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PROFESSIONAL DEVELOPMENT PROGRAMME CALL FOR APPLICATIONS

CENDANA-ASWARA ARTS WRITING MASTERCLASS AND MENTORSHIP PROGRAMME

OVERVIEW OF TIMELINE

Arts Writing Masterclass and Mentorship programme			
Call for applications	Deadline for registration	Notification to Participants	Masterclass (2 days intensive workshop and 1-day field writing sessions)
22 July 2020	21 August 2020	10 th Sept. 2020	18 – 20 Sept. 2020

1. Introduction

CENDANA is organising the **Arts Writing Masterclass and Mentorship programme** in collaboration with Akademi Seni Budaya Dan Warisan Kebangsaan (**ASWARA**) in an effort to empower the art communities, which fulfils CENDANA's *'Empowering the Communities'* strategic pillar and *'Cultural and Creative Education: Create a Creative Workforce'* building block. Arts writers are encouraged to apply to **the programme** that aims to support and stretch the efforts of writers in enhancing appreciation for Malaysian arts and cultural activities, in preserving the arts and creating a more vibrant arts scene in Malaysia.

2. What is the Arts Writing Masterclass and Mentorship programme?

The Arts Writing Masterclass and Mentorship programme is aimed at writers, young critics, emerging art writers and professionals who want to explore and refine their skills in the field of art criticism including performing arts, visual arts, music, crafts and more.

3. What is the aim of the Arts Writing Masterclass and Mentorship programme?

The objective of the programme are as follows:

- Provide useful knowledge in the practice of the various art forms throughout Malaysia to enhance career development and professionalism;
- Enhance cultural criticism of in particular performing arts, visual arts, independent music or crafts;
- Produce critics in the field of performing arts, visual arts or independent music or crafts in general;
- Establish collaboration between writers and professional arts organisations
- Establish professional networks between arts writing critics.

4. What is the structure of the Arts Writing Masterclass and Mentorship programme?

The **Arts Writing Masterclass and Mentorship programme** is structured as a two (2) phase professional development programme with the following format:

- **Phase 1 (18-20 Sept. 2020) Arts writing masterclass**

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- **Phase 2 (1st October, 2020 – 28 February 2021)** – 12 selected participants from Phase 1 will go forward into a five (5) months mentorship programme where they will have to write three (3) articles/ videos each month for the duration of the programme. The articles/ videos will be reviewed by the assigned mentors prior to publication. Articles/ videos that are deemed as worthy for publication will be published via various platforms including CENDANA's BASKL website. Articles/ videos selected for publication on CENDANA's website will be paid as per the market rate agreed by CENDANA and ASWARA.

5. Who can apply for the Arts Writing Masterclass and Mentorship programme?

- Malaysian citizens who are writers, young critics, emerging art writers and professionals who want to explore and refine their skills in art criticism;
- Able to communicate and write in English and/or Bahasa Malaysia;
- Successful applicants must be available to attend the full consecutive three (3) days masterclass and complete any assignments provided throughout the duration of the masterclass from **18th -20th Sept. 2020**.
- Applicants should provide tangible track record of past writing projects and/ or artistic work to support their applications.
- Please note that the number of seats available in this workshop is limited to 30 seats, and an evaluation process will take place upon submission of applications.

6. How will you benefit from the Arts Writing Masterclass and Mentorship programme?

The workshop will benefit participants in the following ways:

- Enhance and refine their skills in arts writing and arts criticism;
- Receive input/ feedback from Mentors throughout the programme.
- Build or tap into existing networks amongst writers as well as arts proponents;
- Opportunity to generate income through their arts writing;
- Establish relationship with existing arts publication or media platforms offline as well as online;
- Tips and tricks on how to market their articles/ videos to various publication channels.

7. What does CENDANA and ASWARA Cover?

ASWARA:

- Professional masterclass on arts writing for three (3) days;
- Coordination of mentorship throughout both phases of the programme;
- Provide space for meeting and discussion if needed.

CENDANA:

- Payment as per the agreed market rate for each article/ videos published during phase 2 of the programme (selected participants only) on CENDANA's website;
- Mentors support throughout both phases of the programme;

8. How can you apply for the Arts Writing Masterclass and Mentorship programme?

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Electronic submission is required. Submit your entry through the application form on CENDANA's website at www.cendana.com.my no later than **21st August 2020**.

- Participants will be selected from a competitive open call.
- Applicants are required to submit:
 - Profile / CV
 - samples of previous written projects - writing projects on arts 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 the applicant:

- certifying that all **submissions are true and accurate**
- **agreeing to the provided terms and conditions** of the *Arts Writing Masterclass and Mentorship programme* 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.

9. Who can you contact if you have questions?

If you have any questions, please email artedu@cendana.com.my with the subject matter email highlighted as "*Arts Writing Masterclass and Mentorship programme*".

10. What happens after you submit an application?

- Once 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 masterclass are limited, kindly note that applicants' submissions and will be evaluated and shortlisted by CENDANA's and ASWARA's Selection Panel.
- All applications submitted to CENDANA will be treated in the strictest of confidence.

11. What happens after your applications are assessed?

Successful Applications

Successful applicants will be notified via email confirmation no later than **10th September 2020**.

Unsuccessful Applications

Unsuccessful applications will also receive an official notification from CENDANA.

Appeals

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

12. What is expected from successful applicants?

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The Successful Applicant should;

- Be prepared to attend the full consecutive **three (3) days masterclass from 18th – 20th Sept. 2020**, and complete any assignments provided throughout the duration of the masterclass.
- Commit time for the **Arts Writing Masterclass and Mentorship programme** and any post-event follow-ups from CENDANA or ASWARA;
- A total of twelve (12) participants will be selected for phase 2 of the mentorship programme.
- Participants selected for phase 2 of the programme to commit to writing three (3) articles/ videos monthly throughout the five (5) months duration of the mentorship programme from **1st October, 2020 – 28 February 2021**.
- Indicate willingness to provide critical feedback and overall review for the programme's enhancement.

13. What is required after the programme is completed?

The Successful Applicant should:

- Complete CENDANA and ASWARA's Evaluation Survey Form for each phase of the programme.
- Applicants to submit a total of fifteen (15) articles as assigned throughout the five (5) months mentorship programme after incorporating inputs/ feedback from Mentors.
- Complete CENDANA's Economic Survey form.

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:

- Changes in the scope of the project without notifying and getting approval from CENDANA;
- Indirect or direct degrade or tarnish of CENDANA's reputation;
- Unable to complete the project as per the submitted proposal (without valid justification);
- Breach of terms and conditions specified and agreed in the agreement.

However, if you have not carried out your proposal, severely underperform in meeting the mutually agreed targets, or spend significantly lower than what was originally projected, CENDANA reserves the right to review the approved funding, and/ or may cease funding altogether.

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

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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 for details.

ABOUT ASWARA

AKADEMI SENI KEBANGSAAN (ASK) established in 1994 under the Ministry of Culture, Arts and Tourism Malaysia and now known as AKADEMI SENI BUDAYA DAN WARISAN KEBANGSAAN (ASWARA) effective August 1, 2006 through the Academy of Arts, Culture and Heritage Act 2006 (Act 653). ASWARA is the only institution of higher learning in the field of performance arts that is fully supported by the Government of Malaysia under the Ministry of Tourism, Arts and Culture Malaysia. It is an institution of higher learning that provides learning space, academic research and publication as well as professional advisory services in the field of cultural arts and heritage aimed at producing skilled artists and competent artists in their field while strengthening the sustainability of national art heritage and meet the charging state of the art industry. ASWARA is responsible for producing graduates who are capable of becoming scholars, promoters, nurturers, performers and practitioners of cultural and heritage arts at the certificate, diploma, degree and postgraduate levels in the fields of theater, dance, writing, animation, music, film and television as well as arts and cultural management.