



**NEWS ALERT
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**FERTILE GROUND ANNOUNCES 2022 FESTIVAL PLANS
13th Annual New Works Festival
Virtual & Uncurated
Awarding 5 production GROW AWARDS**

PORTLAND, OREGON – September 10, 2021 | The 2022 Fertile Ground Festival (FG22), a program of the Portland Area Theatre Alliance (PATA), will be a virtual festival running Thursday, January 27 through Sunday, February 6, 2022. The 13th annual festival will return to its uncurated roots and offer the new works showcase to all area artists. Additionally, instead of presenting Fertile Ground projects via their online distribution platforms as accomplished for Fertile Ground 2021 (FG21), the festival will return to directing audiences to producers' (virtual) productions. Producer registration for FG22 begins September 13, 2021.

“Our decision to go virtual again for FG22 comes after a great deal of deliberation, with regard to the Delta variant and beyond,” said Nicole Lane, Fertile Ground Festival Director. “There are many unknowns the performing arts are facing in a landscape that continues to change. Additionally, the virtual format offers greater access to artists who may not be in a position to find and rent a physical space.”

“Until last year, Fertile Ground was an uncurated festival – the only parameters being that the project is new work and that the artists involved are Portland-area based,” said Dre Slaman, Fertile Ground Festival Managing Director. “Being uncurated is a feature that is unique to our festival, and we want to continue to provide a platform for all area artists to share their new work with new audiences. With that in mind, we are hoping to see as many new works involving Portland area artists as possible in this year’s festival. “

The online and uncurated Fertile Ground 2022 will be different than last year’s festival. In 2021, Fertile Ground released selected projects on a set schedule for public consumption on a donation-only basis via the festival’s Facebook and YouTube channels. For the 2022 festival, Fertile Ground will return to being the marketing platform for projects of new works. FG22 producers will produce/premiere their work on their own platforms, at the times and dates of their choosing. Producers will set their own pricing and box office, and determine how they plan to distribute their work to audiences for online consumption. Producers will provide Fertile Ground content and links for their Fertile Ground website listings to be found at www.fertilegroundpdx.org.

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2022 GROW AWARDS

Fertile Ground organizers continue to be intent on fostering a festival that is more inclusive of and conducive to the participation of underrepresented communities. The festival is continuing work from 2021 efforts to address equity and access barriers to participation in the festival that exist for underrepresented artists. Fertile Ground's GROW Panel will select five GROW Award recipients to receive \$500 to be used in production of their Fertile Ground project. 2022 funding comes from prioritizing funds for this program in the Fertile Ground budget, and from The Think System Foundation.

In 2020, Fertile Ground was awarded Regional Arts & Culture Council Arts Equity & Access funding with the intention of expanding the organization's initiatives to address equity and remove barriers to participation in the festival that exist for underrepresented artists. That grant, along with private donations, allowed Fertile Ground to distribute \$4,500 in funds to nine artists through a new GROW Award program. Each artist/producer received a \$500 GROW Award.

2022 GROW PANEL

For 2022, this 2021-formed body, will be 15-person community panel led by Samson Syharath. The GROW Panel will adjudicate the 2022 GROW Awards. New this year, the group will also designate FG22 projects as "selected" works if they meet the 2022 group's intention to highlight underrepresented communities,* artistically interesting and culturally relevant "acts of creation," and projects with an innovative concept for a recorded piece intended for a digital media platform. The aim of this endeavor is to inform festival-goers of key projects that involve aligned artists and stories, and encourage typically underrepresented artists to be a part of Fertile Ground and elevate that work.

**BIPOC, LGBTQ2IA+, Disabled*

KEY LINKS

[Fertile Ground Festival](#) website for overview information about Fertile Ground 2022

[Portland Area Theatre Alliance](#) (PATA) producer information page about applying for Fertile Ground 2022

KEY DATES

September 13	FG22 Registration & GROW AWARD Application Submissions Begins
October 15	FG22 Registration & GROW AWARD Application Submissions Ends
October 25	GROW AWARDS Announced
December 1	Fertile Ground 2021 Projects Announced
January 27	FG22 Start
February 6	FG22 End

ABOUT FERTILE GROUND

Fertile Ground Festival of New Works, a program of the Portland Area Theatre Alliance (PATA), is an 11-day arts festival that is held every January/February in Portland, Oregon. The Fertile Ground Festival of New Works, serves our community's artists and audiences by offering a new works festival that features a myriad of artistic endeavors by local artists.

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The festival provides art-makers and producers a marketing umbrella and professional development opportunities. The annual festival offers a platform that fosters relationships between artists, producers and arts patrons, and deepens an appreciation for the abundant “acts of creation” in our community. Fertile Ground is committed to the continued examination and expansion of efforts toward equity, inclusion, diversity and accessibility at every level. The festival works toward creating an inclusive, welcoming festival platform shared by intersectional identities and underrepresented voices across race, ethnicity, color, age, gender identity and sexual orientation, and physical or intellectual ability.

A program of the [Portland Area Theatre Alliance](#), whose goal is to increase the quality, quantity and professionalism of theatre produced in Portland and the surrounding areas, Fertile Ground was launched in 2009 to provide a platform for Portland theatre companies to showcase their commitment to new work. Today, the festival encourages all artists, of every background and discipline, to jump in to elevate a wide swath of voices and generate an exciting array of arts-centric offerings. Fertile Ground establishes for both artists and arts patrons that Portland is truly fertile ground for creativity, innovation and daring acts of performance.

fertilegroundpdx.org

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