



**TAKE  
ME  
SOMEWHERE**

“If you like your theatre conventional, well-dressed, and contained within a proscenium arch, then the one Scottish arts festival you should probably avoid is Take Me Somewhere...”

# TAKE ME SOMEWHERE

... If, on the other hand, you think you might enjoy wandering from a one-to-one show about the experience of Syrian refugees staged in the Kibble Palace at the Botanics, to a massive moon-inspired installation in the Mackintosh Church, to a bus that will carry audiences from Tramway to Tron to Platform at Easterhouse – taking in a new Swedish-British exploration of aerial art, sound and visual imagery called Liquid Sky, and legendary New York avant-garde duo Split Britches in their latest show UXO – then Take Me Somewhere is probably the event for you, a thrilling two-and-half-week celebration of the outer edges of theatre, and of where performance might take us next.”

JOYCE MCMILLAN, SCOTSMAN, 22/05/18





# TAKE ME SOMEWHERE



The second edition of TAKE ME SOMEWHERE ran from 16 May - 4 June 2018.

It involved 40 artists and took place in 10 venues across Glasgow: Tramway, Tron Theatre, CCA, Platform, Britannia Panopticon, Glasgow Botanics, University of Glasgow, Queens Cross Mackintosh Church, The Art School and SWG3.

It was a huge success for a second year, with a total audience of over 3,000, with a further 4,000 visiting the Museum of the Moon. 84% of audience members surveyed rated their experience as 'excellent' or 'great' and 100% said they would attend the festival again and recommend to friends.

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THE TRAMWAY AUDIENCE, FACING THEMSELVES ON THE LARGE SCREEN, AWAIT FOR THE UK PREMIERE OF DEAD CENTRE'S HAMNET TO BEGIN. THE SHOW WAS PERFORMED ALMOST ENTIRELY BY ONE 11 YEAR OLD BOY.



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Industry from across Glasgow and beyond attended the festival.

Delegates came from:

PUSH Festival, Vancouver  
Ann Arbor, Michigan  
Fierce Festival, Birmingham  
Contact, Manchester  
Home Live Art, Hastings  
Gessnerallee, Zurich  
The Place, London  
City Moves, Aberdeen  
Cambridge Junction  
The British Council  
Kampnagel, Hamburg  
Traverse, Edinburgh  
Campo, Ghent  
Dublin Fringe

Artists travelled from: New York, Zurich, Porto, Berlin, Amsterdam, Toronto, Brighton, Manchester, London, Fife, Todmorden, Edinburgh, Exeter, Dublin, Bristol, Beirut, Newcastle... and The Moon.

GHENT LEGENDS CAMPO BROUGHT THE UK PREMIERE OF FLORENTINA HOLZINGER'S APOLLON TO TRAMWAY, WHERE IT WAS BSL INTERPRETED FOR THE VERY FIRST TIME. THE INTERPRETATION WAS A TOUR-DE-FORCE IN ITSELF, THRILLING BOTH AUDIENCE AND COMPANY.

# GOD

TAKE  
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Central to the festival's programming is the support of Scotland-based artists at crucial points in their career, allowing them a platform to present their work in an international festival context.

This year we presented sixteen local artists as part of the festival (including eight commissions) and held six development sessions (symposiums, artist talks, industry meetings, workshops).

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WE PARTNERED WITH OUTSPOKEN ARTS SCOTLAND AND MARLBOROUGH PUB THEATRE BRIGHTON TO COMMISSION A BRAND NEW WORK FROM SCOTTISH ARTIST FK ALEXANDER. VIOLENCE RECEIVED RAVE REVIEWS IN THE PRESS AND AN INTENSE RESPONSE ON TWITTER: "ME & MY PAL AMY WATCHED THE AMAZING @FKALEXANDER EMBODY HEARTBREAK @TMSOMEWHERE IN A WAY WHICH HAS ECHOED IN MY EYES & EARS & BRAIN SINCE. OOF."

# TAKE ME SOMEWHERE

This year's festival had a core value of making the work as accessible as possible for d/Deaf and Disabled audience members.

- 14 events were BSL Interpreted
- 2 events were captioned
- 2 events were visually described
- 3 events featured 'Subpacs' - cutting edge, wearable technology that converts sound into vibrations
- 3 artists worked with access provision for the first time, with our guidance
- Our advocacy for accessible practice encouraged one venue to purchase three Subpacs, update their hearing loop and review how they budget for access provision

"This year's festival was fantastic. Access services they provided, were fantastic and respectable. They made me feel included and in the same group of enjoyment of the festival. the interpreters they picked for the festival were brilliant. It made the festival the whole. it bought all people come together. I finally can enjoyed the music, where I can followed the lyrics and seeing the events. "

DEAF AUDIENCE MEMBER

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TWO LOCAL DEAF ARTISTS HOSTED OUR TAKE ME SOMEWHERE STICKY PARTY  
IN BSL & ENGLISH... AS INTERGALACTIC DRAG QUEENS





**TAKE  
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“Somewhere where everybody felt equal, with a great atmosphere, a great platform to come together no matter where we come from - people from all across the globe and also people from the local community: singing, enjoying, eating under the moon.”

TAKE ME TO THE MOON ATTENDEE

THE JOYOUS CHOIR - WOMEN FROM GAMBIA, ALBANIA, SYRIA, IRAN & SPAIN - PERFORM AT OUR FREE COMMUNITY EVENT AS PART OF THE MUSEUM OF THE MOON, THAT WE CREATED IN CONJUNCTION WITH MARYHILL INTEGRATION NETWORK, WHICH BRINGS REFUGEE, MIGRANT AND LOCAL COMMUNITIES TOGETHER THROUGH, ART, SOCIAL, CULTURAL AND EDUCATIONAL GROUPS AND PROJECTS.

# TAKE ME SOMEWHERE

We partnered with National Theatre of Scotland, Outspoken Arts, Luminare and Platform to bring Split Britches from New York to Easterhouse with *UXO*. Its companion piece *The Long Table*, took place the day before with local participants, all in their late 60s and 70s. Here's what they said of the experience:

- Wasn't sure what I was expecting but it was terrific, absolutely terrific
- Everybody put their tuppence worth in – everyone had an opinion and felt free to contribute it
- It was fantastic – we said things to each other we have never said before
- You could say problems, tell people things freely and it wasn't embarrassing
- It was natural, felt natural, the people you could relate to them and if people were saying two or three problems you might have one or two of them and it was good to hear that other people felt the same thing
- They made us feel welcome – no problems, relaxed, like you could say anything there. It was very homely, cosy
- Absolutely brilliant

"HAVING THE OPPORTUNITY TO WELCOME PEGGY SHAW AND LOIS WEAVER TO THE VENUE WAS REALLY EXCITING. BOTH THEIR LONG TABLE EVENT WITH LOCAL RESIDENTS AND THE PERFORMANCE THAT FOLLOWED WERE PERFECTLY PITCHED FOR PLATFORM AND WELL IN KEEPING WITH OUR MISSION TO SUPPORT ARTISTS TO MEET AND WORK WITH LOCAL AUDIENCES AROUND HIGH QUALITY WORK." MATT ADDICOTT, PLATFORM



# TAKE ME SOMEWHERE

“David Hoyle took me to CHURCH.”

SURVEY RESPONDANT

The festival enhanced the creative ambitions of 30 partner organisations:

Synergy Concerts, UZ Arts, SWG3, Traverse Theatre, Tron Theatre, Outspoken Arts, Glasgow Life, Platform, Luminare, National Theatre of Scotland, British Council, Tramway, Marlborough Pub & Theatre, Maryhill Integration Network, Charles Rennie Mackintosh Society, Campo, The Work Room, Glasgow University, Royal Conservatoire of Scotland, Glasgow School of Art, O2 ABC, Culture Ireland, Britannia Panopticon, CCA, Botanic Gardens, Feral, Amplifier, Battersea Arts Centre, Raw Material, Live Art Development Agency.

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DAVID HOYLE MADE A TRIUMPHANT RETURN TO GLASGOW, WITH TWO PACKED NIGHTS AT THE TRON THEATRE WITH *DIAMOND*, WHICH WAS DESCRIBED BY THE LIST AS ‘PURPOSEFUL AND PLAYFUL, PERSONAL AND PROFOUNDLY POLITICAL: OPPOSITIONAL, BOLD AND BEAUTIFUL.’



CONTEMPORARY  
PERFORMANCE  
FOR GLASGOW

TAKE  
ME  
SOMEWHERE

16 MAY - 4 JUNE

TRAMWAY

+ VENUES ACROSS THE CITY

@TMSOMEWHERE TAKEMESOMEWHERE.CO.UK

Following the sell-out success of the festival's first year in 2017, it was agreed to follow a similar marketing strategy for 2018.

The campaign focused again on Digital, Outdoor and Venue advertising. Strong content was created for the festival website and social media profiles, with Facebook advertising a major force for targeted promotion.

We repeated the short, high-impact street and underground poster campaign from year one, complementing this with a strong streetlamp banner campaign on Glasgow's Southside, reflecting the increased number of festival shows at Tramway and the growing arts audience in the area.

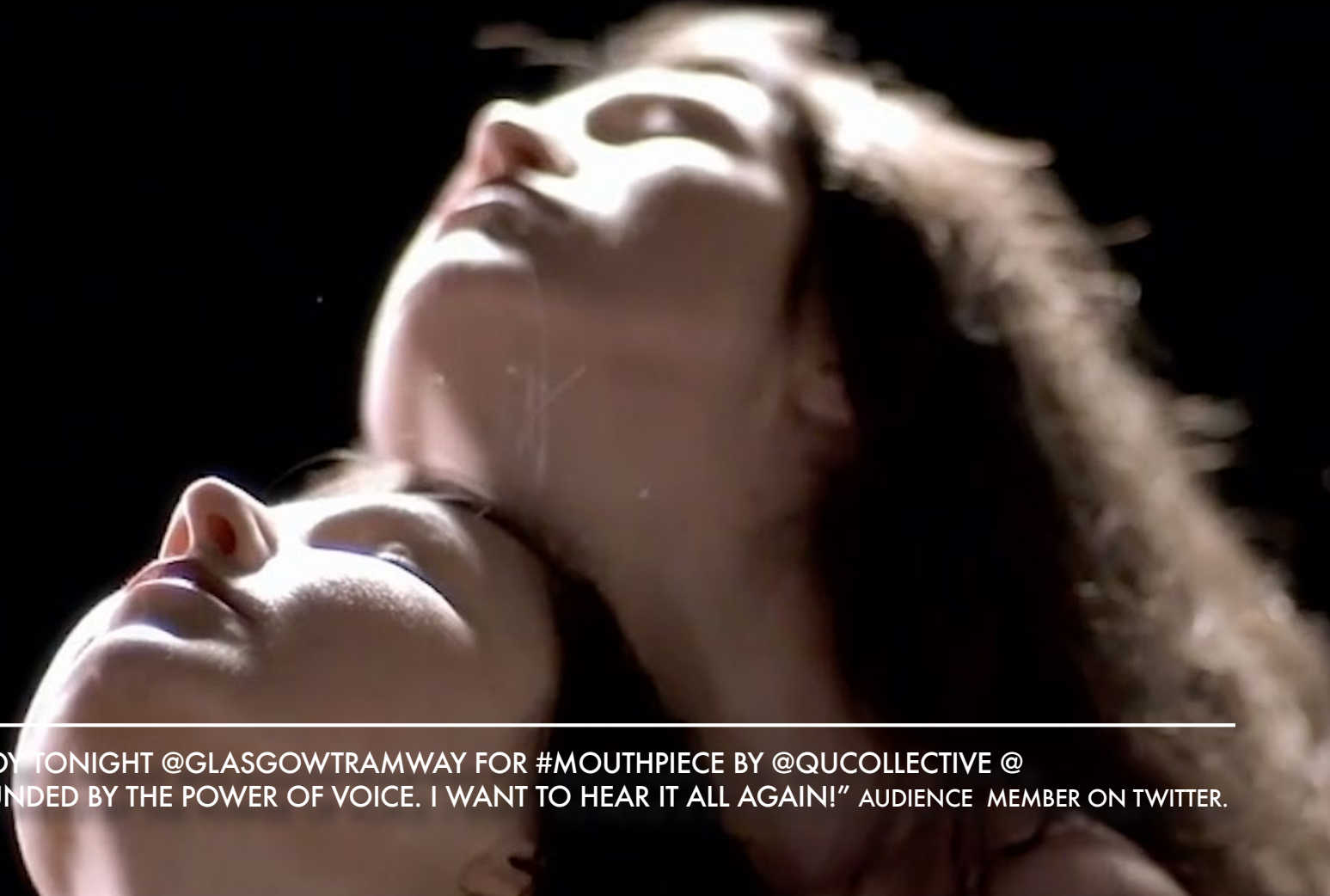
IN LINE WITH WORLDWIDE TRENDS, OUR INSTAGRAM FOLLOWERS AND ENGAGEMENT INCREASED DRAMATICALLY THIS YEAR - FOLLOWERS WENT UP BY A STAGGERING 255%.

# TAKE ME SOMEWHERE

- TMS website unique visitors (12,700 - up 1,800 year on year) +16%
- Facebook page (1,934 - up 610 from last year) +46%
- Twitter profile (811 - up 250 from last year) +44%
- Instagram profile (640 followers - up 460 from last year) +255%
- Festival trailer - 4,881 views (up 1,600 from last year) +48%

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"MY EARS WERE FILLED WITH PURE JOY TONIGHT @GLASGOWTRAMWAY FOR #MOUTHPIECE BY @QUCOLLECTIVE @TMSOMEWHERE - GENUINELY ASTOUNDED BY THE POWER OF VOICE. I WANT TO HEAR IT ALL AGAIN!" AUDIENCE MEMBER ON TWITTER.



# TAKE ME SOMEWHERE

During the festival, we asked audience members "WHERE DID WE TAKE YOU?"

See how they answered [HERE](#)

"The festival is important to the city's identity, it comes from a proud tradition of radical, contemporary live arts practice and this festival does it with such high quality, flair and integrity."

SURVEY RESPONDANT



00:30

00:35

