

No idea what to book? Check out the Inspiration Machine on The Mound

BE INSPIRED AT THE 2019 EDINBURGH FESTIVAL FRINGE

The Edinburgh Festival Fringe officially got underway today, Friday 02 August, with the unveiling of a brand new 'Inspiration Machine' on the Mound.

As the greatest celebration of arts and culture on the planet, this year's Fringe features over 3,800 pieces of work from a record 63 countries. The Inspiration Machine is designed to help out audiences who might be having trouble deciding which shows to see from the diverse programme, by delivering three randomised suggestions of Fringe shows at the push of a button. The machine features 10-second video promos made by performers, giving a taste of what their shows are like. The [Inspiration Machine](#), which is also available as an online version, is free to use and there's no obligation to buy tickets to the shows it suggests.

Another new addition to this year's Fringe is the 'FringeMaker', a web-based game that encourages players to explore more of the Fringe. Using their smartphone, players gain points by checking in at venues using special codes and completing fun challenges. These points can be exchanged for real-life prizes at the Fringe Shop and there will be a grand prize at the end of the Fringe for the player who manages to check into the most venues.

Johnnie Walker, the official whisky of the Fringe, is also offering a chance to win something special with their 'Johnnie

Walker Ticket' competition. Anyone who purchases Fringe tickets online, on the official Fringe App or over the phone from the Fringe Box Office will receive a booking confirmation email containing a Johnnie Walker banner. By clicking on this and following the onscreen prompts, they can instantly win a host of amazing Johnnie Walker and Fringe-themed prizes.

Shona McCarthy, Chief Executive of the Edinburgh Festival Fringe Society, said: "With over 3,800 shows and over 320 venues at this year's Edinburgh Festival Fringe, we know that audiences can find it tricky deciding what to see and where to go. We created our Inspiration Machine and our FringeMaker game with Fringe-goers in mind, encouraging them to venture beyond their comfort zone and experience something new and exciting that they might not have considered before. We hope that everyone will go and see at least one show that isn't on their must-see list – something completely random they know nothing about. Who knows – it could Make Your Fringe!"



Edinburgh's Lord Provost Frank Ross and Shona McCarthy Chief Executive Edinburgh Festival Fringe society and Fringe street

event staff help launch the 2019 Edinburgh Festival Fringe Inspiration Machine on the Mound Edinburgh. Picture by Stewart Attwood All images © Stewart Attwood Photography 2019.