

EDINBURGH INTERNATIONAL

# FESTIVAL 08

8-31 AUGUST

'Edinburgh in August  
always holds the  
promise of discovery'  
The Scotsman

ARTISTS  
WITHOUT  
BORDERS

## ANNUAL REVIEW





Photo: The State Ballet of Georgia



Photo: Marco Borggreve



Photo: Caroline Douglas

## FESTIVAL 08 ARTISTS WITHOUT BORDERS

Festival 08 was an artistic, critical and financial success. Jonathan Mills's second Festival as Director had a central theme of 'Artists without Borders' inspired by the artistic and cultural resonances stemming from the expanded and contested boundaries of Europe and further afield.

Artists from Poland, Hungary, Romania, Bosnia and Georgia were juxtaposed with work from Lebanon, Turkey, the Palestinian Territories, Israel and Iran, all places with particular challenges on their own borders. Music from orthodox Christian traditions was presented alongside devotional masterpieces from Islam. The rich traditions of gypsy music, a source of inspiration to composers from Brahms to Bartok, were also heard rejecting the idea of borders of any kind altogether.

## A SUCCESSFUL YEAR

In 2008 the Festival achieved its highest ever box office sales, £2.63m – 7% up on the previous year. 2008 also saw substantial increases in the number of tickets sold to young people and students as well as encouraging increases in international audiences.

Growth in earned income from foreign governments and from trusts and foundations contributed to 5% more in fundraising income in 2008 compared to 2007.

None of this success would have been possible without the stabilisation of the Festival's public sector grants which, at £4.7 million, were at the level established in the Festival's business plans from 2005 onwards as necessary to deliver a full programme in all of its venues.

## FESTIVAL FUNDING

The Festival is a registered charity, and aims to break even each year. Approximately 48% (£4.3 million) of its income in 2008 came from ticket sales, sponsorship and donations and other earned income, and 52% (£4.7 million) came from grants from the City of Edinburgh Council and the Scottish Arts Council.

The total budget of the 2008 Festival was approximately £9 million.  
73% (£6.6 million) putting events onto the stage  
16% (£1.4 million) marketing, selling tickets and fundraising  
11% (£1 million) fixed costs, IT and administration

'When did the International Festival get edgier than the Fringe?'  
Metro

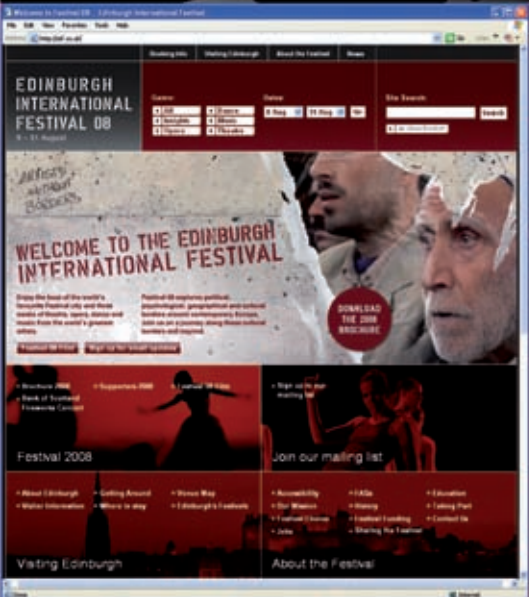
'This is the unmissable one where the cream of the classical music world comes to town.' The Sunday Times

'The jewel in the festival crown is the Edinburgh International Festival – not only one of the most hotly anticipated musical dates on the Scottish summer calendar, but a must-see highlight for the whole UK cultural year.' Classical Music

'...inventive and boundary-pushing ...exhilarating, challenging, mind-expanding stuff.'  
The Scotsman on the theatre programme



Photo: Caroline Douglas



## FACTS AND FIGURES

- There were over 394,061 attendances at Festival 08 events.
- The final figure at the box office was £2.63m, the highest ever achieved.
- Festival 08 saw a 23% increase in tickets sold to young people and students compared to 2007.
- International bookers for Festival 08 were up 3% on 2007, coming from all corners of the world: Singapore, Australia, China, France, Germany, Spain, Argentina, Hungary, Iran, Brazil, America, Pakistan, India, Austria, Japan, Belgium, Canada and Iceland. In particular, there was a significant increase of bookers from the Eastern fringes of Europe, tying in with this year's theme.
- International passenger numbers coming into Edinburgh Airport rose by 10%.
- *Matthew Bourne's Dorian Gray* became the biggest selling dance event in the Festival's history, seen by 13,123 people.
- Festival audiences for talks and conversations also grew this year, signifying an increasing engagement with the artists and the ideas behind the Festival programme.
- More than 2300 performers took part in Festival 08, including 750 Scottish based performers.
- The EIF website attracted 31% more unique visitors in August 2008.
- 46% of all tickets were purchased online, an increase of 5% on last year.
- One in three Festival 08 events sold out.
- BBC Radio 3 broadcast 25 concerts throughout August and September. The Festival received significant coverage on BBC World Service and on radio stations in Italy, Germany, Russia, Dubai, Poland and the USA.
- Television broadcasts included a BBC ArtWorks documentary on *Class Enemy*, featuring the Festival's international work and its work with communities in Scotland; a documentary on CNN International following Valery Gergiev culminating in his appearances at Festival 08; and many other international news programmes.
- Journalists from over 250 newspapers and magazines from around the world covered Festival 08, many travelling great distances to review the experience.

'For quality and, increasingly, excitement, the International Festival is the place to look.'  
The Skinny

'...fantastically exciting, edge-of-the-seat stuff...'  
The Herald on  
The Belcea Quartet

'...the world stage for the performing arts...'  
The Australian

'...a blockbusting knock-out... an experience that transcended the ordinary'  
The Scotsman on Messiaen 100

## EDUCATION AND OUTREACH

The Festival presented a wide ranging education and outreach programme, reaching children of all ages, as well as offering professional development opportunities to Scottish based artists and presenting events aimed at enhancing the experience of adults attending the Festival. Projects ranged from a week long Young Composers Summer School to film, drama and visual art workshops for young people in Edinburgh, Stirling, Cumbernauld and Rutherglen.

Over 900 children and 2000 adults participated in EIF education events in 2008.

## FESTIVAL 08 SUPPORTERS

We gratefully acknowledge support from:

| GRANTS  |   |  |   |
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|   |   | Supported through the Scottish Government's Edinburgh Festivals Expo Fund            |    |
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