



## TERMS OF REFERENCE

### PROFESSIONAL DEVELOPMENT PROGRAMME CALL FOR APPLICATIONS

### CENDANA APPRENTICESHIP PROGRAMME IN COLLABORATION WITH STUDIO HONG YI

#### OVERVIEW

Call for applications	Deadline for registration	Notification to Participants	Apprenticeship commences
10 May 2021	8 June 2021	21 June 2021	1 July – 31 <sup>st</sup> December 2021

#### **1. What is the CENDANA Apprenticeship Programme in collaboration with Studio Hong Yi?**

The **CENDANA Apprenticeship Programme in collaboration with Studio Hong Yi** is a six (6) month apprenticeship programme for creative graduates; emerging artists and cultural workers who would like to unlock a bright future that's full of opportunities and experiences. Our apprentices will receive lots of hands-on training from Studio Hong Yi experienced professionals and are given real responsibility.

This programme offers university graduates, emerging artists and cultural workers with plenty of drive and self-motivation that can bring a new perspective and fresh way of thinking. You'll need excellent communication and teamwork skills and know how to organise a varied workload. You'll be able to contribute ideas, solve problems and think for yourself.

Applications to apply for the **CENDANA Apprenticeship Programme in collaboration with Studio Hong Yi** will open on 10 May 2021 and close on 8 June 2021. Assessments will take place for two weeks and successful candidates will join Studio Hong Yi on 1 July 2021.

In this programme, everyone is respected, everyone shares in delivering great work and everyone benefits from the collaborative success of the projects. In return, you will be expected to challenge yourself and contribute to how things are done, because we want you to grow as much as you do.

#### **2. What is the aim of the CENDANA Apprenticeship Programme in collaboration with Studio Hong Yi?**

The **CENDANA Apprenticeship Programme in collaboration with Studio Hong Yi** hopes to provide you knowledge, experience and qualifications to help you in your career.

The objectives of the programme are as follows:

- To provide useful knowledge and experience in developing real-world skills through learning and observing a successful contemporary artist and creative team;
- To assist in your development of valued skills such as teamwork, communication and attention to detail;
- To enhance and expand your knowledge in the production and management of artistic projects;

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- To independently establish collaboration and networking between various professionals within diverse practices; and
- To expose you to role models or mentors who will provide you support in the early stages of your careers and to set an example of the behaviours expected in the workplace.

### **3. What is the structure of the CENDANA Apprenticeship Programme in collaboration with Studio Hong Yi?**

- A stipend of two thousand ringgit (RM2,000) per month will be provided to cover daily expenses during the duration of the apprenticeship programme from **1 July 2021 to 31 December 2021**;
- A one-time allowance of five hundred ringgit (RM500) will be provided for to those who may need to relocate from outside of Klang Valley to Kuala Lumpur;
- The stipend will be transferred into your bank account at the end of each month upon confirmation from Studio Hong Yi on the attendance for the full month during the first five (5) months of the apprenticeship. The stipend for December 2021 will be transferred after submission of all deliverables i.e. CENDANA Economic Survey Report and a reflection report in five hundred (500) words on the experience and knowledge gained from the apprenticeship programme supported by any pictures or videos you may have taken during the period;
- Prior to starting the apprenticeship, you will be required to undergo a COVID-19 Swab test at your own cost and observe a ten (10) day quarantine period. You will be able to commence with the apprenticeship once the swab test is proven to be negative and the ten (10) day quarantine period has been observed;
- You are expected to report for work at Studio Hong Yi, which is located in Kuala Lumpur five (5) days a week at a standard eight-hour daily working hour period or as per the working hours specified by Studio Hong Yi; and
- Daily tasks will be determined by Studio Hong Yi.

### **4. Who can apply for the CENDANA Apprenticeship Programme in collaboration with Studio Hong Yi?**

- Malaysian citizens who are recent creative graduates of preferably architectural and/ or product design background, emerging artists and cultural workers who want to explore and gain experience in their current field (female applicants are highly encouraged to apply);
- Able to communicate and write in English and/or Bahasa Malaysia;
- Available to attend the full-time apprenticeship for a duration of six (6) months from **1 July - 31 December 2021**;
- Own their own laptop; and
- Have basic knowledge of Adobe Creative Cloud software (Illustrator, Photoshop, etc), AutoCAD and 3D Modelling software (Rhino, Sketchup, etc).

Please note that the number of spots available in this apprenticeship programme is limited to four (4) only, and an evaluation process to select the right candidates will take place following the deadline for the submission of applications.

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### **5. How will you benefit from the CENDANA Apprenticeship Programme in collaboration with Studio Hong Yi?**

The programme will benefit participants in the following ways:

- You will have a real job with career development opportunities;
- You will get an artistic, technical and management training at work and away from the workplace. This includes coaching, mentoring, research and more. You will develop the knowledge, skills and behaviours you need via Studio Hong Yi's exciting line up of creative projects;
- You will be able to participate in the thought process and conceptualisation of innovative creative work that goes beyond traditional art making;
- You will gain insights on how to start and sustain a successful career in the arts;
- You will be able to nurture your relationship with the wider creative industries via Studio Hong Yi and the networks it offers; and
- You will gain experience, get to be creative, build your CV and start to grow a career.

### **6. How can you apply for the CENDANA Apprenticeship Programme in collaboration with Studio Hong Yi?**

Electronic submission is required. Submit your entry through the application form on CENDANA's website at [www.cendana.com.my](http://www.cendana.com.my) no later than **8 June 2021**.

- You will be selected from a competitive open call.
- You are required to submit:
  - A cover letter outlining why you would like to participate in the **CENDANA Apprenticeship Programme in collaboration with Studio Hong Yi**;
  - Profile / CV; and
  - Samples of previous work - on artistic projects, related events/ programmes/ activities will have an extra edge in furthering their chances of being selected. (links to their previous published works if available).

All submissions must be accompanied with you:

- certifying that all **submissions are true and accurate; and**
- **agreeing to the provided terms and conditions** of the **CENDANA Apprenticeship Programme in collaboration with Studio Hong Yi** including Acknowledgement and Disclaimer and Duties to Keep Confidentiality and Indemnity.

CENDANA reserves the right to revoke any applications and/ or change any terms and conditions at any time without prior notice. Please note that all decisions are final.

Applications submitted after the closing date will not be considered. Submissions via other means, e.g. email, hardcopies, **will not be** accepted.

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### **7. Who can you contact if you have questions?**

If you have any questions, please email [artedu@cendana.com.my](mailto:artedu@cendana.com.my) with the subject matter email highlighted as the **CENDANA Apprenticeship Programme in collaboration with Studio Hong Yi**.

### **8. What happens after you submit an application?**

- Once the application deadline closes, all applications will be vetted against the eligibility criteria and the strength of previous written projects and that all relevant supporting documents have been submitted.
- As seats for the apprenticeship are limited, kindly note that applicants' submissions will be evaluated and shortlisted by CENDANA's and Studio Hong Yi's Selection Panel.
- All applications submitted to CENDANA will be treated in the strictest of confidence.

### **9. What happens after your applications are assessed?**

#### **Successful Applications**

Successful applicants will be notified via email confirmation no later than **21 June 2021**.

#### **Unsuccessful Applications**

Unsuccessful applications will also receive an official notification from CENDANA.

#### **Appeals**

CENDANA will not entertain any appeals. All decisions are final.

### **10. What is expected from successful applicants?**

You should;

- Go through the interview process and upon successful application will be bound by an agreement with CENDANA and Studio Hong Yi;
- Commit time for the **CENDANA Apprenticeship Programme in collaboration with Studio Hong Yi from 1 July – 31 December 2021**;
- Complete any assignments assigned by Studio Hong Yi throughout the duration of the programme;
- Provide critical feedback and overall review for the programme's enhancement; and
- Participate in any CENDANA or/ and Studio Hong Yi media/ PR interviews or documentation.

### **11. What is required after the programme is completed?**

You should submit:

- A reflection report in five hundred (500) words on the experience and knowledge gained from the apprenticeship programme (supported by any pictures and videos taken during the period) within fourteen (14) days from the end date of the apprenticeship period; and
- Complete CENDANA's Economic Survey form.



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### **A Note on Funding 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 funding to applications 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; and
- Threaten the nation's security or stability.

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

- Indirect or direct degrade or tarnish of CENDANA's reputation;
- Unable to complete the apprentice programme (without valid justification);
- Breach of terms and conditions specified and agreed in the 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. Log on to [www.cendana.com.my](http://www.cendana.com.my) for details.

### **ABOUT RED HONG YI**

Red Hong Yi is a Chinese-Malaysian contemporary artist who makes work expressing her heritage and Chinese diasporic consciousness. Known as "the artist who paints without a paintbrush", she creates mixed media installations by reinterpreting everyday materials through the accumulation of objects. By combining traditional craftsmanship and digital technology, she creates work that considers perceptual habits and preconceptions on the chosen objects and subjects, expressing the themes of women and race.

Red studied at the University of Melbourne. Her work has been exhibited at H Queens in Hong Kong, the Asian Art Museum in San Francisco, World Economic Forum in Davos and Anchorage Museum in Alaska. Collectors of her work include JP Morgan Chase Bank and actor Jackie Chan. Her art has been featured in publications including Wall Street Journal, TIME, and New York Times. Sotheby's Institute has named her one of the "11 art world entrepreneurs you should know". Tatler Magazine has named her one of Asia's most influential voices in 2020.