

CENDANA CALL FOR SUBMISSION – VIDEO COMPETITION FOR ART IN THE CITY CAMPAIGN 2019

OPEN CALL FOR SUBMISSIONS

Call for Applications	Application Deadline	Selection Process	Public Voting
15 July 2019	30 August 2019	2 September – 6 September 2019	13 September – 4 October 2019

OVERALL TIMELINE

Notification of Winners	Art In The City Period
7 October – 11 October 2019	18 October – 27 October 2019

1. INTRODUCTION

The Cultural Economy Development Agency (CENDANA) will be organizing the second edition of **Art In The City**, a city-wide campaign across Kuala Lumpur that serves as a strategic effort to promote the local arts community in expressing and showcasing their talents, while making art more accessible to the public.

Art In The City aims to raise greater awareness of the local arts and cultural scene and strives to further propagate the notion of Kuala Lumpur towards a cultural and creative city. The campaign will feature a myriad of activities which Malaysians can enjoy including public sculpture and/ or installation works, a video competition online, creative marketplace, workshops and forum.

With the theme ***I heART KL***, CENDANA celebrates the multitude of creativity of Malaysians by launching an **Art In The City** Video Competition to invite individuals and groups with a creative perspective of what makes Kuala Lumpur unique in identity, arts and culture in a contemporary world to tell us compelling stories that celebrates and comments on the unique narratives of our beloved city.

I heART KL draws on the city as the main inspiration and invites consideration to these aspects as the main concepts to your videos:

- i. Taking inspiration from notions of nostalgia to contemplate deeply on Kuala Lumpur's rich history and origins;
- ii. Draw on history as a point of meaningful connection, highlighting a wider cast of contributors and communicates who have contributed to Kuala Lumpur's development;

TERMS OF REFERENCE

- iii. Enhance audience's understanding of Kuala Lumpur's positioning towards a cultural and creative city in a contemporary world, celebrating our rich heritage whilst exploring new creative ideas.

The competition calls for videos that will share unique storytelling in a clip between ninety (90) to hundred and twenty (120) seconds in duration and stand a chance to win prizes!

All videos will go through an evaluation process undertaken by our Selection Panel prior to a shortlisting of up to top fifteen (15) videos to be put forth for the public to vote before finally selecting top five (5) short videos. Up to top six (6) winning videos determined by public votes and selection by the Selection Panel will win cash prizes and enjoy special free screening sessions at CENDANA's **Panggung Rakyat** at Jalan Raja to take place between 18 – 27 October 2019 in conjunction with **Art In The City** Campaign. Top two (2) highly public voted videos will win the Audience Choice Award(s).

2. ART IN THE CITY OBJECTIVES

- 2.1 To raise greater awareness of the local arts and cultural scene;
- 2.2 To promote the local arts community in expressing and showcasing their talents;
- 2.3 To make art more accessible to the public; and
- 2.4 To position Kuala Lumpur towards a cultural and creative city.

3. CRITERIA

- 3.1 All entries must be a digital video between ninety (90) to hundred and twenty (120) seconds in length of duration.
- 3.2 The content of the video must be about Kuala Lumpur and portray Kuala Lumpur in a positive light.
- 3.3 The content of the video must noticeably visually, verbally or in some other recognisable way highlight Kuala Lumpur.
- 3.4 The content of the video can take place in any location(s) in Kuala Lumpur.
- 3.5 All entries must be original work and free of copyright or have the right of use for this contest.
- 3.6 All short videos entering the competition must relate to the theme of ***I heART KL***.
- 3.7 We accept digital video files in AVI, MOV, MPG, or WMV format. Please attach a link of the hosted file(s) in the URL box provided in our Application Form including password to access.
- 3.8 Please note the running time of the full works in the application form and include one (1) to three (3) high-res still images. Supported image files in .jpg .gif .png format.
- 3.9 The content of the video must comply with all local and national laws of Malaysia and free of offensive, violence and/ or obscene content.

4. ELIGIBILITY

TERMS OF REFERENCE

- 4.1 The competition is open to Malaysian citizens or Malaysian permanent residents age eighteen (18) and above.
- 4.2 Applicants may submit entries as a group or individually.
- 4.3 Applicants are welcome to submit more than one video entry, however, only a maximum of three (3) video entries per application will be evaluated.
- 4.4 We are not able to accept submissions from commercial film/ media companies or agencies for this competition.

5. **SUBMISSION**

- 5.1 You can submit your application electronically through CENDANA's website at www.cendana.com.my . Submissions via other means such as email, will not be accepted..
- 5.2 Please ensure we are able to access to view video submissions for review and evaluation processes. Recommended to send us via Vimeo or Youtube downloadable links, shared Google Drive, Dropbox or WeTransfer.com; kindly provide us with the password access on your application form.
- 5.3 All video submission must be received by the closing deadline.
- 5.4 Any dialogue in the video may be in any languages spoken in Malaysia. However, non-English submissions must be accompanied by English subtitles.
- 5.5 Entries must not have been submitted to any other contests/ competition/ film festival before.

Personal documents required upon submission

Applying as Malaysian Citizen:

- Copy of MyKad Identity Card (IC) – clear copy of both back and front image on same-sided A4 page

Applying as Malaysian Permanent Resident:

- Copy of Passport, and
- Copy of MyPR Identity Card (IC) – clear copy of both back and front image on same-sided A4 page;

6. **ASSESSMENT CRITERIA**

Shortlisted applicants will be evaluated against the following criteria:

- A. Originality of Content
 - Storytelling and narrative
- B. Relevance to theme

- Representation of idea in line with the theme
- C. Creativity and artistic appeal
- Consideration to techniques, styles and structure
 - Exposes different artistic perspectives
- D. Inspirational impact
- Engages Malaysian audiences
 - Contributes to diverse cultural expression of the community
- E. Online popularity
- Number of public votes via online voting
 - Creates a hype around the storytelling

7. SELECTION PROCESS

- 7.1 After the closing date, all submitted videos will be reviewed by the Selection Panel to ensure coherency in theme and presentation. Participants that submit entries anonymously will be disqualified.
- 7.2 A selection of up to fifteen (15) videos will be shortlisted for the public voting via CENDANA website www.cendana.com.my.
- 7.3 The winning videos will be determined by the public's vote with evaluation by the Selection Panel. Announcement of winners will be made on CENDANA website www.cendana.com.my and subsequently special screening at Lucky Pao Market event in conjunction with **Art In The City** campaign.
- 7.4 Only winning videos will receive cash prizes. Prizes will be presented as follows:
First Prize – RM 3,500
Second Prize – RM 2,500
Third Prize – RM 1,500
Audience Choice Award – RM 500 (x 3)
- 7.5 Decisions are final and not subject to negotiations, challenge, or appeal.

8. TERMS & CONDITIONS

- 8.1 The completed application form, accompanied by the short video entered, must be submitted by the given deadline. Please use separate entry forms for each submitted video, each applicant are allowed up to three (3) submissions. All details and supporting documents requested have to be completed and provided on the application forms, incomplete forms will not proceed for evaluation.
- 8.2 With the submission, the applicant consents to participating in **Art In The City** Video Competition. Applicants allow CENDANA usage rights to submitted videos to partake in public voting process as part of competition criteria should the video submission be shortlisted. Top winning videos and Audience Choice selection will be showcased at public screening during Lucky Pao Market event in conjunction with **Art In The City** campaign, as well as related events.

- 8.3 CENDANA and project partners are allowed to use the short videos for non-commercial use, including presentations at other events, reporting and documentation, marketing and promotion related to the **Art In The City** campaign.
- 8.4 Video submissions for the competition must be between ninety (90) to hundred and twenty (120) seconds in duration. The material entered must be original and made for the **Art In The City** campaign.
- 8.5 Video material must be free of copyright, offensive, violence and/ or obscene content and must comply with all local and national laws of Malaysia.
- 8.6 It is the responsibility of applying individuals and groups to ensure that any required permission has been duly obtained from all appropriate parties before submitting short video for selection.
- 8.7 Ownership of the underlying intellectual property of the project remains with the participant.

9. APPLICATION PROCESS

- 9.1 Once application deadline closes, all complete applications will be vetted through to ensure submissions meet the eligibility criteria and relevant supporting documents have been submitted.
- 9.2 All applications are jointly assessed and approved through a highly-competitive evaluation process.
- 9.3 Applications that meet all requirements will then go into evaluation process to be assessed by the Selection Panel that comprise of industry advisors and experts prior to be shortlisted for the public voting process.
- 9.4 All entry submissions to CENDANA will be treated in the strictest confidence. Likewise, CENDANA's panels are bound by non-disclosure agreements and are required to declare non-conflict before reviewing any proposals.
- 9.5 Shortlisted applicants will be notified that successful video submission to proceed and partake in public voting process prior to final selection of winners. Notification of final outcomes will be sent via email confirmation by stipulated timeline as stated at the top of this document.

10. NOTIFICATIONS TO APPLICANTS

SUCCESSFUL SUBMISSIONS

Shortlisted applicants will receive an official email notification informing successful video submission to proceed and partake in public voting process prior to launch of Public Voting period as stipulated at the top of this document.

Successful applicants of winning video entries will receive official email notification with the Letter of Notification stating:

- Participation in **Art In The City** campaign;

TERMS OF REFERENCE

- Terms & Conditions – includes clauses but not limited to confidentiality, copyright for the purposes of public screening and/ or purposes connected with promoting **Art In The City** campaign etc.

The offer to participate will be valid for seven (7) working days from the time of email notification is sent out. If you do not accept the offer within the stipulated period of time, the offer will lapse.

UNSUCCESSFUL SUBMISSIONS

Unsuccessful applicants will receive an official email within the same notification period.

APPEALS

CENDANA will not be able to accept appeals. All decisions are final.

11. ADDITIONAL GUIDELINES TO NOTE

11.1 While we promote and develop the arts for the future of Malaysia, as an agency disbursing public funds in line with Government policies, CENDANA has to prioritise proposals which do not:

- Denigrate or debase a person, group or class of individuals on the basis of race or religion, or serve to create conflict or misunderstanding in our multicultural and multi-religious society;
- Threaten the nation's security or stability.

12.2 CENDANA reserves the right to revoke any applications / award should there be:

- Changes in the selected video without notifying and getting approval from CENDANA;
- Indirect or direct degrade or tarnish CENDANA's reputation;
- Breach of terms and conditions specified and agreed in the agreement.

ABOUT CENDANA

CENDANA (Cultural Economy Development Agency) is a government agency that was officially launched on 6 September 2017 to shape a vibrant, sustainable and ambitious cultural economy for Malaysia, further raising the profile of Malaysian arts and culture to help form the identity of Malaysia as an arts destination and strategically place Malaysia on the global stage. It is supported by the Malaysian Government through MyCreative Ventures Sdn Bhd. (a wholly owned company of Minister of Finance Incorporated) and reports to Ministry of Communications and Multimedia. For more information, please log on to www.cendana.com.my