

ASSEMBLY 2011

Assembly has been at the centre of the Fringe for the last 30 years, during which time it has presented many major names in the Arts & Entertainment Industry. The closure of the Assembly Rooms on George Street for renovations is by no means going to stop this.

The organisation is moving its centre of operations from George Street to a new hub in George Square, where it will operate seven venues. There will be three spiegel tents in George Square Gardens - the Bosco Tent, the Dans Paleis and the Teatro Spiegel tent. Here will also be Mirazozo, a Luminarium from Architects of Air. Around George Square there will be four indoor venues: George Square Theatre, both theatres in the David Hume building and a temporary theatre in a garage called ONE, TWO and THREE. The whole site will be linked creating an environment around the whole East Side of George Square. This, in addition to the Assembly Hall, which boasts three theatres, means that Assembly is back – as bold as ever!

In Assembly's ten performance spaces will be a programme of around one hundred shows from small scale to major showcases founded on theatre and comedy, but bringing in a vital mix of other genres including children, circus, music, dance and a multitude of cabaret.

For three decades since 1981 Assembly has been an integral part of the Edinburgh Festival Fringe, presenting a high profile and critically acclaimed programme. This year's line-up already boasts festival big-hitters, including Sarah Millican, Jerry Sadowitz, Andrew Maxwell, Dave Gorman, Margaret Cho, Andy Parsons, Al Murray and Jimeion, and also pays tribute to those acts that are a little more out there as well as popular. Cue shows from Neil Hamburger, The Horne Section, Milton Jones, Kristen Schaal, The Pajama Men, Glenn Wool, New Art Club and Andrew O'Neill. From the golden oldies (Paul Daniels) to the hotly tipped young bucks (Daniel Sloss), Assembly caters for all.

William Burdett-Coutts said: *"After 30 years on the Fringe, Assembly is going through a massive re-invention brought about by the closure of the Assembly Rooms as a festival hub. The effect of this had been to threaten the future of the organisation, but we are delighted to say that thanks to the support of Edinburgh University and their belief in Assembly we are moving from George Street to George Square. In our new world we are creating a new festival hub around the gardens and spaces around the square, which will work in conjunction with the Assembly Hall. This is a massive challenge to the organisation but is founded on the ability of our great festival team to build something new."*

More than four million people have seen more than 2,500 shows since the venue began and Assembly now represents 20% of the entire Fringe box office, generating in the region of £15 million worth of visitor spend every year. The quality of the work has been exceptional and year on year this success is rewarded with accolades from the press and countless awards. By supporting and promoting the highest quality work across the spectrum of performing arts, Assembly encompasses the enjoyment of local and visiting audiences as well as providing an international showcase for visiting companies.

Assembly is committed to providing the highest possible production values, service and facilities to audiences, companies and visiting promoters/producers. The synergy between all three is key to Edinburgh's enduring position as the biggest and best gathering place and platform in the world for the performing arts – with Assembly still firmly at its heart.