

TERMS OF REFERENCE

CENDANA VISUAL ARTS INSPIRE FUNDING PROGRAMME

OVERVIEW

Open for Application	Application Due Date	Applicants Notified by	Projects to Start
18 August 2020	17 September 2020	27 October 2020	November 2020 onwards

What is the CENDANA Visual Arts Inspire Funding Programme?

CENDANA's **Visual Arts Inspire Funding Programme** ("Programme") encourages and supports visual artists with more than twelve (12) years of experience to enhance their capacity as practising artists by providing them an opportunity to participate in a creative exploration process and research excursion to assist in their artistic process, in any field of interest of their art practice, within Malaysia or Southeast Asia for a duration of up to two (2) months. Applications by women visual artists are highly encouraged and priority is given to research conducted within Malaysia.

Upon completing the **Visual Arts Inspire Funding Programme**, applicants are required to document their journey via a publication¹ or a series of artworks, which will result in a mini showcase and a potential activation within Malaysia based on their creative exploration process and research excursion no later than six (6) months from their date of return.

The **Visual Arts Inspire Funding Programme** aspires to support the visual arts ecosystem from start to end by supporting the creation process for visual artists and the exhibition-making process by curator(s) of their choice at their selected art space(s)² or digital platforms.

The **Visual Arts Inspire Funding Programme** primarily supports:

- The creative exploration process and research excursion to assist in their artistic process, in any field of interest of their art practice within Malaysia or Southeast Asia for a duration of up to two (2) months.
- Subsequent follow-up publication, mini showcase/exhibition and/or sharing session with the public and a potential activation within Malaysia about the research experience.

Proposed projects to adhere to guidelines stipulated by the Recovery Movement Control Order, interstate [travel](#) and gathering restrictions as approved by the National Security Council or within the defined environment given by the Government for e.g. social distancing, mass gathering and [event standard operating procedure](#) (SOP).

CENDANA's funding programmes are introduced to provide financial assistance in the form of grant to individual artists in Malaysia.

¹ In the form of catalogue, book, brochure or recognised web portals.

² Applicable for mini showcase/exhibition organised by the applicant.

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Sectors

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 	<ul style="list-style-type: none"> • Sculptures • Printmaking • Photography 	<ul style="list-style-type: none"> • Installation art • Multimedia art • Digital art

What is the funding provided under the CENDANA Visual Arts Inspire Funding Programme?

The **Visual Arts Inspire Programme** supports up to a total of RM15,000 per application for creative exploration process and research excursion, and subsequently up to a total of RM 30,000 for the follow-up project output such as publication/mini showcase or exhibition/sharing session. These projects may take place in art spaces or digital platforms. These costs may be based on a reasonable and realistic estimate of total qualifying costs), which may cover one or any of the below project purpose and criteria from November 2020 until mid-September 2021.

Creative journey and research excursion	
Eligible Expenses	Non eligible expenses
<ul style="list-style-type: none"> • Travel expenses (domestic by flight, train, bus, or car* and international flight within Southeast Asia countries only) • Ground transportation during research • Return airport transfers • Honorarium for collaborators • Materials to assist the research process (e.g. sketchbook, charcoal, ink) • Accommodation • Per diems** 	<ul style="list-style-type: none"> • Purchase of equipment (e.g. laptop, printer, camera, etc) • Raw materials such as 35mm roll films, easel, silkscreen printing table etc • Visa and passport fees • Insurance coverage • Medical coverage and vaccines • Customs tax for international shipping

* Mileage is claimable at RM0.80 per kilometer from current residence to destination.

** Only for the duration of the trip at RM40 per day within Malaysia and USD20 per day within Southeast Asia.



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Follow-up showcase/exhibition	
Eligible Expenses	Non-Eligible expenses
<p><u>Projects that may take place in art spaces</u></p> <ul style="list-style-type: none"> • Venue/space rental • Artist’s fees and material costs • Artwork installation and de-installation costs • Artwork framing costs • Artwork logistics costs • Curatorial and writing fees • Publicity and marketing costs (e.g. printing of exhibition catalogues, designer fees, etc) • Rental of PA system, projector and microphones • Support staff fee (e.g. workshop assistants, helpers etc) • Photography and videography costs <p><u>Projects that may take place on digital platforms</u></p> <ul style="list-style-type: none"> • High resolution scanning costs • Web design and production costs (e.g. web designer, copywriter, illustrator) • Curatorial and writing fees • Publicity and marketing costs (e.g. designing fees of exhibition e-catalogue, digital ads that may include Facebook/ Instagram) • Photography and videography costs • Content development and production fees for digital media art (e.g. motion graphic editing, video editing, 3D animation) <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"> • Travel expenses (e.g. petrol, toll, mileage claim) • Per diems • Catering costs (e.g. food and beverage expenditure) • Stationery / electronics (e.g. tablet, laptop) <p><u>Projects that may take place on digital platforms</u></p> <ul style="list-style-type: none"> • Web domain fees • Web hosting fees • SSL (Secure Sockets Layer) certificate fees • Search Engine Optimisation fees • Digital art software (Adobe Creative Cloud e.g. Photoshop, Illustrator, InDesign, Dreamweaver) • Motion graphics or video editing software (e.g. MadMapper, Isadora (Troikatronix, HeavyM, Resolume Arena) • Cloud storage fees (e.g. iCloud, Dropbox) • Any kind of storage device (e.g. USB flashdrive) • E-commerce payment gateway

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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.

Who can apply for the CENDANA Visual Arts Inspire Funding Programme?

- Malaysian citizens with minimum twelve (12) years of relevant professional experience and portfolio of work to demonstrate that they are actively engaged in the Malaysian visual arts sector.
- Have held at least three (3) solo exhibitions located nationally or internationally.
- Have received national or international recognition through publication or public presentation of your work, which means you have had a significant publication about you and your work, most likely through a gallery, museum or publishing house.
- Are without commercial representation.
- Practising artists with temporary or permanent employments (lecturers, art administrative, other professions) who yearns for a creative break from their daily routine to be inspired to actively create and exhibit their artworks.
- Applications must include reasons for funding the creative exploration process and the location of research excursion with a proposed timeline of artwork creation and date for the follow-up project output such as publication or mini showcase.
- Priority may be given to applicants whose last exhibition was affected due to COVID-19 and/or was held in 2017 or prior.
- Priority will be given to female applicants.
- Priority will be given to research conducted within Malaysia.

Projects proposed must have significant developmental benefits for Malaysian artists and bring high quality arts to audiences. Given the competitive nature of arts funding and limited resources, CENDANA will prioritise new proposals as opposed to recurrent projects of a similar nature which have been funded before.

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

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

1. Are a group/organisation
 - constituted for non-secular purposes;

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- 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?

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 visual arts 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?
- Does the project/ programme create greater accessibility to the visual arts 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 visual 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)

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- 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:

Personal Documents
<p>Applying as individual:</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.
Supporting Documents
<ul style="list-style-type: none"> • Artists' CV and artistic statements; • Past exhibitions and publications of you and your work; • Project proposal that includes reasons to fund the programme and place of interest; • Project timeline/schedule and duration; • Budget/cost breakdown sheet; • Any other relevant supporting materials in digital format (if applicable) e.g. visual images, video, web link etc.

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

³ Details outlined in Agreement.



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- To complete **Project Final Report** and CENDANA's **Monitoring Survey** to be submitted within twenty-one (21) working days upon completion of the project. (template/ form provided by CENDANA);
- To provide summary of project expenditure along with the – proof of expenditure (receipts, invoices, payment vouchers, etc);
- To submit any other form of validation – supplementary materials of activity such as videos, photos and collaterals created (if applicable).

How can you apply for the CENDANA Visual Arts Inspire 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, Budget, Proposal, Timeline and templates are provided for within the system.

All documents outlined as above **MUST** use CENDANA's provided templates.

Who can you call if you have questions?

If you have any questions, forward your inquiries to grants@cendana.com.my or secure an appointment to discuss your application in detail.

What happens after you submit an application?

- Once application deadline closes, all applications will be vetted through to ensure the applicant's proposed 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** comprise of industry advisors, experts and practitioners, determined by a weighted scoring system against the published assessment criteria.
- The highly weighted applications will be reviewed and approved by the **Management**.
- 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.

How will you receive funding?

- Should you be successful, 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) to confirm the terms and conditions of the conditional grant.
- The approved amount for your creative research and excursion will be disbursed in two (2) tranches. The funds will be credited to the applicant's bank account.
- The approved amount for your follow-up publication or exhibition will be disbursed in two (2) tranches. The funds will be credited to the applicant's bank account.

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Structure of the Visual Arts Inspire Funding Programme disbursement is illustrated below:

1. Creative exploration process and research excursion to assist in their artistic process, in any field of interest of their art practice, within Malaysia or Southeast Asia for a duration of up to two (2) months.

Upon signing of Agreement	Post-mortem Report
First Disbursement (40% of the approved amount) upon execution of the Letter of Agreement within 21 working days and upon submission of proposal outlining the outcome of the creative exploration process and research excursion.	Final disbursement (remaining 60% of the approved amount) within 21 working days upon submission of a post-mortem report, which must include the proposal outlining details with the breakdown cost for your follow-up mini showcase / exhibition / sharing session or publication.

2. Subsequent follow-up publication, mini showcase/ exhibition and/or sharing session with the Malaysian public about the research experience.

Upon signing of Agreement	Monitoring Survey Report
First Disbursement (40% of the approved amount) upon execution of the Letter of Agreement within 21 working days submission of proposal outlining the outcome of the follow up activation plans post excursion.	Final disbursement (remaining 60% of the approved amount) within 21 working days upon submission of Project Post Mortem Report and completion of CENDANA's Monitoring Survey Report.

- 40% of the approved amount will be given up-front upon execution of Funding Agreement for Successful Applicant(s) to kick-start the project. The balance of 60% will be disbursed upon completion of the project with submission of relevant supporting documents.

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

The Visual Arts Inspire Funding 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.

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A NOTE ON VISUAL ARTS INSPIRE 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.

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 Ministry of Communications and Multimedia. For more information, log on to www.cendana.com.my.