



**EDINBURGH
INTERNATIONAL
FESTIVAL**

2018

ANNUAL REVIEW

EDINBURGH INTERNATIONAL FESTIVAL

WELCOME ALL

The Edinburgh International Festival is the world's leading multi-genre arts festival. For three weeks in August, Scotland's capital becomes an unparalleled celebration of the performing arts and an annual meeting point for people of all nations. Every year the International Festival presents a curated programme featuring the finest performers and ensembles from the worlds of dance, opera, music and theatre.

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#edintfest

On behalf of the Festival team I am delighted to welcome you to our Annual Review. 2018 was rich in artistic and organisational achievements and I would like to pay tribute to our hard-working staff and dedicated board of trustees, led by our Chairman Niall Lothian.

After our 70th anniversary celebrations in 2017, this year was an opportunity to look to the future as Scotland celebrated its Year of Young People. The Festival's long-standing commitment to young people was affirmed with young artists from all over the world performing and creating in venues throughout the city and attending events across the programme.

300 young dancers performed *Kadamati* by choreographer Akram Khan in the courtyard of the Palace of Holyroodhouse, over 600 young musicians performed on the platform of the Usher Hall in a special programme of youth ensembles and young designers from the Edinburgh College of Art created costumes for the *Aberdeen Standard Investments Opening Event* in Festival Square. Placing young people at the heart of our programme has had a profound effect on the Festival that will be felt for many years to come.

Elsewhere many of the world's leading artists and ensembles including the London Symphony Orchestra, Opéra de Lyon, Druid Theatre Company and the Swedish Radio Symphony Orchestra converged on the capital.

We marked a number of important anniversaries, including the 90th birthday of Scottish composer Thea Musgrave, the 100th anniversary of the birth of Leonard Bernstein and the 100th anniversary of the end of the First World War with a range of events supported by 14-18 NOW.

The Festival continued to spread its wings with a new programme of work in the recently reopened Leith Theatre. *Light on the Shore with Edinburgh Gin Seaside* was a hugely successful celebration of the diversity and interconnectedness of Scottish popular music and was made possible by the support of the Scottish Government's Festivals Expo Fund. In addition, we announced our next three-year schools residency, which we will undertake with the students and staff of Leith Academy.

2018 was also a year of change for the Festival office as we bade farewell to our Managing Director Joanna Baker and welcomed Francesca Hegyi to the role. One of Joanna's many legacies will be the major governance renewal she undertook with our Chair, which came to fruition this year. Our new board structure is now ready to serve the needs of the Festival in the years ahead.

The support of the City of Edinburgh Council, Creative Scotland and the Scottish Government is critical to the Festival's ability to plan into the future and ensure the highest quality work reaches the widest possible audience. This foundational support encourages other organisations and individuals to invest in the Festival's work. I would like to make special note of the Dunard Fund, James and Morag Anderson, Sir Ewan and Lady Brown, the Edinburgh International Festival Endowment Fund, Aberdeen Standard Investments and Virgin Money who have led a broad and hugely enthusiastic family of supporters.

We are pleased to note that the festival also recorded a positive financial outcome and was in a position to make a modest contribution to reserves. As we face 2019, we are confident that we can continue to deliver for the people of Edinburgh and Scotland. However, we are also conscious of the uncertainties that we are all facing in the coming year. Along with the wider Festival family, we will face these challenges by drawing on our creativity and strength to ensure that Edinburgh retains its standing as the world's Festival city.

Finally, we would like to pay tribute to the citizens of our city who continue to support the festival with their attendance and enthusiasm and through the welcome they offer visitors each August. We are hugely grateful for your support and deeply honoured to serve your extraordinary Festival.

Fergus Linehan
Festival Director

OUR YEAR AT A GLANCE



2,800

ARTISTS

from 60 nations took part

59%

OF INCOME SELF-GENERATED

including £3.3 million from fundraising

171

PERFORMANCES

in 85 productions across 13 venues

26,000

FREE AND DISCOUNTED TICKETS

to targeted groups and communities

415,568

ATTENDANCE

including 16,000 at Leith Theatre for
Light on the Shore

5,000

PUPILS

in 67 schools involved in year-
round projects in Edinburgh

51%

LOCAL AUDIENCES

plus 18% from the rest of Scotland

155

MINISTERS AND DELEGATES

took part in the Edinburgh International
Culture Summit

£1 million

INVESTED

into Edinburgh's cultural venues

OUR PROGRAMME

Innovation, collaboration and the pursuit of artistic excellence are at the heart of the Edinburgh International Festival's annual programme, with a carefully curated roster of world-class artists from the fields of theatre, opera, music and dance travelling from all over the world to perform for festival audiences.

Opening Event

The *Aberdeen Standard Investments Opening Event: Five Telegrams* launched the 2018 International Festival, taking inspiration from correspondence sent by young soldiers from the Western Front during the First World War. The Opening Event combined digital artwork by 59 Productions with a live performance by young people from all over Edinburgh as part of Scotland's Year of Young People. Scottish composer Anna Meredith premiered a new five movement orchestral work supported by 14-18 NOW, the UK arts programme for the centenary of the First World War.

Music

The Usher Hall played host to an extraordinary array of leading orchestras, including the London Symphony Orchestra with Sir Simon Rattle. The Baltimore Symphony Orchestra, conducted by Marin Alsop, made its International Festival debut with a tribute to Leonard Bernstein, marking the centenary of his birth. Major soloists performing in 2018 included Nicola Benedetti, Sheku Kanneh-Mason and Pierre-Laurent Aimard, giving three concerts as International Festival artist-in-residence.

The classical music programme featured over 600 young musicians from 50 nations in some of the world's leading youth ensembles. The International Festival hosted the semi-finals and finals of the *Eurovision Young Musicians 2018*, an initiative of the European Broadcasting Union which saw soloists from 18 nations compete to become European Young Musician of the Year. Morning recitals at The Queen's Hall included the previous winner of Eurovision Young Musician, viola player Eivind Ringstad, Cardiff Singer of the World finalist Ilker Arcayürek and Cardiff Singer of the World winner, Edinburgh's Catriona Morison.

The Edinburgh Festival Chorus performed four times during the international Festival including the closing concert with Daniel Harding and the Swedish Radio Symphony Orchestra performing Mahler's Eighth Symphony. This extraordinary event also marked Christopher Bell's eleventh and final Festival as Edinburgh Festival Chorus Director.

Dance

The 2018 dance programme featured a series of debuts and a farewell from Akram Khan, who returned to Edinburgh to perform *XENOS*, a new solo work, and his final performances in a full-length production. *Kadamati* marked the centenary of the end of WWI with 300 young dancers from across Scotland performing to an audience of 1,500 as part of 14-18 NOW.

Company Wayne McGregor made its International Festival debut with *Autobiography* and choreographer Sharon Eyal and her company L-E-V brought her work to the International Festival for the first time with a double bill, *OCD Love* and *Love Chapter 2*. The remarkable *Cold Blood* by Michèle Anne De Mey and Jaco Van Dormael enchanted audiences with its unique choreography comprised entirely of hand movements.





Theatre

At the heart of this year's theatre programme was Paris's legendary Théâtre des Bouffes du Nord. As the 2018 Festival's resident company they presented a new work from Peter Brook, *The Prisoner*, and an adaptation of Marguerite Duras' *La Maladie de la mort*, directed by Katie Mitchell with text by Alice Birch. The National Theatre of Scotland took over The Hub with its new production of David Greig and Gordon McIntyre's hugely popular *Midsummer* and American actor and illusionist Geoff Sobelle invited audiences to join a magical party in *HOME*, his new work co-commissioned by the International Festival. Druid Theatre's staging of Samuel Beckett's *Waiting for Godot*, directed by Tony Award-winning Garry Hynes, was hailed as one of its greatest contemporary productions.

Opera

Two operas by Rossini bookended the opera programme this year: Paris's Théâtre des Champs Elysées' *The Barber of Seville*, conducted by Jérémie Rhorer and directed by Laurent Pelly; and *La Cenerentola* presented by Opera de Lyon in a sumptuous production from Norwegian director Stefan Herheim. The Théâtre des Bouffes du Nord brought their razor-sharp new conception of *The Beggar's Opera* from renowned director Robert Carsen.

A performance of Wagner's *Siegfried* in the Usher Hall continued the International Festival's concert *Ring* cycle, now in its third year. Also in concert at the Usher Hall was a performance of Humperdinck's *Hansel and Gretel* with Sir Andrew Davis conducting the Royal Scottish National Orchestra and a cast led by mezzo soprano Elizabeth DeShong and soprano Laura Wilde.

Debates and Discussions

The International Festival also collaborated with the Art, Book, Film and Fringe Festivals to present *Power, Gender and the Arts* – an afternoon of debate and discussion presented in partnership with the actor's union Equity and the Musician's Union, with support from Edinburgh Trade Union Council and Scottish Trade Unions. The event investigated how the International Festival can ensure that the arts and creative industries embrace and reflect the full range of talents and experiences available.

Edinburgh International Culture Summit

The Edinburgh International Festival is a founding partner of the Edinburgh International Culture Summit, together with the Scottish Government, the Government of the United Kingdom, the Scottish Parliament and the British Council

The fourth edition of the summit, held at the Scottish Parliament, attracted a record 155 delegates from 45 countries, including 20 Ministers or Deputy/Assistant Ministers and 16 youth delegates. They attended the staging of Akram Khan's *Kadamati* at the Palace of Holyroodhouse and the Eurovision Young Musicians final at the Usher Hall as part of the programme.

Kadamati

Kadamati brought together a total of 300 young people aged 12 to 26 years from across Scotland to perform a breathtaking six minutes of mass movement at the Palace of Holyroodhouse on 22 August.

Akram Khan Company led development and teaching sessions with a team of nine dance artists based in Scotland. These bespoke workshops taught the artists the choreography and gave them the opportunity to meet with Akram Khan and speak with him about his artistic practice.

The dance artists worked with young participants from a variety of groups to share with them the choreography and themes of the piece: identity, migration, connection and hope.

★★★★

'distinct and deeply affecting'

The Scotsman

'It's beautiful to watch so many young faces perform something that has such a larger meaning. (...) It is a real celebration of life through movement.'

The Wee Review

Contemporary Music

A season of concerts breathed new life into Leith Theatre, re-establishing the venue as an important cultural asset and building on the work of the Leith Theatre Trust and Hidden Door in opening up the space again. For *Light on the Shore with Edinburgh Gin Seaside* we collaborated with partners ranging from the Celtic Connections festival to Neu! Reekiel, celebrating Scotland's distinctive popular music scene, and showcasing on an international platform some of the country's most innovative artists. In total, over 230 artists were involved, 77% of whom were Scottish, playing to an audience of over 16,000 across 16 events.

Working with the International Festival was a triumphant happening. A beacon of artistic lustre was lit, new audiences were mined, our current audiences invigorated, and feedback was overwhelmingly positive from both artists and audiences alike. A bold, ebullient and dazzling new creature arrived in this strand – long may it roar.

Neu! Reekiel

I'd like to commend the International Festival for ensuring local curators and artists were at the heart of this year's programme. The emergence of local talent isn't possible without a diverse and thriving venue infrastructure in the city, and year-round support for music and the arts. The series cements the place of contemporary music, and especially Scottish-made music, across many genres, within the broad International Festival arts programme.

Karine Polwart

SCOTLAND'S YEAR OF YOUNG PEOPLE

The International Festival has a proud history of connecting with thousands of young people in schools and communities throughout the city each year, engaging them with the arts and with the festival.

For 2018, Scotland's Year of Young People challenged us to collectively celebrate our nation's young people, giving them a stronger voice on issues which affect their lives, and showcasing their ideas and talents.

Young people were involved in every aspect of the design and delivery of the *Aberdeen Standard Investments Opening Event: Five Telegrams* including technical, promotion and event delivery. Students from the Edinburgh College of Art worked with composer Anna Meredith to design costumes for a choir of young people drawn from across the city who performed in front of an audience of 15,000.

Akram Khan's *Kadamati* brought together a total of 300 young people aged 12 to 26 years from schools, theatre groups, ballet schools and even disco dancing

troupes to perform a breath-taking six minutes of mass movement at the Palace of Holyroodhouse.

The stage of the Usher Hall featured some of the world's finest youth ensembles, alongside the National Youth Orchestra of Scotland and the National Youth Choir of Scotland.

Eurovision Young Musicians showcased eighteen of the most exciting young classical music performers from across Europe, held for the first time in Edinburgh and broadcast across the continent.

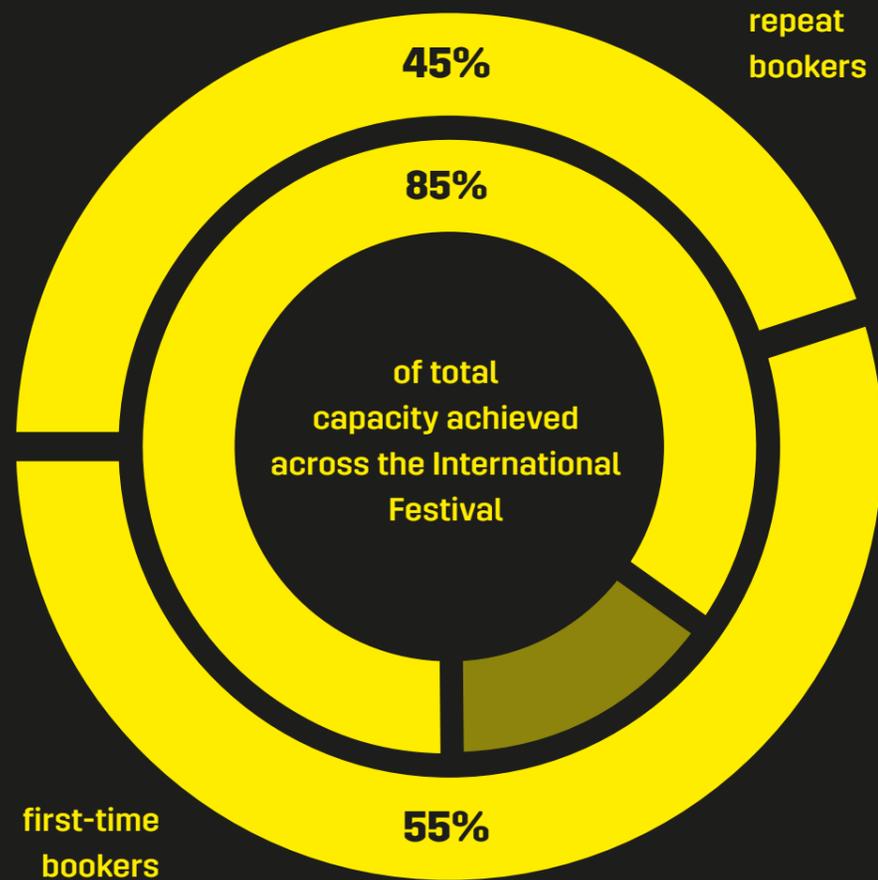
25 Scottish young people were involved in the design and delivery of the Edinburgh International Culture Summit alongside youth delegates from 16 other countries.



AUDIENCES AND IMPACT

415,568

ATTENDANCE



of total capacity achieved across the International Festival

first-time bookers

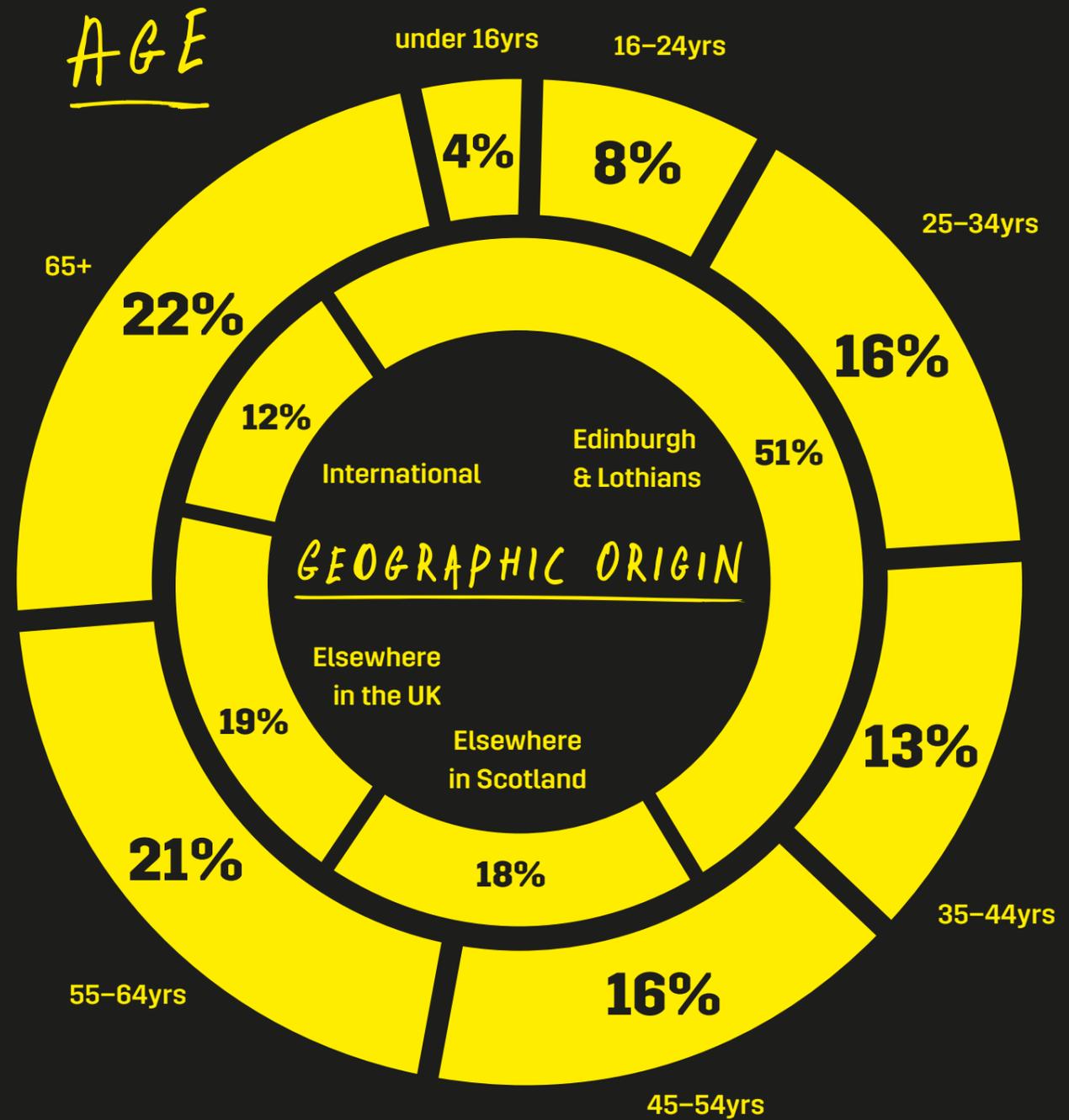
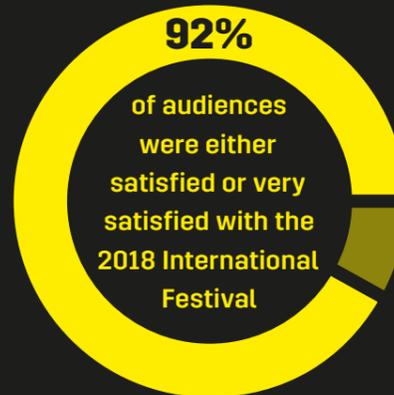
14,207,462

IMPRESSIONS ACROSS ALL SOCIAL MEDIA

857,000

WEBSITE SESSIONS

SATISFACTION

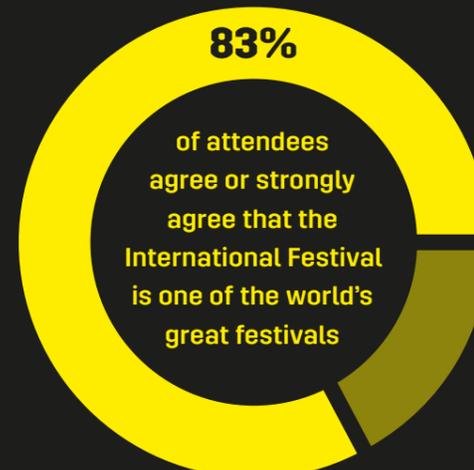


AGE

GEOGRAPHIC ORIGIN

International 12%
Edinburgh & Lothians 51%
Elsewhere in the UK 19%
Elsewhere in Scotland 18%

BRAND ASSOCIATIONS



MEDIA COVERAGE

The 2018 International Festival welcomed media from all over the world and resulted in extensive print, online and broadcast coverage across UK and international media.

UK coverage included feature articles, previews and reviews in The Times, The List, The Guardian, The Scotsman, The Herald, The National, Daily Telegraph, Sunday Times, Scotland on Sunday, Sunday Telegraph, The Observer, The Financial Times, Daily Mail, Evening News, and The Stage.

International coverage included The New York Times, Baltimore Sun, La Repubblica, UAE News, El Mundo, Associated French Press, BBC Persia, BBC World Service, CNN, ARD German Radio, Aljazeera and China Global Television Network.

Broadcast relationships continued to grow, with increased TV, radio and online coverage. Outlets and programmes covering the International Festival included BBC One, BBC Two, ITV, STV, Sky News, BBC Scotland, BBC Radio's 2, 3, 4, 5 Live and 6 Music, Classic FM, Forth Radio and Capital Radio.



3,719

Total number of articles and programmes about 2018 International Festival

568

Total number of print articles

2,918

Total number of online articles

233

broadcast features



39

countries worldwide that covered the 2018 International Festival

589

Media outlets that covered 2018 International Festival

330

journalists attended 2018 International Festival events

35

Media Calls, generating 241 media visits by photographers and broadcasters



LEARNING AND ENGAGEMENT

Inspired by Patrick Geddes' vision of 'Think Global, Act Local' the International Festival seeks to welcome the whole of Edinburgh, supporting people from all backgrounds to benefit from the ideas, programme and artists of the International Festival, and as a result playing our part in helping build a more equitable city.

Through sharing and collaborating with Scotland's creative sector, the International Festival plays an important role in raising ambitions and developing talent.

Children and Young People

The International Festival has made a commitment to work with every Edinburgh schoolchild at some point during their school life, creating pathways to and from the programme and connecting with artists. In 2018 we worked with over 5,000 children in 67 schools through programmes including the *Art of Listening*, *Herald Young Critics*, and the *Virgin Money Fireworks Concert* which this year saw record numbers of school pupils attend.

Programme-related highlights included a bespoke project for Primary Schools exploring themes of creativity, communication and literacy and connected to the *Aberdeen Standard Investments Opening Event: Five Telegrams*, and a partnership with the Unicorn Theatre, who provided *The End of Eddy* workshops for Higher and Advanced Higher Drama students which linked directly back to curriculum outcomes.

Following the success of our award-winning residency partnership with Castlebrae High School, the International Festival was delighted to announce a new collaboration with Leith Academy. A residency relationship allows us to build a much deeper connection with a school, its young people and community, and we have already begun engaging with the teachers and students of Leith Academy before launching the residency in full in 2019.

2018 was Scotland's Year of Young People, and we wanted to acknowledge and celebrate this across our programme, both through our work in schools, but also by providing participation opportunities

to over 450 young people for a deeper connection with the International Festival. The *Aberdeen Standard Investments Opening Event: Five Telegrams* saw young people form a flash-mob within the event as part of a community choir, whilst a variety of paid opportunities for young people to work across the Opening Event in a professional capacity were offered in areas including marketing and stage management.

Kadamati was a mass participation performance by 300 young people from across Scotland who presented the choreography of Akram Khan at the Palace of Holyroodhouse in front of an audience of over 2,000. The young people aged 12 to 26 spent several months learning the choreography in their own communities, before coming together as one cast for the final performance in August as part of the main International Festival programme.

Launched in 2013, the Young Musician's Passport is designed to encourage young people from across Edinburgh who are actively engaged with music to attend live performances. The scheme offers every child a free ticket to a selection of International Festival classical music concerts at the Usher Hall and Queen's Hall throughout August, and one half-price ticket for an accompanying adult. In 2018 650 free tickets and 379 half-price tickets were issued, with a total discounted value of over £23,500.

The International Festival works closely with many communities, ranging from local neighbourhoods to city-wide groups such as those that identify as

LGBT+ or the international diaspora across Edinburgh. We provide access to the programme, engagement and education in the arts, and the ability to participate in the International Festival. Activities range from inter-generational workshops and pre-event talks to audience development initiatives and a variety of activities to support those with access requirements.

Working in partnership with Dance Base, the International Festival invited Studio Wayne McGregor to create an opportunity for 34 dancers from a combination of PRIME (a semi-professional group of older dancers) and Lothian Youth Dance Company, to work together for the first time, exploring the themes of McGregor's dance piece *Autobiography*.

As part of the *Light on the Shore* season, the International Festival supported *Lau-Land Big Tune Machine*, an intergenerational music project celebrating folk music and the social community that surrounds it. 40 participants from across the Lothians aged between 11 and 70 worked with Fyne Fiddles to create a folk music big band like no other who performed newly commissioned music at the Leith Theatre in August.

In 2018 we recruited an Audience Development and Access Coordinator, and in the run-up to the International Festival connected with over 50 community organisations across the whole of Edinburgh and beyond, expanding our networks and developing long-term relationships as well as supporting engagement and attendance at the 2018 Festival.

As a result, in 2018 almost 6,000 people participated in activities that included 12 pre-event engagement & drop-in sessions for *Five Telegrams*, guided tours of the Usher Hall, and an open rehearsal and pop-up performances with the National Youth Orchestra of Canada.

We were able to provide almost 900 free return transport opportunities to community organisations from areas of multiple deprivation to support travel into Edinburgh city centre to attend events at the International Festival.

In 2018 the International Festival offered 16 accessible performances and saw a 68% increase in the number of users of those services. The launch

of the International Festival Deaf Theatre Club saw a five-fold increase in attendance for BSL interpreted performances.

Talent Development

The Edinburgh International Festival offers a range of professional development initiatives to support emerging and established Scottish artists, as well as educators and arts facilitators.

Almost all of our schools and community projects are led by professional artists and experts in their fields who provide a high standard of engagement and learning whilst also being able to advance their practice through integrated professional development opportunities working with audiences, participants or other artists.

The International Festival also delivered several new Talent Development projects in 2018. These included a cultural prescription programme in partnership with Edinburgh Performing Arts Development (EPAD) that sought to break down the barriers that restrict artists from seeing new and inspiring work. We supported artists by issuing tickets to work that was felt would help further their artistic practice and provide inspiration, whilst also offering financial support for childcare. Over 80 tickets were provided as part of this scheme.

The International Festival also worked closely with the Scottish Drama Training Network and their ensemble of emerging talent, The Network, providing a bespoke ticket package alongside a talk with International Festival staff. Our collaboration with the National Theatre of Scotland *The Scale of Female Ambition* supported eight Scottish-based female directors through a series of talks and performances during the August festival.

'Thank you very much to @edintfest for our amazing Art of Listening workshops today. Our P7s had so much fun listening, learning, being creative and engaging with classical music. What a brilliant experience! #artoflistening #classicalmusic'

Wardie Primary School // @WardiePS (Twitter)





SPONSORS AND SUPPORTERS

2018 was a successful year in fundraising for the International Festival with income of £3.3 million from donations, sponsorship and membership.

As always, our exceptionally loyal Friends, Patrons, Ambassadors and Benefactors are the bedrock of our support, not only through their philanthropy but also their ticket buying. They are responsible for the first million pounds' worth of tickets sold during the priority booking period, a resounding affirmation of the International Festival programme and their commitment and enthusiasm for the organisation. We also had a strong response from donors to support events contributing to Scotland's Year of Young People and our Learning and Engagement programme.

Our effort to widen access to the International Festival continues to be of interest to our supporters, particularly for projects which enable us to deepen engagement with communities across Edinburgh and bringing those audiences to International Festival events. The Pirie Rankin Charitable Trust supported our ticket subsidy scheme to enable young people to attend our series of youth ensemble concerts in the Usher Hall and Baillie Gifford Investment Managers donated tickets for young performers to see their sponsored production of Akram Khan's *XENOS*.

Light on the Shore with Edinburgh Gin Seaside was a resounding success for the International Festival and our new partner Edinburgh Gin. We continue to find new and interesting ways to collaborate with corporate supporters and to strengthen this income stream. We were delighted to be able to announce three-year commitments from Aberdeen Standard Investments for the Opening Event and from Virgin Money for the closing Fireworks Concert. Our long-term partnership with the University of Edinburgh supported not only the Opening Event collaboration with Edinburgh College of Art, but also the visit by University alumna and distinguished composer Thea Musgrave.

Our corporate supporters help bring large scale, world-class events to the people of Edinburgh that would not be possible without their generous support. We would like to thank them, the trusts & foundations and all the individuals who so very generously support the International Festival.

THANK YOU TO OUR 2018 FUNDERS AND SPONSORS

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