

# ETC Renaissance

## FAQs for ETC Member Theatres

**Deadline for ETC to receive your Renaissance video:** 28 March 2021

Please send your video to [tpfaud@europeantheatre.eu](mailto:tpfaud@europeantheatre.eu), cc: [assistant@europeantheatre.eu](mailto:assistant@europeantheatre.eu)

### Content

**Should the video consist of only one short original text from a contemporary author?**

We want to initiate the creation of new digital forms and texts, sharing the same theme, “Renaissance”, and exploring the digital stage. Preferably, this includes the creation of one original/new text from one/several contemporary author, inspired by the word “Renaissance”.

**Could we create a showreel of contemporary plays in our theatre?**

No, the creation must be something newly commissioned, created or adapted specifically for the Renaissance project.

**Could we use a classical play in a new contemporary adaptation?**

In case the classic play fits perfectly and you adapt it to the theme, or use it as inspiration, this is fine – Renaissance by itself is a classical concept and a lot of contemporary dramatisation is based on transformation and adaptation of classical sources.

### Technical Requirements

**How should the film be presented?**

The quality should be HD 1080p. If possible, the frame rate should be 25fps or 24fps.

Try to have a good light source. The best is to use daylight -- avoid standing in the shadows, in the backlight, or in direct sunlight.

**Does the project require professional filming?**

The mini film can be of any format: filmed with a professional camera, a smartphone, etc. The videos will be presented horizontally, so if the video is filmed vertically we will need to add black bars to the side of the finished video.

## Are there any requirements for sound?

Please check that the sound quality is good. If possible, you could record the sound externally - in this case our video editor would also need the camera sound, to sync the two sources.

## Intro / Outro / Credits

### Is it necessary to add a fade in at the beginning and at the end of the video?

No. ETC will add an intro and outro to all Renaissance videos. So, it would be best if you **started and finished with a black screen**. That way we can add the intro and outro more easily to the videos.

### Will you add a credits image?

The videos will begin with a standard introduction screen of around 5-8 seconds, including the title: 'ETC Presents: Renaissance'. The name of each theatre, the title of your video and the name of the author (if applicable), will then appear as titles over the start of each video (taking inspiration from your colleagues at [Slovak National Theatre](#).)

The **outro** will **list the creative team involved** in the video, then include the ETC & EU logo, and information about how to watch the other videos in the series with all partner logos.

## Length of the Mini-films

### Does the video have to be 5 minutes long, including time for the credits that ETC will add ?

The intro / outro titles and credits will be added on top of the time for the video. The artistic content itself can be up to 5 minutes long.

### How long will the intro and outro last?

About 15 seconds.

## Subtitles

### Are there any special instructions for the design of subtitles?

The subtitles should be white on a black background, at the bottom of the screen. You can use the ETC Board video for inspiration

<https://www.facebook.com/206440786205930/videos/106512848012952>.

### **Do we need subtitles if the video is in English?**

Yes, we still need subtitles to be added for accessibility reasons. People who are deaf or speak little English should also be able to follow the films.

## **Property Rights**

### **Will each theatre remain the owner of its short film?**

Each theatre remains the owner of its short film, but allows ETC to use and publish it.

As mentioned in the call for participation, we want to share the Renaissance films online across Europe, and even beyond, reaching audiences around the globe. Therefore, please **ensure rights of the film and its artistic contributions are available and cleared for global digital distribution.**"

### **How long will the mini-films be available online (ETC website, social media)?**

The films will be available on the ETC website for the long term.

### **Will ETC use the mini-films anywhere else?**

ETC has entered into a partnership with *The International Online Theatre Festival*, run by the magazine the Theatre Times, which will take place in May. They would like to curate a section of the festival which shows a selection of the Renaissance films. We will give you more details about this in the coming weeks.

In addition, we would like each participating theatre to **set up a space on their website to showcase the videos from the other theatres**. It is our intention that your videos will therefore also be shown by other theatres in the ETC network.

## **Communication & PR**

### **What information should we provide you with about the video?**

You should provide ETC with a short text overview (2-3 lines) about the video, to include on the ETC Renaissance page as a teaser for each video before it is released.

You should provide ETC with cast & credit information about the creative team of your video.

### **When is the official launch of the video?**

The project will go live on Sunday 9 May 2021. This will be the moment to get people excited by the project and to start to follow along.

From Sunday 9 May on, one video will be released at 09:00 every weekday (Monday, Tuesday, Wednesday, Thursday and Friday).

The timeline is as follows:

<b>Last week of April</b>	Renaissance Press Conference (press to receive advance copies of the videos - detail on this to be provided in the coming weeks) Interviews with creatives
<b>Sunday 9 May</b>	Europe Day. Renaissance project launch
<b>Week beginning 10 May</b>	VIDEO 1 - 6
<b>Week beginning 17 May</b>	VIDEO 7 - 11
<b>Week beginning 24 May</b>	VIDEO 12 - 16
<b>Week beginning 31 May</b>	VIDEO 17 - 21
<b>Week beginning 7 June</b>	VIDEO 22 - 23 & Start of To:gether - Young Europe Festival & ETC Conference

### **When will we know when our video will be published?**

The final plan will be made once we have received every single video. We will communicate the definitive plan by mid-April.

### **When is the press conference?**

Last week of April, before the launch of Renaissance on Europe Day (Sunday 9<sup>th</sup> May)

### **Will ETC produce a press kit?**

Yes, and we will send this through in the first half of April, before the Coffee Break on 14 April.

This will include:

- Background of the project (about the period Renaissance / project concept)
- A presentation about ETC (the largest network of public theatres, 44 theatres in 25 countries)
- General pictures to share to press/ social media

- The names and logos of participating theatres
- Social media accounts to tag
- Hashtags

### **Is there any text to include on our website/ social media about Renaissance?**

There will be a short overview of the project to include on your website. We will include this in the press kit.

### **Do we need to include logos from every theatre involved in the project?**

Yes. An image with all theatre logos will be included in the press kit.

### **Will there be a joint press release?**

ETC will write a press release and send it through once we have all the videos (in mid-April). There will be a quote from ETC Executive Director Heidi Wiley, ETC President Serge Rangoni, and space to fill in with a quote from a representative of your theatre.

The objective of the press release is to draw attention to the launch of the project on 9 May, and to watch along as the 23 videos are released, almost every day, up to 8 June.

You are of course free to adapt the press release to suit your individual press objectives, but we request that the information about ETC and the two quotes from ETC (Heidi Wiley and Serge Rangoni) remain the same.

### **Can we provide a quote from our Director?**

Yes, there will be space in the standard press release to add a quote from your Director / a representative from your theatre.

You should send us your finished press releases so that we can include these on the ETC Renaissance website too.

### **Will we be interviewed on the topic Renaissance and our approach?**

We would like to make this happen. This is part of the reason for the press conference on the 7<sup>th</sup> May, to give an opportunity for everyone to be interviewed.

In addition, there will be opportunities to discuss the Renaissance videos at the International Online Theatre Festival. We will provide more detail in the coming weeks.

### **Can we already talk about the project with the press?**

If you would like to inform them that the project will start on 9 May, that is great. But to make sure that everything is coordinated, the videos should not be published broadly until their point on the timeline.

**Can we share the video on our website too?**

Yes! The aim is for every participating theatre to share their video on their website.

**Can we share videos from other theatres?**

Also yes! The idea is for Renaissance to be a collaborative international project. We want to make sure that the audience from one video will then watch other videos in the series. Please do share the other videos on your website.

**Our video is already ready. Can we share it now on social media?**

It's brilliant that the video is already ready, but we politely ask you not to share any videos before the launch of the project. Renaissance is an ETC-funded project and the videos will not be ready until they have the ETC branding added. They will then be released according to the set schedule. Detail about the publication date for each video will be provided to participating theatres by mid-April.

**Can we already share videos from "behind the scenes"?**

Yes, good idea! This would be a way to increase interest in the project.

**Will there be background information to the videos? Do we need to produce a making of video?**

There is no specific need to produce a 'making of' video, but again, if this is something you would like to do, it would be a very welcome addition and would help increase interest in the project.

**Should we produce a teaser video?**

No, there is no need to produce a teaser video. ETC will produce a joint teaser that we will share with you by mid-April, and we will include a bit of teaser text with each video, to get people interested in the videos before they are officially launched.

**We were not involved in Renaissance but want to join in now. Can we share our own videos as part of the project?**

No, the only theatres involved in Renaissance are those that signed up in February and therefore these are the only videos that will be included in Renaissance.

However, other ETC member theatres are encouraged to engage with the videos, and share them with their audience!

In addition, there may be opportunities for all ETC theatres to be involved in panel discussions related to the core theme of 'rebirth' and re-opening theatres at the International Online Theatre Festival. We will send more information once we have it.

## Full list of participating ETC Member Theatres

Albania	National Theatre of Albania
Austria	Schauspielhaus Graz
Austria	Volkstheater Wien
Belgium	Théâtre de Liège
Croatia	Croatian National Theatre
Cyprus	Cyprus Theatre Organisation THOC
Czech Republic	Národní divadlo – National Theatre Prague
France	La Mousson d'Été
Germany	Deutsches Theater Berlin
Germany	Staatsschauspiel Dresden
Hungary	Pesti Magyar Színház
Italy	Fondazione Teatro Due
Italy	Teatro Stabile di Torino – National Theatre
Luxembourg	Les Théâtres de la Ville de Luxembourg
Malta	Teatru Malta
Poland	JK Opole Theatre
Serbia	National Theatre Belgrade
Slovakia	Divadlo Jána Palárika v Trnave
Slovakia	Slovak National Drama
Slovenia	Slovensko Narodno Gledališče Nova Gorica
Sweden	Göteborgs Stadsteater / Backa Teater
Ukraine	Dakh Theatre – Centre of Contemporary Arts
Ukraine	Kyiv National Academic Molodyy Theatre

## ETC Contacts

**For any other questions, please contact the ETC project team:**

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