

## Art In The City

1	Call for submissions	22 January 2018 – 9 March 2018
2	Selection Panel process I	12 March 2018
3	Public voting for selected artworks	26 March 2018 – 7 April 2018
4	Selection Panel process II	9 April 2018
5	Notification and engagement with successful artists	12 April 2018

### 1. Introduction

The Cultural Economy Development Agency (CENDANA) will be hosting Art in The City, an outdoor art display to:

- raise greater awareness on Malaysian arts and culture
- engage communities through visual arts
- contribute to the sustainability of the sector
- position Kuala Lumpur as a cultural and creative city

A collection of art from the nation's legendary and grassroots artists will be made for the public to vote and the top highly-voted works will be displayed for a duration of up to 6-months on strategically located buildings across Kuala Lumpur.

### 2. Who can submit for Art In The City?

The Art In The City project is open to all practising Malaysian individual visual artists, artist collectives and not-for-profit visual arts organisations operating in Malaysia.

### 3. Artwork requirement

Electronic submission is required. Submit your entry to [info@cendana.com.my](mailto:info@cendana.com.my) . The closing deadline is 9 March 2018.

Submitted artworks must be above 300 dpi in the formats of .jpeg, .png, or any equivalent digital image format.

The below details are required for every submission:

- contact information (name, designation, organization, email address, mailing address and telephone number)
- name of the artist
- artist profile (100 words or less in paragraph form not a resume)
- artwork title
- narrative of the artwork (approximately 100 words)
- declaration of ownership of the artwork
- and value of the submitted artwork

Each artist may submit a maximum of three artworks for consideration.

Copyright of the artwork submitted must be fully owned by the applicant.

Artworks submitted must resonate a “Malaysian” theme or identity, in addition to revitalising and engaging communities.

Selected artist may have the opportunity exhibit their range of work/ share about their work to a broader audience/ provide mentorship or training opportunities for youth

#### **4. Selection process**

After the closing date, all submitted artworks will be evaluated by a Selection Panel (includes industry experts) to ensure coherency in theme and presentation.

A selection of 30 artworks will be up for the public to vote after going through a rigorous selection process.

These artworks are then made available for the public to vote via [www.cendana.com.my](http://www.cendana.com.my) on a date to be announced in the near future.

A final selection of 10 artworks will be determined by the public’s vote with the supervision the Selection Panel. A stipend of up to RM2,000 will be awarded to each of the artists chosen.

#### **5. Additional guidelines to note**

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 works which do not:

- Advocate or lobby for lifestyles seen as objectionable by the general public;
- 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;
- Undermine the authority or legitimacy of the government and public institutions, or threaten the nation’s security or stability.