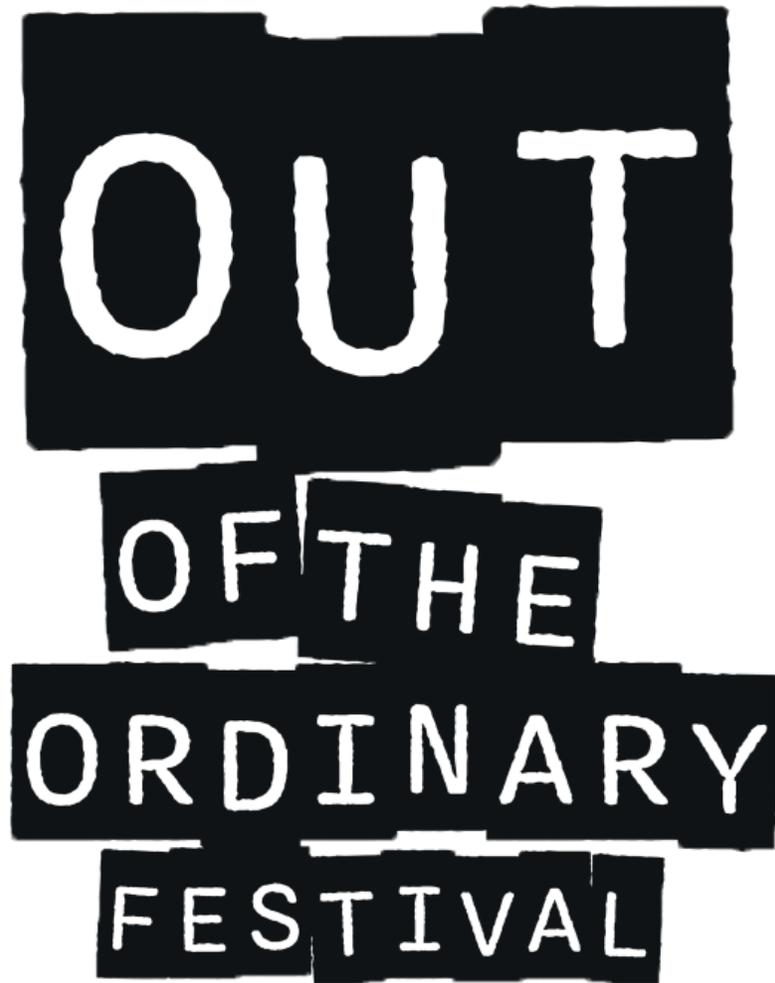




**OUT
OF THE
ORDINARY
FESTIVAL**

**Thank you to
Cambridge BID
for making this
happen!**

**Cambridge
24th & 25th August 2024**



OUT OF THE ORDINARY FESTIVAL

Background

In 2023 The City Events Team proposed a new event that would enable mass public engagement in the City Centre. Partnering with Cambridge BID, the first Out of the Ordinary Street Arts Festival took place on August Bank holiday weekend in the city centre.

The inaugural Out of the Ordinary was staged with a programme of professional street artists alongside local acts using shows, walkabouts and performances to engage, inspire and enjoy.

For its second year, thanks to the support from Cambridge BID, the Festival expanded to take place on Christ's Pieces, where people could relax, eat and drink and watch fantastic performance artists as well as having performances in the city centre.

OUT OF THE ORDINARY FESTIVAL

Overview

Thank you to Cambridge BID for all their support.

Between 11am-5pm, **68 performances and workshops** took place over the 2 days in the City Centre and Christ's Pieces, featuring both internationally acclaimed and local acts and arts organisations.

Festival performance artists brought fantastical worlds of colour, imagination and humour to Cambridge's historic streets, entertaining and amazing everyone as they went! This summer Out of The Ordinary was even bigger following its huge first-time success last year.

Huge international acts like Fraser Hooper, who has travelled the world for years performing his non-verbal clown act to audiences winning various awards.

SATURDAY



Despite the wet weather on the Saturday, the festival took place in Market Square, the Guildhall and Corn Exchange.

Walkabout acts performed across the Market Square, Petty Curry and Sidney Street bringing laughter and joy to passers-by. **Bodyguards - Protect and Serve**, dancing bodyguards who hilariously protected and escorted members of the public, creating unexpected and fun encounters. **Meandrethals by Noisy Oyster** was a whimsical walkabout performance featuring two giant, childlike creatures who explored their surroundings. **Brimstone by Autin Dance Theatre**, a 6-metre long Giant Dragon puppet, created a roaming theatrical experience that sparked imagination.



Fraser Hooper, performed his non-verbal clown show **Funny Business** and **Markmark Productions** performed **The Maniax**, involving members of the public in the routines.



What the Tortoise Taught Us by The Flying Buttresses, an interactive, educational show featuring a giant animatronic tortoise, Zelva, shared wisdom and invited audience participation in a slow-paced, mindful experience.



The **Festival Hub** moved into The Guildhalls with performances and activities from **Cambridge Arts Festival by Cambridge Bid, Cambridge Curiosity and Imagination** in the Large Hall and the **Wellbeing Area** in the Small Hall.

Local dance groups, **Cambridge Chinese Dance** and **Sanskriti School of Dance** performed alongside the **Young Dance Programme Showcase**.

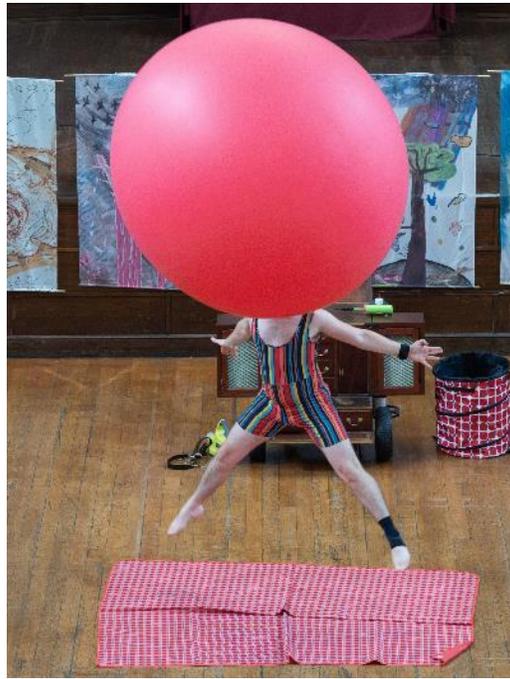


Young, local talent from diverse backgrounds had the opportunity to take centre stage in a vibrant dance performance, created in partnership with Vanhulle Dance Theatre.

After rehearsing for a week, the two groups of 16 young people ages 11 – 18 performed twice on each day of the festival, getting to put into practice the new moves they'd learnt.

With thanks to The Perse School, Sidney Sussex College and Bidwells for their support for this project.





The Giant Balloon Show by Dizzy O'Dare also took place in the Guildhalls. Dizzy O'Dare's Giant Balloon Show, a hilarious, high-energy spectacle featuring incredible balloon sculptures, audience interaction, and a giant, inflatable surprise! All to a great 80's soundtrack.

Shortly after this performance, Dizzy O'Dare had to deflate his balloon and head off to South Korea for **Busan International Comedy Festival** where he **won Best Street Show**.





The Music programme took place in the Corn Exchange Foyer to keep dry!

Performances throughout the day **by Matt Peet, Nadya Galbraith, Alice O'Brien, Jazz Goddard Vocals and DJ Chris Brown.**

SUNDAY



On Sunday, Out of the Ordinary Festival took place on Christ's Pieces. It was opened by **Cambridge Maracatu Group** parading through the park, and **Summer Yonga** performing a stunning set of music in the sun. **The Festival Hub** featured a dance stage, music stage, caterers and traders and walkabout acts such as **Serving Sounds**, an interactive, musical bar experience where customers create their own sounds by touching objects, transforming everyday items into a lively, communal performance.





The **Hula Hoop Street Show by Angie Mack** is an interactive comedy street show jam-packed with highly skilled hula hoop tricks. Members of the audience were brought into the routine and were very good sports wearing the hats and lifting Angie up into the air.





Castaway by Highly Sprung were incredible and made great use of the space of Christ's Pieces. A stunning aerial spectacle explores the devastating impact of plastic pollution on our waterways.

Breathtaking acrobatics and a powerful message combine in this unforgettable performance.



Internationally acclaimed artist, **Fraser Hooper** was able to perform his full routine for **Funny Business** involving adults from the audience in a hilarious non-verbal boxing match. The show featured slapstick, mime, and audience interaction, reminiscent of classic silent clowns.



Back in the city centre, **Books! by Tit for Tat**, performed outside The Guildhalls. Four bookworms, teetering on ladders, throwing books, jokes, and acrobatics in a chaotic, hilarious quest to recruit new readers for their dwindling book club.





The Black Eagles, a troupe of stunning acrobats from Tanzania, brought their high-flying energy to the streets, performing jaw-dropping acrobatics and dance routines to an infectious African beat.

Walkabout acts **Hodman Dodmanott** and **Sally Forth** by **The Flying Buttresses**, **PC Gone Mad** by **Markmark Productions** and **Punt** by **Artizani** all took to the streets interacting with crowds and passers-by. (see next slide)





Press

Cambridge Independent (224,000 unique visitors online monthly and 8,600 weekly readership)

Out of the Ordinary Festival was featured in multiple local press publications.

Cambridge 105 broadcast live on the Saturday and included several festival related interviews.

[Out of the Ordinary 24/08/2024 \(cambridge105.co.uk\)](https://www.cambridge105.co.uk)



Cambridge 105



Brimstone, from Mr Cleaver's Monster, is a six-metre long giant dragon puppet operated by Autin Dance Theatre Bottom. What the Tortoise Taught Us by the Flying Butresses - Zelva the giant tortoise plods along with her keeper

Well, that's really quite Out of the Ordinary...

Dragons, dancers, puppets and a giant tortoise all took to Cambridge's streets over the bank holiday weekend to help bring some magic to the Out of the Ordinary festival, writes Alex Spence.

The outdoor arts festival returned to the city following its huge first-time success last year. Even though the rain on Saturday meant some of the performances had to be moved from Christ's Pieces to the market square, spirits were not dampened by the weather.

Visitors came face to face with some very unusual characters going walkabout over 24 and 25 August, including the Meandretals by Noisy Oyster, who carry enormous boxes on their backs, humming to

themselves and occasionally issuing a gigantic sneeze. When they slowed to a halt they were swarmed on by the little disgruntled passengers stowed away in the luggage.

A six-metre long dragon called Brimstone swooped among shoppers on Sidney Street and another charming puppet was a huge hit with children - Zelva the tortoise who toured the crowds with her keeper and stopped to be petted or fed leaves.

Other highlights included the tantalising Working Boys Club with a bar that served bass rather than beer. Glasses, beer mats, the odd bit of change, when touched, created musical sounds. Meanwhile books hooper extraordinaire Angie Mack hooper extraordinaire Angie Mack hooper impromptu displays in her Hula

Hoop Street Show and InfuseDANCE's team of highly-trained dancing bodyguards were protecting and escorting unsuspecting members of the public, guiding them between shops, guarding them in lifts, helping with bags.

The festival was supported by Cambridge BID, which said it was "delighted" to sponsor it again.

As well as the extraordinary performances including spectacular aerial theatre, visual comedy shows, music and dance and wellbeing activities, there was also delicious street food available from local vendors.

Joining in with the fun were Cambridge dance schools, musicians, artists and performers showcasing their talents to the city.



Performers at the Out of the Ordinary Festival, including Dizzy O'Dare, with the Giant Balloon Show, above, and Meandretals by Noisy Oyster.



CULTURE EDITION

FESTIVAL

OUT OF THE ORDINARY

Witness the bizarre, eccentric and spectacular on the streets of Cambridge this August bank holiday weekend

Putting the city on the map for its thriving creative scene, the outdoor arts festival Out of the Ordinary is set to return for a second year later this month on 24 and 25 August. Following its resounding success last summer, this much-anticipated event - supported by Cambridge BID and organised by Cambridge City Council - promises to be an even grander spectacle of the quirky and the curious.

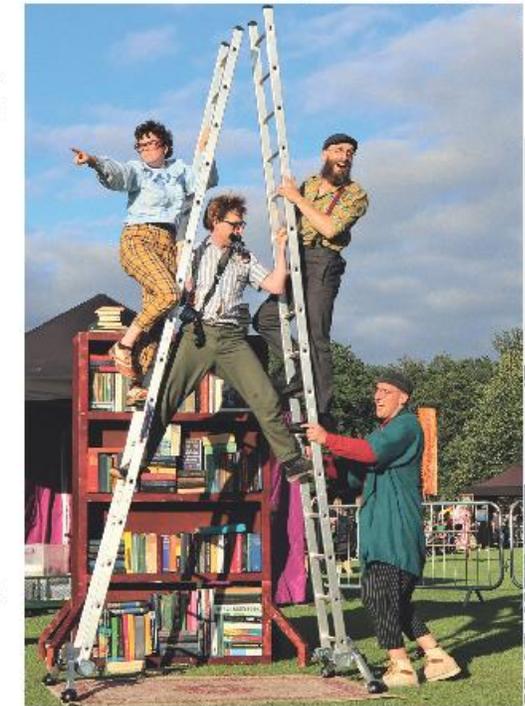
"Cambridge city centre's historic streets - together with the beautiful and summery open spaces of Christ's Pieces - will be filled with energy, excitement and colour as they become stages for artists and street performers, entertaining people with humour, imagination and physical theatre," introduces Becky Burrell, director of operations and development at Cambridge BID. "This free entertainment promises to be truly out of the ordinary - and a great way to enjoy Cambridge even more over the bank holiday weekend!"

The festival's diverse line-up includes spectacular aerial theatre, visual comedy shows, music, dance and activities for wellbeing, ensuring there is something for everyone. Local talent will also shine, with dance schools, musicians, artists and performers showcasing their skills throughout the weekend. This year, the festival will expand its reach, with events also taking place in Christ's Pieces near the bus station. Here, visitors can relax, enjoy delicious food and be enthralled by an array of extraordinary performances.

Among the must-see acts are The Flying Butresses' What the Tortoise Taught Us - featuring a giant tortoise puppet - and the innovative Working Boys Club's Serving Sounds, where a quirky bar will be serving bass instead of beer. Angie Mack's Hula Hoop Street Show and Infuse Dance's humorous dancing bodyguards will also be roaming the city - so keep your eyes peeled for some fun and excitement.

Elsewhere, Highly Sprung's Cashway is an awe-inspiring outdoor performance

which delves into the impact of today's throwaway society on our waterways - featuring a unique gyroscopic flying machine. Finally, Fraser Hooper's Funny Business will offer award-winning comedy, combining audience participation with some slapstick and eccentric dancing. Drawing locals and visitors alike, don't miss out on this extraordinary celebration of art and community!



ACTING UP Local talent is at the heart of the festival, with Cambridge's finest on show

10 AUGUST 2024 CAMBSEDITION.CO.UK

Cambridge Edition (105,000 readership)



SERVING SOUNDS



Press

Out of The Ordinary takes to the streets again

The Out of The Ordinary street arts festival, supported by Cambridge BID, returns for August Bank Holiday weekend after its huge first-time success last year. Street artists and performers will entertain thousands in Cambridge city-centre, stopping people in their tracks to enjoy some unusual and amazing characters, hilarious and jaw-dropping scenes, colour and fun.

This summer, the festival will be even bigger than last year. As well as taking place on the city centre's streets, there will be lots to enjoy on

Christ's Pieces near the bus station, where people can relax, eat and drink and watch fantastic live performances. There will be a music stage, dance stage, wellbeing/sports area, food and drink as well as a big performance on Sunday.

Local dance schools, musicians, artists and performers will also be taking to the streets and to Christ's Pieces over the weekend to showcase their talents.

Music in the Parks and Out of The Ordinary are supported by Cambridge BID and Cambridge 105 Radio.



Street festival in August



Out of The Ordinary is your free street arts festival, taking over your city centre streets again for the August Bank Holiday weekend. Put it in your diary now!

After its huge first-time success last year, street artists and performers will entertain you again for free in your thousands. As you wander around the city centre, you'll be stopped in your tracks by unusual and amazing characters.

Among the performance artists, look out for *The Flying Buttresses*, and *What the Tortoise Taught Us*, the beautiful giant

tortoise puppet. Come walk side by side with the world's oldest, most awesome reptile. Feed her, stroke her enormous shell and be inspired by a close-up encounter with nature at its most incredible.

This summer, the festival will be even bigger than it was for last year's debut. As well as occupying the city centre streets, there'll also be lots to enjoy on Christ's Pieces green behind the bus station. There, you can relax, eat and drink, and watch fantastic performances at the same time. There will be a Music Stage, a Dance Stage, a Wellbeing & Sports Area, food and drink stalls, and a big performance on the Sunday.

Over the weekend, local dance schools, musicians, artists and performers will also be taking to the streets and Christ's Pieces to showcase their talents. The festival is supported by Cambridge BID. For more information visit www.cambridgelive.org.uk/city-events and www.facebook.com/CamCityEvents

So get it in your diary: *Out of The Ordinary* street festival, August Bank Holiday Weekend, Saturday 24th & Sunday 25th, 11am-5pm. See you there!

Free outdoor arts festival returns to city

The Out of The Ordinary outdoor arts festival is returning to the streets of Cambridge and Christ's Pieces over August bank holiday weekend.

Street artists and performers entertained thousands last summer, with people stopping in their tracks to enjoy the unusual characters, hilarious scenes, colour and fun.

Performances will take place between 11am and 5pm on Saturday 24 and Sunday 25 August on the city's streets and Christ's Pieces near the bus station, where people can relax, eat and drink and watch performance artists. The programme includes aerial theatre, visual comedy shows, music and dance as well as wellbeing activities and street food vendors.

The event is organised by Cambridge City Council and supported by Cambridge BID.

Becky Burrell, from Cambridge BID, said: "We're delighted to be supporting Out of The Ordinary outdoor arts festival over the August bank holiday weekend. Cambridge city centre's historic streets, together with the beautiful summery open space of Christ's Pieces, will be filled



Cambridge Maracatu Group will perform at 3.15pm on Saturday

with energy, excitement and colour as they become stages for artists and street performers, entertaining people with humour, imagination and physical theatre. Building on the success of last year, this free entertainment promises to be truly out of the ordinary and a great way to enjoy Cambridge even more over the holiday weekend."

Highlights are set to include performance artists What the Tortoise Taught Us, who are wielding a giant tortoise puppet. There's a chance to walk side by side with the reptile – help to feed her, stroke her enormous shell and be inspired by a close-up encounter with nature. Serving Sounds have a bar serving bass rather than beer. Visitors will find the usual glasses, beer mats, the odd bit of change – but at this bar these items, when touched, will

create a groove, a sound, strings, a snare, maybe a guitar.

Other performers over the weekend include hoola hooper extraordinaire, Angie Mack, with her large stack of hoops and some funky tunes, wowing everyone with her impromptu displays; also roaming the city centre will be InfuseDANCE's Bodyguards, a team of highly trained dancing bodyguards ready to secure the area and humorously protect VIP members of the public.

Other top highlights include Highly Sprung's CastAway, featuring a unique gyroscopic flying machine. The all-female cast immerses audiences in an underwater world where performers dive, twist and float over 26 feet in the air to spectacular effect.

Dance schools, musicians, artists and performers will also be showcasing their talents over the weekend.

Press

OUT OF THE ORDINARY

How do you fancy stroking the enormous shell of the world's oldest and most awesome reptile or hanging out with a team of uber-flexible dancing bodyguards?

You can do both, and more, at Cambridge's free Out of the Ordinary street arts festival over August Bank Holiday Weekend (24-25).

Christ's Pieces and the city streets will be awash with unusual and amazing characters, hilarious scenes, high-energy and fun!

Look out for The Flying Buttresses' mammoth animatronic tortoise; the tantalising Working Boys Club, serving bass rather than beer; hula hooper extraordinaire, Angie Mack; and Highly Sprung's CastAway, featuring a unique gyroscopic flying machine to plunge the audience underwater as an all-female cast dive, twist and float more than 26 feet in the air. Expect plenty of thrills at this awesome Cambridge City Council-organised festival, supported by Cambridge BID.

Full details at cambridgelive.org.uk/city-events



Velvet Magazine (36,000 monthly readers, velvetmag.co.uk: 11,045 unique web visitors)

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ARTS

Out of the Ordinary, Various locations

Returning for its second instalment, festival performance artists will bring fantastical worlds of colour, imagination and humour to Cambridge's historic streets once again this bank holiday weekend, entertaining and amazing everyone as they go!



Cambridge Edition (105,000 readership)



Future Plans

The ambitions are to make Out of the Ordinary into a Street Festival of National and then International significance with a focus on celebrating the uniqueness of a special city.

To achieve this, the event would look to expand the programme of professional activity, integrate increased local participation, develop an annual City parade, introduce evening shows and make the programme more diverse. It would also embrace environmental sustainability, community wealth building and encourage volunteering. The Festival would look to increase partnerships with schools, colleges, local arts and culture groups and local professionals to celebrate art and culture in the City.

OUT OF THE ORDINARY

Audience Feedback

"Thanks for a great event - was a lovely bonus to find it on the weekend when we were visiting Cambridge"

"We had an amazing time. It was a good idea to have some of it on Christ's piece this year, spreads it out. Just sorry the weather wasn't great, but kind the Guildhall helped out and all the performers kept going."

"This was an excellent event that I would be very keen to see run again and expanded. A successful trial (what a good idea to try it) and please incorporate more such events through the year."

"Keep up the good work"

"We enjoyed the variety of acts. Our favourites were, highly sprung, working boys club serving sounds and Black Eagles."



Artist Feedback

"What an incredible weekend again at the Festival. Well done you and the Team. Thank you so much again for your invitation and we really had a blast delivering on the Youth Dance Project."

"Thanks so much for a fun weekend. Despite the rain on the first day, I had a fab time. Please pass on my thanks to your team, they were all great."

"I wanted to send a big thank you to you and the whole Cambridge events team for inviting Working Boys Club to perform at Out of the Ordinary this year. Adam and Chloe had a great experience, and we are particularly grateful to you for being so proactive around the weather contingency, ensuring they could still perform. We would always be very happy to come back to the festival."

OUT OF THE ORDINARY

Artist Feedback

"Congratulations on yet another successful OOTO fest !! Loved the variety of acts !! It was well organised overall. Thank you for the opportunity. We had a great time performing and interacting with the community."

"Once again thank you so much for asking me to Dj. Well done to all the team."

"Thanks for opportunity yesterday. Was enjoyed by myself and everyone who hung around. Had some amazing feedback from people in the crowd."

"Thank you so much for giving me the opportunity to sing at the Out Of The Ordinary Festival; I thoroughly enjoyed it."

"The team is so organised and enthusiastic and you all work together so well it makes the whole experience so much easier."

**OUT
OF THE
ORDINARY**

Looking Ahead

We would love to partner with Cambridge BID next year!

In 2025, the theme could incorporate 150 years of the Corn Exchange to showcase the historic venue.

For 2026, we have identified the event could celebrate Cambridge, and the 75th anniversary of being granted City status.

Future options to be considered will be the introduction of a professional's programme, with delegates visiting the city for conferences and talks and commissioning of new work.