburgh residents made up 48% of Festival attendees with a further 29% of attendees coming from the rest of Scotland
  - ▶ Over 13% of all attendees were from overseas, representing 73 countries
  - ▶ Over a quarter (27%) of Festival attendees stayed overnight in Edinburgh, spending an average of 7 nights in the city; of these, a majority stayed in paid for accommodation
  - ▶ There was an 8% increase in the number of tickets sold to young people and students compared to 2009
  - ▶ 97% of customers rated their overall experience of the Festival as either excellent or very good
  - ▶ Seven different education projects involving nearly 1,500 children were presented in Edinburgh primary and secondary schools
  - ▶ Over 200 participants from the Raploch 'Big Noise' project and Edinburgh schools took part in workshops with the Simon Bolivar String Quartet at The Hub during the Festival
  - ▶ The Festival increased its social media activity, widening audiences and opportunities for participation. There are now over 11,000 fans and followers of the Festival's Facebook and Twitter feeds. Videos uploaded to YouTube received over 15,000 viewings and images uploaded to Flickr were viewed over 8,000 times during August alone
  - ▶ With over 20 concerts broadcast on BBC Radio 3 and extended television coverage through The Review Show and Culture Show, the Festival had increased coverage from the BBC
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# Festival 2010 in photos



*Bliss* / Opera Australia / BBC Symphony Orchestra  
Photo: Branco Gaica



*Onqotó* / Grupo Corpo  
Photo: José Luiz Pedreira



*Caledonia* / National Theatre of Scotland  
Photo: Manuel Harlan



*The Sun Also Rises (The Select)* / Elevator Repair Service  
Photo: Alex McKnight



Cleveland Orchestra  
Photo: Roger Mastroianni



*Sin Sangre* / Teatro Cinema  
Photo: Arnaldo Rodriguez



*Montezuma*  
Photo: Herman Sorgeloos



*Vieux Carré* / The Wooster Group  
Photo: Franck Beloncle

Front page photo: Claudine Quinn