

MEDIA RELEASE

APAM puts Australian performers in the spotlight

Sixty-two performing arts companies are set to impress leading presenters from around the world at the 2008 Australian Performing Arts Market (APAM) in February.

More than 150 leading international and 250 Australian presenters, producers and promoters are expected to attend APAM, the largest performing arts market in the southern hemisphere.

The eighth biennial APAM will be held in Adelaide from 25 to 29 February 2008 in conjunction with the Adelaide Fringe and Adelaide Bank Festival of Arts. It is presented by the Australia Council for the Arts and Arts SA, in partnership with the Department of Foreign Affairs and Trade and Adelaide Festival Centre.

Australia Council chief executive officer Kathy Keele said APAM was an important launching pad into international markets for Australia's performing arts companies.

'APAM is one of the most important events on the Australian performing arts calendar, and with more than 60 performing arts companies in Australia and New Zealand participating in 2008, it promises to be the biggest event yet,' she said.

APAM 2008 will feature a series of showcase 'spotlight' performances of existing works, 'searchlight' pitch sessions giving presenters a sneak-peek at new works, panel discussions, and a keynote address by Barrie Kosky – with tie-ins to the Adelaide Bank Festival of the Arts and Adelaide Fringe.

Some of Australia's leading performing arts companies will pitch and present new works at APAM – including Company B (*The Seed*), Australian Art Orchestra (*Ruby's Story*), Lucy Guerin Inc (*Structure and Sadness*), dancenorth/Splintergroup (*Roadkill*), Australian Dance Theatre (*G*), Back to Back Theatre (*Dumb*), Aphids (*Underground*), Urban Theatre Projects (*Last Highway*) and Yirra Yaakin (*Jila's Bush Meeting*).

Kathy Keele noted that APAM in 2006 had produced some exciting touring outcomes for participating companies and presenters.

'The last APAM gave impetus to international touring by companies such as Back to Back Theatre and Acrobat, and developed relationships that led to the recent hosting of the Australia Festival in the US city of Pittsburgh.

'With such an outstanding line up of talent in 2008, we anticipate similar success stories to flow from the event,' she said.

Visit www.performingartsmarket.com.au/ for a full list of participating companies.

Kathy Keele is available for interview.

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