

# Manual: Producing at HochX

HochX is a platform for the independent dance and theatre scene. As an „Communal infrastructure measure”, we are available for professional artists as a venue for rehearsals or performances. We offer support or advice with all questions about independent production – from application to advertising.

We don't produce on our own; all projects are created independently from HochX and are founded from third party funds, which are obtained by the artists themselves.

You want to realize your project with us? Here's everything you need to know about producing at HochX.

## **Application and schedule**

It's important that you come in conversation with us in good time. We have a planning phase from about 9 months and the demand is quite big. If an application deadline for support is near, please contact us three weeks beforehand – the earlier the better.

It's a pleasure for us to write out the letter of intent which is often demanded by funding institutions, but only after a personal conversation - the project has to suit HochX after all.

We give feedback to your concept but also calculation tips, for organisation or law. At the time of the application there are no binding performance appointments; the assurance in the stage certification is always about the whole run. Only after approval of the support we agree on a specific date.

## **Our services**

### **Rehearsal rooms**

We have two rehearsal rooms, which (under availability) can be rented for 200€, excluding taxes. You can find information on location and equipment at <https://theater-hochx.de/en/hochx-for-rent/>

### **Theatre hall and foyer**

The theatre hall seats (depending on configuration) a maximum 146, the foyer 50 viewers. There are different variations of stages, you can find the plans at <https://theater-hochx.de/en/technical-information/> to download. Please note already during the planning that bigger rebuilding of the stage demands further time and costs.

All stage assemblies and technical installations have to be dismantled and you have to consider the needed personnel. Stage and next room have to be left how they were entered.

The gallery cannot be entered by the audience for safety reasons and is exclusively reserved for HochX and the production team.

## **Technical equipment**

The HochX is well equipped with sound, light and video equipment. We will be happy to send you an inventory list on request.

Everything available can be used by the productions for free. Additional equipment can be rented at a reasonable price from “KR Technik”.

All used material must be returned to its original place after use.

### **Staff**

The HochX provides a technician day for the basic setup (max. 10 hours, not divisible over several days). The costs for the remaining technical staff, including show support and dismantling, must be borne by the production.

Please make sure that these costs are already included in the budget planning. We are happy to advise and place qualified personnel.

During the performances HochX provides bar and entrance personnel, and there is always a person from HochX in charge of the performance. At the box office there should always be a contact person at the production for any questions.

### **Contract**

You will receive a contract from HochX, in which all important things are regulated, including the concrete stage usage times, the terms of use, liability regulations for house and production as well as legal matters such as fees and taxes.

You have to make sure that the production is free of charge for permits, performing rights, fees (GEMA, KSK etc.) and the insurance of those working on the stage.

### **Ticketing**

30% of the box office takings go to HochX, 70% to the production.

The ticketing is handled by HochX. Reservations can be made through the online form or the reservation hotline of HochX (089/90155102). There is no box-office open during the day.

In addition, there is a ticket contingent at “Münchenticket”, the production bears the set-up costs. The advance sale starts on the first day of the previous month, together with the publication of the monthly fixture list. Each production receives a quota of free tickets for its contributors; additional free tickets for the press and sponsors are issued by arrangement. Furthermore, HochX gives two free tickets per show to the “Kulturraum München e.V.”.

The card prices follow our price system and are determined jointly by HochX and production.

- Category I: (especially kids' theatre): 9 € and 6 € reduced
- Category II: 14 € and 9 € reduced
- Category III: 18 € and 10 € reduced

### **Communication an PR**

We communicate and advertise the HochX programme as a whole.

Our service in particular:

- We forward the presentation dates to all relevant newspapers, event calendars and online portals
- There is a printed monthly schedule, which is distributed in the city and is also sent by post to a small extent
- We provide our website and Facebook with all relevant information
- We send a newsletter and a press newsletter once a month

The following tasks are taken over by the production:

- The creation of relevant information such as announcement text, cast, biographies (see below)
- The targeted invitation of the press, in writing or by telephone
- The targeted invitation of the audience by mail or post
- With children's theatre: communication with schools
- Creation and printing of postcards and posters (see below)
- Creation of trailers and visual material

### **Announcement texts and pictures**

For the inclusion of the production of our printed programme, more specifically the online programme, we need your announcement text, cast list, list of sponsors/promoters, biographies of the makers and meaningful visual material by the 15<sup>th</sup> of the previous month (!). For example, for a premiere in November, your submission deadline would be the 15<sup>th</sup> September.

The text should be about 700 symbols long and include all the relevant information, for example the content or theme of the play, the working method, the theatrical aesthetics etc. The reader should get a good impression of what is expecting them in this evening. That's why we prefer a clear and informative language.

The final editing is the responsibility of HochX, we reserve the right to make cuts and minor changes.

The image motif should also be expressive and not contain any text (e. g. Title). The picture should be at least 1020 pixels in width at 72 dpi and be released for publication by the author.

### **Postcards and posters**

Postcards and posters must include the HochX logo. Here you can download the logo in different formats: <https://theater-hochx.de/en/your-project-at-hochx/>

Please make sure that you provide correct information on performance dates, address and advanced ticket sales. Before you put posters or postcards into print, you are welcome to send them to us for proofreading.

You have the possibility to have your postcards distributed together with our game plan. The one-time costs of 50 € will be included in the total bill (see below).

### **Press area website / Facebook**

In the press area of the HochX website you can find the contacts of the person in charge of press and PR of the respective production. There we will be happy to make your press kits, press releases and photos available for download. We will also create a Facebook event and add you as an organizer.

## **House rules**

### **When you're in our house**

For the usage of our premises (stage and rehearsal room), we give you keys, which you immediately hand back to us at the end of your project.

Always make sure to lock the doors to the stage area and turn off the lights when you leave the house. The usual times of use apply, please pay attention after 10pm to special silence in the passage and backyard. Leave the premises as you found them and dispose of your garbage and deposit bottles on your own. The bar is only open before and after the performances; there are house prices for participants. In general, the instructions of the HochX team must be followed.

### **Billing**

After the end of the performances you will receive a total bill from HochX, in which all income and costs are itemized.

### **Questions?**

Contact the HochX team

Tel. 089/20970321

### **For questions about programme and disposition:**

Antonia Beermann [antonia.beermann@theater-hochx.de](mailto:antonia.beermann@theater-hochx.de)

Ute Gröbel [ute.groebel@theater-hochx.de](mailto:ute.groebel@theater-hochx.de)

### **For questions about PR:**

Pia Wiesner [pia.wiesner@theater-hochx.de](mailto:pia.wiesner@theater-hochx.de)

### **For matters related to producing at HochX and ticketing**

Tabea Hopmans [tabea.hopmans@theater-hochx.de](mailto:tabea.hopmans@theater-hochx.de)

### **For renting the rehearsal spaces**

Alina Götzlich [alina.goetzlich@theater-hochx.de](mailto:alina.goetzlich@theater-hochx.de)

### **For contractual and financial matters:**

Susanne Weinzierl [susanne.weinzierl@theater-hochx.de](mailto:susanne.weinzierl@theater-hochx.de)

### **For technical matters:**

Dennis Schmidt [dennis.schmidt@theater-hochx.de](mailto:dennis.schmidt@theater-hochx.de)