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CENDANA ART IN THE CITY PUBLIC ART COMMISSIONING PROGRAMME

OVERVIEW

Funding Cycle	Open for Application	Application Due Date	Applicants notified by	Projects to Start
Cycle 2	2 October 2020	30 October 2020	7 December 2020	2 January 2021 onwards

What is the CENDANA Art in the City Public Art Commissioning Programme?

CENDANA Art in the City Public Art Commissioning Programme is an initiative to make art part of our urban spaces and bring art closer to Malaysians. It aims to achieve this by commissioning Malaysian artists to create **unique** public artworks/ community art-based programmes that present public art engagement for selected/ proposed sites. These sites are spaces where the public to live, work and play.

The programme will provide opportunities for Malaysian individual artists, collectives and organisations, in addition to community art-based groups nationwide to nurture vibrancy in their cities via meaningful and sustainable artistic program or services for the arts through the creation and presentation of art activities and initiatives to be held in public spaces in Malaysia.

The hopes is that these public art activities and initiatives will engage the public, and build interest and capabilities in undertaking such public art efforts.

CENDANA Art in the City Public Art Commissioning Programme is open for application through an open call.

The proposed projects must be (where applicable):

- Widely visible;
- Freely accessible to the general public;
- Offer significant developmental benefits for Malaysian artists and bring high quality arts to audiences;
- If applicable, supported by a marketing and promotions plan;
- In the case of cross or multi-disciplinary projects and performances, have a majority public art centric component that would contribute to the sustainable development of Malaysian arts sector;
- Suitable for public activities and engagement.

Additional activities that complements any of the above proposed projects may be considered. These activities may include talks and workshops.

The proposed projects may take place in collaboration with site owners, public agencies or local councils.

Proposed project to adhere to guidelines stipulated by the Recovery Movement Control Order, gathering restrictions put in place by state or federal governments or within the defined

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environment given by the Government for e.g. social distancing, mass gathering and event standard operating procedure (SOP).

To better understand the concept of public art initiatives, kindly refer to “Useful Links” on page 12 for examples, reports and guidelines prepared by various agencies and organisations as well as links to government agencies for permits and licensing as guidance. Kindly note that these licensing references may not apply to/ differ from every state in Malaysia. Please check with your local councils and authorities for more information.

Sectors

The Programme supports the mentioned projects from the performing arts, visual arts, independent music and crafts sector defined as below:

Performing Arts (Traditional/ Contemporary)	
<ul style="list-style-type: none"> • Theatre • Comedy • Dance • Musicals 	<ul style="list-style-type: none"> • Ensemble works • Spoken Word • Traditional performing arts • Cross and multi-disciplinary collaborations with focus on performing arts

Independent Music	
<ul style="list-style-type: none"> • Classical • Jazz • World Music • Traditional Music • Contemporary Popular Music 	<ul style="list-style-type: none"> • Indie and Alternative Rock (Blues, Modern, Post Rock etc) • Urban (Hip Hop, Rap etc) • Metal and Punk • Electronica

Visual Arts
<ul style="list-style-type: none"> • Mural / Street art • Outdoor Sculptures • Installation art • Digital/ Multimedia art • Painting

Crafts	
<ul style="list-style-type: none"> • Textile • Beadworks • Weaving • Ceramics • Woodwork 	<ul style="list-style-type: none"> • Metalwork • Traditional arts • Instruments and Props • Antique Repairing • Handmade Shoes

The list may not be exhaustive. You may get in touch with a CENDANA officer to check whether your proposed sub-sector may be supported.

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What does the CENDANA Art in the City Public Art Commissioning Programme support?

The commissioning programme is evaluated by the **Industry Advisory Panel** members, and invited evaluation members for e.g. professionals from local NGOS, architects, city planners and more. This commissioning committee will provide recommendations and guidance on to ensure best practices in commissioning and managing public art.

CENDANA will support direct expenses for you to create and organise **public art initiatives (performances, exhibition, murals, public sculptures, installation art, light installation, video projection, street art, workshops and more) that may take a wide range of forms, sizes and scales, depending on the public space and can be temporary¹ or permanent², one-off or monthly.**

The direct expenses supported are up to RM100,000 per project that may include:

Professional Fee	
Eligible Expenses	Non-eligible Expenses
<ul style="list-style-type: none"> Professional fee/ collaborators (e.g. artists, writers, curators, dancers, photographers, videographers, architectural design, etc) Cost for translator/ transcriber (Languages: English, Bahasa Malaysia, Mandarin and Tamil only) Videographer/ photographer fees Support staff fee (e.g. administrative assistant, etc) Programming honorarium costs (moderators/ speakers for workshops/ talks, etc) Project management fee (subject to CENDANA's discretion) <p>Note: Fees must be relevant and based on the average market rate. Request of professional rate needs to be supported by their industry experience and background. All fees requested will require the submission relevant profiles and supporting work.</p>	<ul style="list-style-type: none"> Purchase of equipment (e.g. laptop, tablet, printer, office furniture, etc) Purchase of software/upgrading software Operational expenditure costs (e.g. full-time salaries, monthly space rental, management fees, etc) Catering costs (e.g. food and beverage expenditure)

¹ Temporary public art is considered less than 6 months.

² Depending on the scope of the proposal, your project may require various approvals at certain milestones, including: preliminary design; final design, and (for permanent work) final acceptance into the City's art collection.



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<p>Please note that the Funding is not in replacement of full-time salaries and is not intended to be the sole income for duration of the funding period.</p>	
<p>Venue and Technical Support</p>	
<ul style="list-style-type: none"> • Artwork production cost (e.g. raw materials and fabrication costs) • Structure design and build (e.g. structure technical design and drawing, engineering drawing approval fees, fabrication cost, etc) • Onsite installation/ deinstallation costs for outdoor sculptures (manpower, cabling, weather proof materials, etc) • Maintenance and activation fees (On-site activation fees (performers and artists) • Equipment rental costs • Cost involved for production/ exhibition (sound system, technical staff, rental of technical equipment, backline, crew, traditional costumes (if applicable), etc.) • Sanitising kit (e.g. hand sanitiser, face masks and latex gloves for staff, digital thermometer) for new beneficiaries only • Event permits and licenses • Contractor liability insurance • Public liability insurance • Weather consultant • Jabatan Sukarelawan Malaysia (RELA) 	<ul style="list-style-type: none"> • Operational expenditure (i.e. monthly office rental, utility bills etc.) • Capital expenditure including refurbishment/ renovation of buildings, offices, studio • Purchase and upgrading of software • Purchase of equipment (i.e. laptop, printer, musical instrument, machines etc.) • Catering costs (e.g. food and beverage expenditure)
<p>Mobility support (for performers / speakers / collaborators who are not based at the event location)</p>	
<ul style="list-style-type: none"> • Return flight tickets • Return airport transfers • Travel expenses by train, bus, or car* to designated location for production/ research etc. • Cargo freight cost (instruments, equipments, etc.) • Accommodation • Artwork logistics (domestic shipping) 	<ul style="list-style-type: none"> • Insurance coverage • Medical coverage and vaccines • Customs tax for shipping
<p>Marketing and Promotional</p>	
<ul style="list-style-type: none"> • Marketing/ promotional activities (i.e. advertising fee, printing of marketing collaterals, designer fees, social media/ digital ads, printing of exhibition 	<ul style="list-style-type: none"> • Web domain and web hosting fees • SSL (Secure Sockets Layer) certificate fees • Search Engine Optimisation fees



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<p>catalogues/ e-catalogues, designer fees, etc)</p> <ul style="list-style-type: none"> • Translator/transcriber and proofreading costs (Languages: English, Bahasa Malaysia, Mandarin and Tamil) 	<ul style="list-style-type: none"> • Digital art software (Adobe Creative Cloud i.e. Photoshop, Illustrator, InDesign, Dreamweaver) • Motion graphics or video editing software (i.e. MadMapper, Isadora Troikatronix, HeavyM, Resolume Arena) • Cloud storage fees (i.e. iCloud, Dropbox) • Any kind of storage devise (i.e. USB flash drive) • E-commerce payment gateway
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* Mileage is claimable at RM0.80 per kilometer beyond 50km from current residence to destination.

** Only for the duration of the trip capped at 10 days at RM40 per day within Malaysia

A note on the payment transaction guideline

Please note that a successful beneficiary shall not enter into any transaction with related parties which will be deemed not claimable. For purposes of this provision, the expression “related parties” means but not limited to any related companies/ organisations that is wholly owned and/or related to the beneficiary.

What type of spaces should you consider to do your art?

- You may consider a variety of indoor and outdoor spaces that are suitable for public art, such as open lawns, walls, walkways and more.
- Proposed space should be easily reached or seen by the public.
- If you require lighting, you should consider the proposed space to have access to electricity.

You will need to provide basic information about the space that may include the following:

- Space owner’s details;
- Description of the proposed space; and
- Two (2) to three (3) clear images of the space.

CENDANA encourages for space owners to waive rental fees or other fees during the artists project duration, or consider charging only a minimal fee.

Who can apply for the CENDANA Art in the City Public Art Commissioning Programme?

- Malaysian citizens or organisations with minimum three (3) years of relevant experience and portfolio of work or from different professions that are actively engaged in the Malaysian arts and culture scene.

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- Applications can be made by individuals, collective/groups or organisations. However, the lead applicant must assume full administrative responsibility as well as be actively involved in the whole process.

Projects proposed must have significant developmental benefits for Malaysian artists and bring high quality arts to audiences.

Who is not eligible to apply for the CENDANA Art in the City Public Art Commissioning Programme?

CENDANA will not be able to support your application if you:

1. Are a group/organisation
 - constituted for non-secular purposes;
 - currently receiving funding under any of CENDANA funding programmes;
 - that have pending/outstanding evaluation reports on the use of previous funding programmes from CENDANA.
 - has been funded consecutively by CENDANA within three (3) calendar years.
2. Are proposing a project that
 - have already commenced prior to the time of application or prior to completion of CENDANA's application evaluation process;
 - do not have a clearly defined arts component, including projects primarily aimed at promoting religious causes;
 - are intended specifically for academic purposes or presented under the auspices of a school or tertiary institution and is part of its curriculum;
 - is held at a religious venue;
 - is not intended for public consumption;
 - (where relevant) is unable to obtain relevant in-market licenses (for e.g. local council or PUSPAL approvals).

What do we look for in applications?

Project Brief

An essential part of the assessment process is your project brief. As a guide to help us better understand your project proposal, here are some questions that can be answered in your application:

1. What do you intend to do?

Elaborate on the objective of your project.

Describe your project (i.e. public sculpture, performance, street art, etc).

2. Why do you want to pursue this project?

Elaborate on the significance of the proposed site to your artwork (e.g. if site-specific, how does your artwork draw meaning from the preferred space)

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3. Who are the key personnel involved in this project?

Please provide the details of each personnel and their respective roles in the project.

4. How does your project engage members of the public?

Will your project involve community participation?

Who is the work intended for / to whom will it appeal to? Do you have a specific target audience in mind?

What discussion and/or debate do you think the work will stimulate?

5. What is your implementation plan?

Outline key dates and installation/removal considerations

To provide approximate time frames for each stage of producing your artwork: design, construction, installation, exhibition, and decommission

What does the installation involve? (e.g. earthworks, equipment, disruption to traffic or pedestrians etc.)

Will there be any remedial work required to the site after de-installation of the project?

6. Are there any safety considerations to note?

Are there potential safety issues associated with the nature of the work (risks of theft or vandalism)?

Applicants will be evaluated against the following criteria as well as the strength of relevant supporting materials submitted:

Profile

- Does the applicant have sufficient track record for past projects/work?
- Does the applicant show that they have the ability to deliver the proposed project?
- Does the applicant demonstrate active involvement in the Malaysian performing arts/ independent music/ visual arts or crafts sector?

Proposal

- Has the project/ programme proposed been clearly explained?
- Is the project/ programme proposed original/ ambitious/ risk-taking/ has level of experimentation/ innovative?
- Would the project contribute to the diversity of the Malaysian arts sector?



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- Does the project/ programme create greater accessibility to the performing arts/ independent music/ visual arts or crafts sector?

Planning

- Does the applicant demonstrate that they have the ability to complete the proposed project?
- Has the applicant provided enough detail in their proposed budget breakdown and timelines?
- Has the applicant provided enough detail on their marketing and promotional plans?

Contribution to Malaysia's Arts Scene

- Does the project/ programme contribute towards development and growth of the Malaysian performing arts/ arts scene? (this may be articulated through initiatives that addresses gaps in the industry, development of the performing arts practice, creating opportunities for the sector and more)
- Does the project/ programme show possibilities to build and expand networks, develop new markets or create accessibility to the arts?
- In relevance with CENDANA's goals, does the project provide opportunities for employment, increase of artistic profile or development for all parties involved?

What would affect your application?

Applications that do not have sufficient documentation upon submission will result as an incomplete application and may not be advanced for evaluation. List of documents required:

Application Type
<p>Applying as Individual/ Collective:</p> <ul style="list-style-type: none"> • Copy of MyKad Identity Card (IC) – clear copy of both back and front image on same-sided A4 page. <p>Applying as Organisation/ Association:</p> <ul style="list-style-type: none"> • Copy of Director/ President MyKad Identity Card (IC)* – clear copy of both back and front image on same-sided A4 page (<i>*director(s) and shareholder(s) of organisation</i>). • Copy of valid company registration forms – e.g. Form 9 (SSM Form), Form 24 or 49, authorisation letter (if applicable), list of committee members (for societies).
Supporting Documents

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- Budget sheet with timeline (template provided within application form)
- Space recommendation
- Profile/ CV/ Bio of ALL performers/ collaborators/ organisations involved in project
- Project proposal
- Activity schedule/ Project Timeline/ Travel Itinerary
- Working samples/ examples of proposed work that may include video, audio, images or written material (if available)

What is expected from successful applicants and reporting requirements?

Expectation from Successful Applicants
<ul style="list-style-type: none"> • To deliver project as outlined in approved proposal and adhere to reporting requirements as agreed; • Keep in regular contact with CENDANA to update on project progress or should there be any changes in the proposed scope of works; • To apply CENDANA brand guidelines onto all communication platforms e.g. to include logo on all publicity and marketing collaterals³ for supported projects; • To ensure all payment vouchers, invoices and receipts for project expenditure are kept as proof of payment to be submitted to CENDANA. Failure to provide the necessary supporting documents may affect the disbursement amount.
Reporting Requirements
<ul style="list-style-type: none"> • Progressive Milestone Report – depending on the duration of funding period, there will be Progress Report(s) required for reporting submission along with supporting documents to substantiate the claims (i.e. receipts, invoices, payment vouchers etc.); • To provide summary of project expenditure and any other relevant reporting documents as required by CENDANA; • Project Final Report and CENDANA's Monitoring Survey – to be submitted within twenty-one (21) working days from completion notification date (template/ form provided by CENDANA); • To submit any other form of validation – supplementary materials of activity such as videos, photos and collaterals created (if applicable).

How will you receive funding?

- Depending on your approved funding quantum, your funding will be disbursed in four (4) instalments across the duration of your project, subject to the monitoring process and reporting requirements during the period of funding, and will be credited into your individual or organisation's recognised bank account or provided in a cheque form.

³ Details outlined in Agreement.



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- You will be required to be present at a one-on-one meeting with the CENDANA team physically or virtually (depending on your location of residence).

Structure of the CENDANA Art in the City Public Art Commissioning Programme disbursement is to be determined as follow:

Upon signing of Agreement	Progress Part 1	Progress Part 2	Final Report and Economic Survey Report
First disbursement to kick-start programme (20% of the approved amount) upon signing of the Agreement by both parties within twenty-one (21) working days.	Subsequent disbursement in tranches of (30% of the approved amount) within twenty-one (21) working days after receiving submission of documents that meet CENDANA's reporting requirements as below: <ul style="list-style-type: none"> Progressive Milestone Report; Supporting documents to substantiate the claims (i.e. receipts, payment vouchers, invoices etc). 	Subsequent disbursement in tranches of (30% of the approved amount) twenty-one (21) working days after receiving submission of documents that meet CENDANA's reporting requirements as below: <ul style="list-style-type: none"> Progressive Milestone Report; Supporting documents to substantiate the claims (i.e. receipts, payment vouchers, invoices etc). 	Final disbursement (remaining 20% of the approved amount) within twenty-one (21) working days after receiving submission of documents that meet CENDANA's reporting requirements as below: <ul style="list-style-type: none"> Final Report; CENDANA's Monitoring Survey; Final statement of accounts (proof of expenditures i.e. receipts); Supplementary materials (photos, videos, collaterals create if applicable).

The data and outcomes reporting provides CENDANA with valuable information to monitor the performance and activity of each organisation, and ensures accountability of public funds. It also informs the research and communication by CENDANA, allowing us to demonstrate the impact of our funded organisations.

How can you apply for the CENDANA Art in the City Public Art Commissioning Programme?

You can submit your funding application through CENDANA's online grant management system on www.cendana.com.my. Submissions via other means, e.g. email, hardcopies, will **NOT** be accepted.

Who can you contact if you have questions?

If you have any questions, or wish to discuss your application in detail, please email grants@cendana.com.my

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What happens after you submit an application?

- Once the application deadline closes, all applications will be evaluated to ensure projects meet the eligibility criteria and relevant supporting documents have been submitted.
- All applications are jointly assessed and approved through a highly competitive evaluation process.
- Applications that meet all requirements will then go into evaluation process to be assessed by the CENDANA **Industry Advisory Panel** comprising of industry advisors, experts and practitioners through a weighted scoring system.
- Applications with high scores will be reviewed and approved by the **Management/ Board of Directors**.
- All proposals submitted 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.
- Notification of outcomes will be sent via email confirmation no longer than four (4) weeks after the application closing deadline

What happens after the applications are assessed?

Successful Applications

Successful applicants will receive an official email notification with the Cover Letter stating:

- Approved Art in the City Public Art Commissioning Programme amount and purpose;
- Terms & Conditions of the Art in the City Public Art Commissioning Programme;
- Performance goals and deliverables.

The Art in the City Public Art Commissioning Programme will be valid for thirty (30) days from the time the email of notification is sent out. If you do not accept the offer within this period of the time, the offer will lapse.

Unsuccessful Applications

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.

A Note on Art in the City Public Art Commissioning Programme Guidelines

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.

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

- changes in the scope of the project without notifying and getting approval from CENDANA;
- indirect or direct degrade or tarnish CENDANA’s reputation;
- the project is not able to be completed per the submitted proposal;
- a breach of terms and conditions specified and agreed in the Funding Programme Agreement.

ABOUT CENDANA

CENDANA (Cultural Economy Development Agency) 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 the Ministry of Communications and Multimedia. For more information, log on to www.cendana.com.my .

USEFUL LINKS

<p>Examples of public art initiatives</p>	<p>CENDANA’s Art in the City 2019 https://www.cendana.com.my/our-activities/our-activities/art-in-the-city-2019</p> <p>CENDANA’s Panggung Rakyat https://www.cendana.com.my/our-activities/our-activities/panggung-rakyat</p> <p>CENDANA’s Lucky Pao Market https://www.cendana.com.my/our-activities/our-activities/art-in-the-city-2019/lucky-pao-market</p> <p>Urbanscapes, https://www.urbanscapes.com.my</p> <p>“The best public art in the world”, Lonely Planet https://www.lonelyplanet.com/articles/the-best-public-art-in-the-world</p> <p>“The best public art pieces in Tokyo”, Culture Trip https://theculturetrip.com/asia/japan/articles/the-best-public-art-pieces-in-tokyo/</p> <p>Eko Nugroho’s installation commission project in Baggage Claim Area Terminal 3 Ultimate International & Domestic, Soekarno Hatta International Airport, Jakarta, Indonesia http://ekonugroho.or.id/project/rainbow-landscape/</p>
<p>Reports and guidelines</p>	<p>“A Guide by Public Art Projects” by ThinkCity Sdn. Bhd., 2018 https://thinkcity.com.my/wp/wp-content/uploads/2019/01/A-Guide-for-Public-Art-Projects_thinkcity.pdf</p> <p>Laws of Malaysia, Act 493 Entertainment (Federal Territory of Kuala Lumpur) Act 1992, http://www.agc.gov.my/agcportal/uploads/files/Publications/LOM/EN/Act%20493%20-%20Entertainment%20(Federal%20Territory%20of%20Kuala%20Lumpur)%20Act%201992.pdf</p>

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	<p>Types of license applications, Dewan Bandaraya Kuala Lumpur https://elesen.dbkl.gov.my</p> <p>Persatuan Karyawan Malaysia Rasmi https://www.facebook.com/karyawanmalaysia/</p> <p>Jabatan Sukarelawan Malaysia (RELA) http://www.rela.gov.my</p> <p>Public Art Trust, National Arts Council Singapore https://www.publicarttrust.sg/Home</p>
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