

TERMS OF REFERENCE

CENDANA VISUAL ARTS PRODUCTION FUNDING PROGRAMME

OVERVIEW

Application Opens	Application Closes	Applicants Notified By	Legal Briefing for Agreement	Projects to Start
13 August 2021	12 September 2021	15 October 2021	1 week after notification	1 November 2021 onwards

What is the CENDANA Visual Arts Production Funding Programme?

CENDANA's **Visual Arts Production Funding Programme** ("Programme") aims to promote Malaysia's creativity and stories by supporting the artistic exploration and creation of new works or continuation of existing projects that may include painting, sculpting, photography, installations, audio-video arts and multimedia works. This hopes to encourage continuity to studio and artistic practices for practitioners within the visual arts sector.

The Programme primarily supports and encourages:

- **Production of a body of artwork** (eg. series of paintings/ sculptures or installation); and
- **Research and development phase** (e.g. extensive research on subjects as development phase for execution of artwork that includes research with other non-visual art related parties, development and experimentation of materials, field work to collect data).

The Programme provides:

- funding up to **RM8,000 per application** supporting the creation or research of artworks from **November 2021 until February 2022**; and
- capacity building programme in a form of an Artist Profile Building Masterclass for applicants to build their portfolio, gain feedback, and review their work through assessing their portfolio and archiving practices.

As a result of this funding programme, the successful beneficiaries may have an opportunity to:

- be selected for **an exhibition organised by CENDANA in the first quarter of 2022** (subject to selection by curatorial committee); or/ and
- be highlighted in the CENDANA's digital assets / **Bandar Aktiviti Seni Kuala Lumpur¹ website** (www.baskl.com.my) as part of an online directory featuring visual artists' profile, contact details and artwork images created from this Funding Programme.

¹ BASKL is Bandar Aktiviti Seni Kuala Lumpur, a space created by the Cultural Economy Development Agency, or CENDANA, to help nurture the city's arts and culture ecosystem, and encourage locals and visitors alike to learn more about and savour the melting pot of art, music, craft and performing arts that pervades this beautiful city and beyond.

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What does the Visual Arts Production Funding Programme support?

The **Visual Arts Production Funding Programme** supports direct expenses for you to **create new or continue an existing body of artwork**; relating to the contemporary significance of Malaysian visual arts; and the **promotion of Malaysian made works** (up to **RM8,000** per application) for projects between **November 2021 and February 2022**.

It also supports for you to attend a capacity building programme in a form of an Artist Profile Building Masterclass for applicants to build their portfolio, gain feedback, and review their work through assessing their portfolio and archiving practices.

Who can apply for the Visual Arts Production Funding Programme?

1. The Programme supports the mentioned projects from the visual arts sector defined as below:

Visual Arts	
<ul style="list-style-type: none"> ● Ceramics ● Drawings ● Paintings ● Sculptures ● Printmaking 	<ul style="list-style-type: none"> ● Photography (Fine Art) ● Installation art ● Digital/ Multimedia art ● Performance/ conceptual art

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.

2. Individuals, collectives and arts organisations nationwide who meet the **criteria**:

- Malaysian visual artists, cultural workers, independent art curators, collectives, archivist, exhibit designer and community arts activators with minimum two (2) years of substantial participation and experience in the Malaysian visual arts sector through a portfolio of work.
- Priority will be given to proposals that highlight high-quality artistic production with the intention to create innovative and contemporary works of art by Malaysian visual artists.
- The lead applicant must assume full administrative responsibility as well as be actively involved in the whole process.

CENDANA Funding Programmes are introduced to provide partial support through funds and financial assistance, in the form of conditional grants to individual(s), associations or societies in Malaysia to realise artistically exciting projects.

Proposed project must adhere to the Movement Control Order restrictions and guidelines stipulated by state or federal governments or within the defined environment given by the

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Government for e.g. physical distancing, travel conditions, mass gathering and event standard operating procedure (SOP).

Who is not eligible to apply for the Visual Arts Production Funding Programme?

Are an individual/ collective/ organisation:

- whose core activity does not have a clearly defined arts component that fall under the criteria of visual arts;
- profile does not meet the eligible criteria as stipulated;
- constituted for non-secular purposes;
- have been declared bankrupt or undergoing bankruptcy proceedings;
- currently facing an action, claim, process or investigation against the applicant;
- being charged/ and or convicted in a criminal process or named as accused in a pending court case process;
- currently receiving grants or sponsorship under CENDANA or its holding company MyCreative Ventures Sdn Bhd funding programmes;
- that have pending/ outstanding evaluation reports on the use of previous funding programmes from CENDANA or its holding company MyCreative Ventures Sdn Bhd; and
- if there are any adverse findings on those applying during the due diligence process.

Are proposing a project or series of activities that:

- do not have a clearly defined visual arts component;
- projects primarily aimed at promoting religious causes;
- is to be held at a religious venue;
- are intended specifically for academic purposes or presented under the auspices of a school or tertiary institution and is part of its curriculum;
- is not intended eventually for public consumption; and
- (where relevant) is unable to obtain relevant in-market licenses (For e.g. local council or PUSPAL approvals).

What does the Visual Arts Production Funding Programme support?

The Programme support direct expenses² for the creation of artworks up to a total of **RM8,000** per application for the following costs which may include:

Eligible Expenses
Materials

² This list may not be exhaustive. Please contact CENDANA Team should you require clarification.



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<ul style="list-style-type: none">Raw materials required for the creation of artistic work (i.e. canvas, painting / sculpture / installation materials)
Documentation and research <ul style="list-style-type: none">Fees related to researcher, writer, photographer, videographers amongst others (video or audio recording, publications etc)
Enhancement of artwork for exhibition purpose <ul style="list-style-type: none">Framing costs (for painting / photography)Pedestal structure (for sculpture / installation)
Logistics <ul style="list-style-type: none">Fees related to domestic transportation of artworks
Marketing and Promotional Activities <ul style="list-style-type: none">Marketing/ promotional activities (i.e. advertising fee, packaging/ marketing collaterals, designer fees, social media/ digital ads, etc.)

What do we look for in applications for the Visual Arts Production Funding Programme?

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

Guidelines for artwork proposal

Applications must be accompanied by a proposal that clearly identifies the intention, process and technical requirements (if applicable) of the project. As a guideline, proposed works should meet these basic requirements:

- a) Two-dimensional works (i.e., painting, drawing, prints)**
 - Minimum number of two-dimensional works: one (1) for a large work measuring more than 180cm by 180cm or at least three (3) for works smaller than 150cm by 150cm
- b) Three-dimensional works (i.e., sculpture, installation)**
 - Minimum total combined size for installation: approximately 300cm by 300cm by 300cm
 - Minimum number of three-dimensional works for sculpture vary depending on materials (at least one (1) for works larger than 100cm by 100cm by 100cm)
- c) Media based works (i.e., videos, digital painting)**
 - Minimum running time for videos: three (3) videos approximately five (5) minutes each



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- Minimum number for digital artworks: five (5) units

These basic requirements will be crucial considerations in evaluating your proposal to enable CENDANA to award you with the funds.

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 visual arts sector?

Proposal

- Has the proposed body of work been clearly explained with relevant supporting documents such as schematic drawings, visual mood board and collaborators' information (if applicable)?
- Is the project/ programme proposed original/ ambitious/ risk-taking/ experimental/ innovative?
- Would the project contribute to the diversity of the Malaysian arts sector?

Planning

- Does the applicant demonstrate that they have the ability to complete the proposed project? It is mandatory to submit samples of previous works/ projects unless the project you are applying with is your first work.
- Has the applicant provided enough detail in their proposed budget breakdown and timeline?

Contribution to Malaysia's Arts Scene

- Does the production contribute towards development and growth of the Malaysian visual arts/ arts scene? (this may be articulated through initiatives that addresses gaps in the industry, development of the visual arts practice, creating opportunities for the sector and more)
- In relevance with CENDANA's goals, does the project provide opportunities for you, increase of artistic profile or development for all parties involved (if applicable)?

What documents should be submitted with 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

Applying as Individual/ Collective – *main applicant or entity not registered under Companies Commission of Malaysia (SSM):*



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

Applying as Organisation/ Association – main applicant is registered under Companies Commission of Malaysia (SSM), Registrar of Companies (ROC) or Registrar of Societies (ROS):

- Copy of Director/ President MyKad Identity Card (IC)* – clear copy of both back and front image on same-sided A4 page (**director(s) and shareholder(s) of organisation with authority to execute signatory on behalf of organisation.*)
- Copy of valid company registration forms – e.g. Form 9 (SSM Form), Form 24 or 49, list of shareholders, authorisation letter (if applicable), list of committee members (for societies).

Supporting Documents

- Profile/ CV/ Bio of ALL artists/ collaborators/ organisations involved in the project;
- Past art exhibitions (artist portfolio);
- Project proposal (minimum 2 pages including at least 500-word description with visuals, sketches and plans);
- Budget sheet with timeline (template provided within application form);
- Any other relevant supporting materials in digital format (if applicable) e.g. visual images, video, web link etc.

A NOTE ON VISUAL ARTS PRODUCTION FUNDING 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.

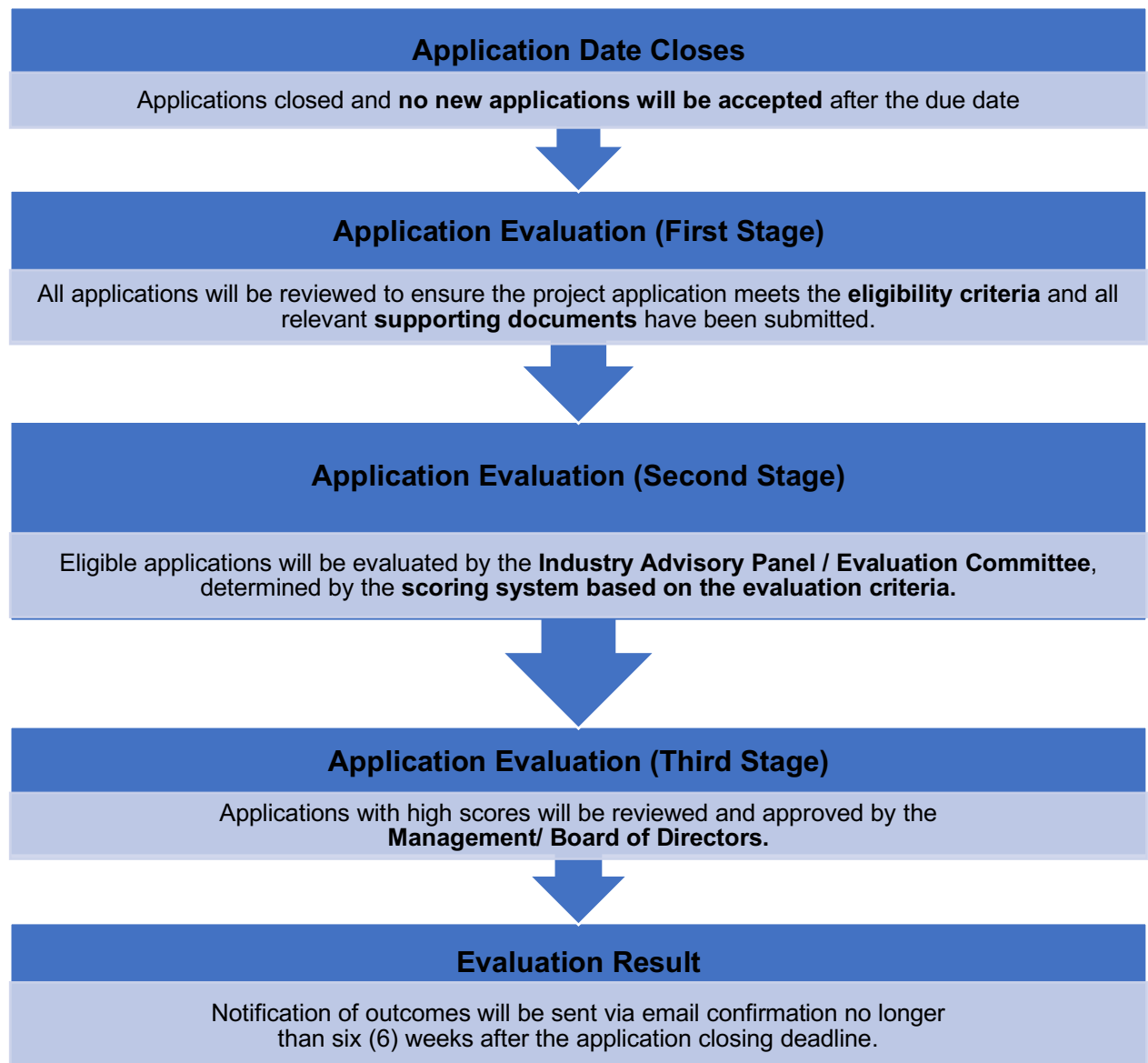
How can you apply for the Visual Arts Production Funding Programme?

- 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.
- Application and activity templates are provided for within the system.
- All documents outlined as above **MUST** use CENDANA's provided templates.

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What happens after you submit an application?

- All applications are jointly assessed and approved through a highly-competitive evaluation process.
- Applications that meet all requirements will then go into the evaluation process to be assessed by the CENDANA Industry Advisory Panel/ Evaluation Committee composed of industry advisors, experts and practitioners, determined by a weighted scoring system against the published assessment criteria.
- 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.



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What happens after the applications are assessed?

Successful Applications

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

- Approved Visual Arts Production Funding Programme amount and purpose;
- Terms & Conditions of the Visual Arts Production Funding Programme; and
- Performance goals and deliverables.

The offer for Visual Arts Production Funding Programme will be **valid for fourteen (14) 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.

How will you receive funding?

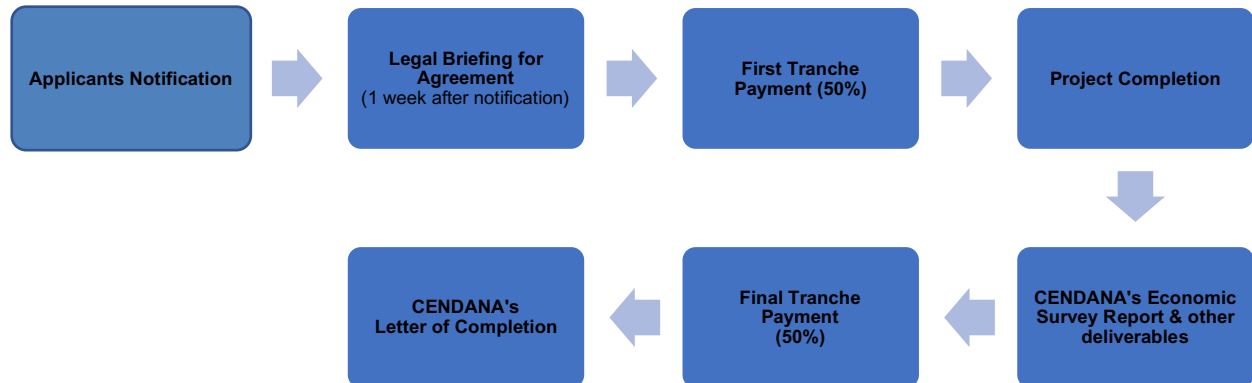
- Should you be successful, you will be required to be present at an online group briefing with the CENDANA team to confirm the terms and conditions of the conditional grant.
- The approved funding will be disbursed in **two (2) tranches for amount awarded RM8,000 and below**.
- The funds will be credited to your recognised bank account.
- Kindly note that application types that are organisations or associations must have valid organisation bank account.

Structure of the Visual Arts Production Funding Programme disbursement for **RM8,000 and below** is illustrated as follows:

Stage 1: Upon Signing of Agreement	Stage 2: CENDANA's Economic Monitoring Survey and Other Deliverables
First disbursement to kick-start programme (50% of the approved amount) upon signing of the Agreement by both parties within twenty-one (21) working days.	Final disbursement (remaining 50% 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"> ● CENDANA's Economic Monitoring Survey Report; ● Final artwork materials (photos, videos, collateral created if applicable); ● Submission of physical artwork for exhibition at a date advised (if selected); and ● Completion of artist profile sheet for BASKL website submission.

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Disbursement Process for Funding of RM8,000 and below:



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

What are the expectations for deliverables and reporting requirements from successful applicants?

Expectation from Successful Applicants
<ul style="list-style-type: none"> ● To deliver project as outlined in approved proposal within four (4) months 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 acknowledge CENDANA's support through relevant social media platforms; ● To apply CENDANA brand guidelines onto all communication platforms e.g. to include logo on all publicity and marketing collaterals³ for supported projects; ● All payment transaction slips and receipts for project expenditure are not required as proof of payment to be submitted to CENDANA. Failure to provide the necessary supporting documents will not affect the disbursement amount. However, you are encouraged to keep payment transaction slips and receipts as good practice.
Reporting Requirements
<ul style="list-style-type: none"> ● To complete CENDANA's Economic Monitoring Survey Report to be submitted within fourteen (14) working days upon completion of the project. (template/ form provided by CENDANA);

³ Details outlined in Agreement.

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- To submit any other form of validation – supplementary materials of activity such as videos, photos and collaterals created.

Requirements for Submission of Artist Profile and Artwork Images on BASKL website

- CENDANA Artist Profile Sheet (template provided) that will eventually be included in CENDANA's online artist listing resource;
- Artwork details (title, medium, year, price (if applicable));
- To submit at least one (1) artwork image by **31st January 2022**;
- Image size is about 400-600 pixels wide for a large image and 100-200 pixels for a thumbnail image; 72 DPI; JPEG format, 20-200K.

CENDANA Digital Assets/ BASKL Website Terms

- Upon complete submission of information, artist profile and artwork will be uploaded to BASKL website on a weekly basis;
- Artist profile and artwork will be featured on BASKL website for at least twelve (12) months after which the artist or CENDANA has the right to remove profile and artwork;
- Artist profile will also be consolidated as part of the CENDANA's Artist Directory for the public's perusal;
- The BASKL platform serves as a directory for supplementary online presence for the successful beneficiaries. CENDANA is not obliged to conduct sales on behalf of the beneficiaries via this platform.

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.

Who can you contact if you have questions?

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

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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.