

# Manual: Producing at HochX

HochX is a platform for the independent dance and theatre scene. 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 a 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 letter of intent is always about the whole theatre season. Only after approval of the funding we agree on a specific date.

## **Our services**

### Rehearsal rooms

We have three rehearsal rooms which can be rented for 200 €/ week excluding taxes, if they are available. 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 of 134, the foyer 50 viewers. There are different variations of the stage. You can find the plans at <https://theater-hochx.de/en/technical-information/> to download. Please already consider during your 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. The stage and the dressing room have to be left how you found them.

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. You can find the inventory list at: [www.theater-hochx.de/technik/](http://www.theater-hochx.de/technik/)

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

### Staff

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 paid by the production.

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

During the performances HochX provides bar and entrance personell, and there is always a person from HochX in charge of the performance. At the box office there should always be a contact person within 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 production is free of charge for permits, performing rights, feed (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. Tickets will be sold through the ticket provider "MünchenTicket". The production will bear the costs for the set-up. The ticket sale starts on the first day of the previous month, along with the month's programme. Each production receives an amount of free tickets for their Cast&Crew; additional free tickets for press and sponsors are issued by arrangement. Furthermore, HochX gives two free tickets per show to "Kulturraum Münchene.V."

Ticket prices follow our price system and are determined jointly by HochX and the production:

Category I (esp. kid's theatre): 9 € and 6 € concession

Category II: 14 € and 9 € concession

Category III: 18 € and 10 € concession

## **Communication and PR**

We communicate and advertise the HochX programme as a whole. The production does their own individual PR for their piece.

Our service in particular

Unsere Leistungen im Einzelnen:

- We forward the presentation dates to all relevant newspaper, event calendars and online portals
- There is a programme printed for every month, which we will distribute throughout the entire city of Munich
- We provide all relevant information on our website as well as Facebook
- We send a newsletter and a press newsletter once a month

The following talks 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 (mail or phone)
- The targeted invitation of an audience
- Projects for kids: communication with schools
- Creation and printing of postcards and posters (see below)
- Creation of trailers and visual material

### Announcement text and picture

For the monthly printed programme as well as the online programme we need your announcement text, cast list, list of sponsors and funders, bios and significant visual material by the 10<sup>th</sup> of the previous month (!). For example, for a premiere in November, your submission deadline would be September 10<sup>th</sup>.

The announcement text should be about 700 characters long and include all the relevant information, e.g. the content and theme of the production, the working method, the theatrical aesthetics etc. The audience should get a good impression of what they can expect from the production. This is why we prefer clear and informative language.

The final editing of the text is the responsibility of HochX and 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 visual material should be at least 1020 px in width at 72 dpi and be released for publication by the author.

For Instagram we need additional picture- and video material in portrait format.

### Postcards and posters

Postcards and posters must include the HochX logo. You can find the logo in different sizes and formats on our website: <https://theater-hochx.de/en/your-project-at-hochx/>

Please make sure that you provide correct information on performance dates, address and advance ticket sales.

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

Press area website/ Facebook

On the subpage “Press” on our website, you can find the contact of our press agent and some press materials of previous productions. We are happy to make your press kit, press releases and photos available for download as well. We will also create a Facebook event and add you as an organizer.

### **House rules**

When you are at HochX

For the usage of our premises (stage and rehearsal rooms), 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 10 PM to remain silent outside of the theatre (backyard, passage to the dressing rooms). The bar is open before and after 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.

089/20970321

### **For questions about programme:**

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

Antonia Beermann [antonia.beermann@theater-hochx.de](mailto:antonia.beermann@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 contractual and financial matters:**

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

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

Franziska Hanghofer [franziska.hanghofer@theater-hochx.de](mailto:franziska.hanghofer@theater-hochx.de)

### **For technical matters:**

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