





**X Factor Edinburgh auditions**  
**26 to 29 July 2017**

FremantleMedia creates, produces and distributes some of the best-known and loved content in the world including The X Factor (co-produced with Syco in the UK).

**Could you tell us more about the recent X Factor auditions?**

The X Factor auditions take place in various cities across the UK and Ireland helping us find the best talent around. Across the country we find the best venues to help accommodate the busy auditions and make the process as seamless as possible.

**This was your third year back at the Assembly Rooms. What makes it the right venue for the Scottish auditions?**

The Assembly Rooms has always been an excellent venue for hosting the auditions. Not only do they understand and facilitate our requirements as a multipurpose event space, the venue is also a historic landmark in Edinburgh which encourages the arts with its regular exhibitions and performances, making it a great starting point for our search for Scottish talent.

**How did the Assembly Rooms assist the celebrities and hopefuls on the day?**

The design of the Assembly Rooms is perfect for our needs. On the auditions days, we follow a stage by stage process – from the point of admission into the building, all the way to the final audition in front of our judge's – and the large open rooms help to make that process as seamless and flexible as possible. The grand surroundings within the rooms, including the high ceilings, look fantastic on camera – a must for making a television programme! The team at the Assembly Rooms are always incredibly helpful and accommodating ensuring all the needs of our contestants, talent and crew are met.

**Were there any external obstacles which the Assembly Rooms helped you to overcome?**

With the addition of banner style branding for the exterior of our audition venues this year, the Assembly Rooms were very helpful in allowing us to drape the branding on the front so as to help raise attention to the auditions. Furthermore, as the Assembly Rooms is accessible via a busy high street which can draw public attention, we were well supported by the venue with an organised barrier system and dedicated security staff.

**Overall, how did you find your experience at Assembly Rooms?**

Having worked with the Assembly Rooms on previous occasions, we already knew we would be well supported and have use of a really excellent venue. This past year has been no different to past visits and we thank the staff at the Assembly Rooms for allowing us to use such an exceptional event space and helping us to achieve a seamless audition process and advice. Nothing is too much trouble for them.



*“Not only do they understand and facilitate our requirements as a multipurpose event space, the venue is also a historic landmark in Edinburgh”*

**Please contact Assembly Rooms Team for more information or to discuss your requirements**

Call us on 0131 220 4348 or email [enquiries@assemblyroomsedinburgh.co.uk](mailto:enquiries@assemblyroomsedinburgh.co.uk)