

**MELT
OPEN**


**MELT
OPEN**

**PREMIERING
OCT/NOV
2024**

**MEANJIN/BRISBANE
AUSTRALIA**

Photo: The Huxleys

MELT OPEN



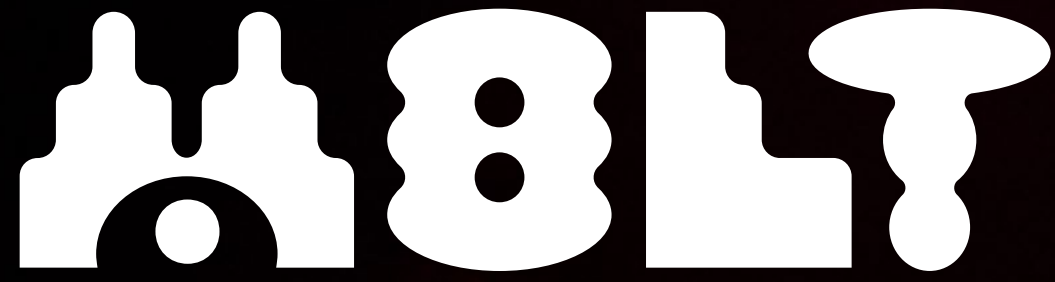
A major new international festival
of Queer arts and culture in
Brisbane, Australia.

Premiering in Oct/Nov 2024,
Melt OPEN will celebrate diversity,
inclusivity and creative expression.

Photo: Si'i - CASUS

MELT OPEN

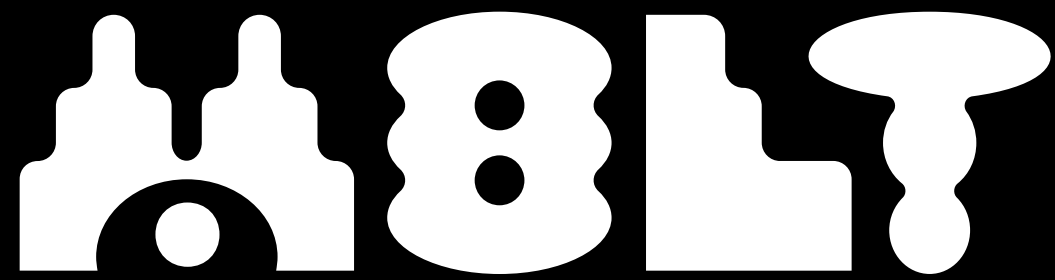
Staged at live performance
venues, clubs, pubs, pools,
parks and odd spaces we're
yet to find.



Melt OPEN builds on the success of its predecessor, Melt staged annually at Brisbane Powerhouse.

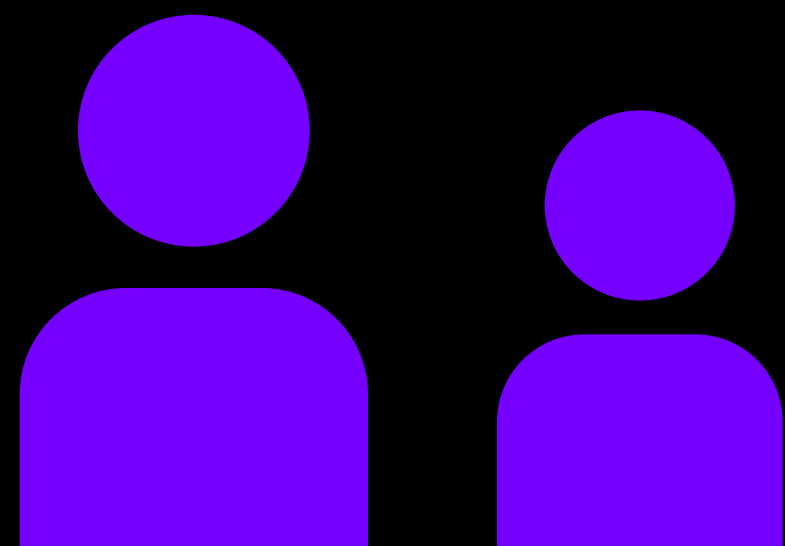
**FESTIVAL OF QUEER
ART AND CULTURE**

Photo: *It's Called Achilles* by Michael Smith



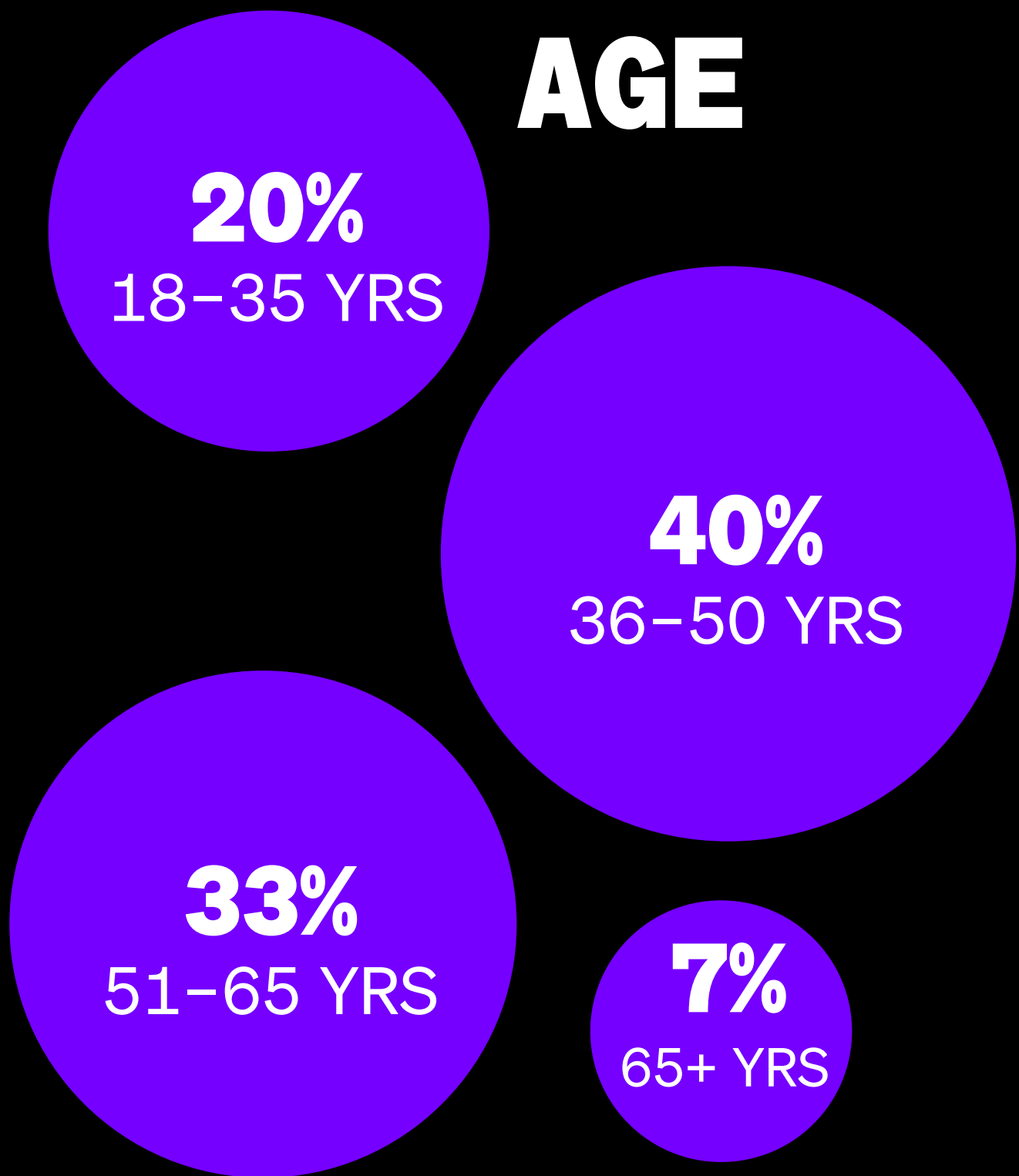
AUDIENCE AT A GLANCE

\$ **30% OF ATTENDEES EARN \$130K OR MORE**



69% FEMALE 31% MALE

GENDER



AGE

TOP 3 LIFE SEGMENTS

26% LIVING LARGE
AUTHENTIC
RECEPTIVE
DIVERSE

24% SUPERNOVAS
EXTROVERTED
BUSY
ENERGETIC

20% LIFE LEARNERS
KNOWLEDGEABLE
CONSERVATIVE
REFLECTIVE

OVER **20%**
WERE NEW TO MELT FESTIVAL

AVERAGE **2.4** TICKETS

MELT OPEN



Melt OPEN will be an open access festival,
similar to fringe events around the world.

Brisbane is anticipated to attract
thousands of visitors for Melt OPEN.

Photo: Alter Bø

MEANJIN/ BRISBANE AUSTRALIA

BRISBANE'S \$171
BILLION ECONOMY IS
PROJECTED TO GROW TO
\$217 BILLION BY 2031

Sunny Brisbane, home to 2.5 million people,
thrives with vibrant arts and culture.

LGBTQIA+ friendly.

Brisbane to host Olympic and Paralympic
Games in 2032.



VALUE PROPOSITION TO ARTISTS AND PRODUCERS

- Major new Open Access Fringe Festival proudly supported by the City and State.
- Open to both LGBTQIA+ artist/s and allies across all artforms.
- Dedicated local festival professionals will support you to find the perfect venue for your work.
- Expand your reach to new audiences and markets, elevate your brand presence, and secure ticket sales through a festival marketing campaign.
- Embrace Melt OPEN as your testing ground, launching pad, homecoming, or an opportunity to level up alongside fellow artists.
- Receive awards and acknowledgement from peers and industry.
- Attract reviews, audience and industry feedback, build marketing assets for future tours.
- Make Melt OPEN your anchor event for an Australian tour.
- Be seen by presenters from around the world, with potential for future bookings.
- Develop new work in front of a live audience.
- Melt OPEN is expected to attract thousands of people.
- Visit sunny Brisbane, a LGBTQIA+ friendly city and home to 2.5 million people.
- Brisbane to host Olympic and Paralympic Games in 2032.

MELT OPEN

Expressions of Interest are now open to
artists and producers to present work at
Melt OPEN in Oct/Nov 2024.

CONTACT

To find out more contact:

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Photo: Sophie Ellis-Bextor, Melt 2022

**THANK
YOU**



**BRISBANE
POWERHOUSE**

