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CENDANA VISUAL ARTS SHOWCASE FUNDING PROGRAMME

OVERVIEW

Application Opens	Application Closes	Applicants Notified By	Legal Briefing for Agreement	Projects to Start
22 March 2021	21 April 2021	2 June 2021	2-4 weeks after notifications	Mid July 2021 onwards

What is the CENDANA Visual Arts Showcase Funding Programme?

CENDANA's **Visual Arts Showcase Funding Programme** ("Programme") aims to promote Malaysia's creativity and stories, to encourage a dialogue that fosters mutual respect for the diverse beliefs and values of all persons and groups, enrich our humanity by broadening our understanding of ourselves as individuals and as a society and more.

The Programme encourages the development of the visual arts sector through initiatives that support:

- the **creation** of an arts exhibition;
- **documentation, publication or catalogue**; or
- **innovative presentation** via the use of technology relating to the contemporary expressions of Malaysian visual art research;
- **facilitation** of visual arts projects;
- **upskilling and capacity building** (attending or organising workshops, residencies, training, conferences, fairs, networking and more)
- **arts outreach programmes** (cross-sector collaborative efforts that support and complement the arts sector such as art therapy workshops, programmes for a wide reach of demographics and more);
- **mobility** and the **promotion** of Malaysian made works.

Malaysian visual artists, cultural workers, gallery managers, independent art curators, art collectives and organisers that are actively engaged in the Malaysian visual arts sector; and Malaysian independent, alternative and experimental art venues, artist-run spaces¹, art galleries and underserved² neighbourhood culture activators are welcome to apply. Applications from commercial art galleries can also be considered during this pandemic.

What does the Visual Arts Showcase Funding Programme support?

The **Visual Arts Showcase Funding Programme** supports direct expenses for you to **create and organise an art exhibition; residency programme; documentation, publication or catalogue; or produce innovative presentation via the use of technology** relating to the

¹ An artist-run space is a gallery facility operated by visual artists or cultural workers.

² Underserved neighbourhood culture activators comprise spaces run by art communities that operate in fringe areas away from commercial galleries in urban and prime real estate areas.

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contemporary expressions of Malaysian visual arts; undertake **research, networking, facilitation of art projects, upskilling, arts outreach** as well as **mobility**; and the **promotion of Malaysian made works** (from RM5,000 to RM30,000 per application based on a reasonable and realistic estimate of total qualifying costs) for projects between July 2021 and June 2022.

Who can apply for the Visual Arts Showcase Funding Programme?

- Malaysian visual artists, cultural workers, gallery managers, independent art curators, collectives, community arts activators and organisations³ with minimum three (3) years of relevant professional experience and portfolio of work that are actively engaged in the Malaysian visual arts sector.
- Malaysian independent, alternative and experimental art venues, artist-run spaces, art galleries and underserved neighbourhood culture activators with relevant portfolio of work and are actively engaged in the Malaysian visual arts sector.
- Priority will be given to proposals that highlight high-quality exhibition-making content with the intention to feature innovative and experimental artworks by independent Malaysian visual artists and upskilling and development such as residency programmes and professional workshops.
- The lead applicant must assume full administrative responsibility as well as be actively involved in the whole process.

Projects proposed by for-profit⁴ entities must have significant developmental benefits for Malaysian independent and experimental visual artists and bring high quality arts to audiences. This could be in the form of physical and/or virtual exhibition and/or documentation.

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

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

Are an individual/ collective/ organisation:

- constituted for non-secular purposes;
- does not meet the eligible criteria as stipulated;
- 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;
- have been declared bankrupt or undergoing bankruptcy proceedings;
- currently facing an action, claim, process or investigation against the applicant;

³ The programme is designed for less established art spaces that require financial support for their visual arts activities.

⁴ Applications by profit-making organisations that generate income exclusively from the primary and secondary art market may be reviewed and assessed accordingly.



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- being charged/ and or convicted in a criminal process or named as accused in a pending court case process;
- if there are any adverse findings on the organisations during the due diligence process;
- has been funded consecutively by CENDANA within three (3) calendar years.

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 visual arts component;
- 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 to be 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 are the sectors eligible for CENDANA Visual Arts Showcase Funding Programme?

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 	<ul style="list-style-type: none"> • Printmaking • 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.

What are the criterias for the CENDANA Visual Arts Showcase Funding Programme?

Visual Arts Showcase Funding Programme aims to increase the opportunity for Malaysian contemporary visual artists whose artworks may be considered innovative and experimental to be featured in the proposed exhibitions.

The proposed projects must be (where applicable):

- Accessible to the general public;
- Offer significant developmental benefits for Malaysian artists and bring high-quality arts to audiences;
- If applicable, supported by a marketing and promotions plan;
- In the case of a cross or multi-disciplinary project and performance, must have a majority visual arts-centric component that would contribute to the development of Malaysian arts sector;
- Completed within twelve (12) months of project start date.

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Physical exhibitions should be held for a minimum duration of two (2) weeks. For virtual exhibitions, the content is required to be uploaded on websites⁵ for a minimum duration of one (1) month. Additional complementary activities that stem from any of the above proposed projects are encouraged. These activities may include art talks and workshops.

Proposed project to adhere to guidelines stipulated by the Movement Control Order, gathering restrictions put in place by state or federal governments or within the defined environment given by the Government for e.g. social distancing, mass gathering and event standard operating procedure (SOP).

What are the eligible expenses for CENDANA Visual Arts Showcase Funding Programme?

Professional Fee	
For projects that may take place at independent, alternative and experimental art venues, artist-run spaces, art galleries; or public spaces	
Eligible Expenses	Non-eligible Expenses
<ul style="list-style-type: none"> • Professional fee/ collaborators (e.g. artists, writers, curators, photographers, videographers, architectural design fees, etc) • Cost for translator/ transcriber (Languages: English, Bahasa Malaysia, Mandarin and Tamil only) • Videographer/ photographer fees • Support staff fee (e.g. gallery sitter, assistant, etc) • Programming honorarium costs (moderators/ speakers for workshops/ talks, etc) • Residency programming fees (e.g. artists allowance, materials cost, learning activities, etc) • Project management fee (subject to CENDANA's discretion) <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 of relevant profiles and supporting work.</p>	<ul style="list-style-type: none"> • Purchase of equipment (e.g. laptop, tablet, printer, office furniture, etc) • Purchase of software/upgrading software • Operational expenditure costs (e.g. full-time salaries, monthly space rental, management fees, etc) • Catering costs (e.g. food and beverage expenditure) • Any relevant licenses and permits
Venue and Technical Support	

⁵ Own websites, blog-publishing services or social media platforms.



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<ul style="list-style-type: none"> • Artwork framing cost • Artwork production cost (e.g. raw materials and fabrication costs) • Structure design and build (e.g. structure technical design and drawing, engineering drawing approval fees, fabrication cost, etc) • Artwork installation / deinstallation costs (manpower, etc) • Equipment rental costs (PA system, projector, microphone) • Venue rental (only if applying as a curator, who is not the venue owner) • Sanitising kit (e.g. hand sanitiser, face masks and latex gloves for staff, digital thermometer) 	<ul style="list-style-type: none"> • Operational expenditure (i.e. monthly office rental, utility bills etc.) • Capital expenditure including refurbishment/ renovation of buildings, offices, studio • Purchase and upgrading of software • Purchase of equipment (i.e. laptop, printer, machines etc.) • Event permits and licenses • Catering costs (e.g. food and beverage expenditure)
Marketing and Promotional	
<ul style="list-style-type: none"> • Marketing/ promotional activities (i.e. advertising fee, printing of marketing collaterals, designer fees, social media/ digital ads, printing of exhibition catalogues/ e-catalogues, designer fees, etc) • Translator/transcriber and proofreading costs (Languages: English, BM, Chinese and Tamil) 	<ul style="list-style-type: none"> • Web domain and web hosting fees • SSL (Secure Sockets Layer) certificate fees • Search Engine Optimisation fees • Digital art software (Adobe Creative Cloud i.e. Photoshop, Illustrator, InDesign, Dreamweaver) • Motion graphics or video editing software (i.e. MadMapper, Isadora Troikatronix, HeavyM, Resolume Arena) • Cloud storage fees (i.e. iCloud, Dropbox) • Any kind of storage devise (i.e. USB flash drive) • E-commerce payment gateway
For projects that may take place on digital platforms	
<ul style="list-style-type: none"> • High resolution scanning cost • Web design and production costs (e.g. web designer, copywriter, illustrator) • Writing fees • Photography and videography costs • Content development and production fees for digital media art (e.g. motion graphic editing, video editing, 3D animation, augmented reality) • Cost to enable your creation of work to be presented via the digital platform (i.e. web designer, video editing, copywriter, illustrator etc.) • Expansion or upgrade of the online platform 	<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)



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	<ul style="list-style-type: none"> Any kind of storage device (e.g. USB flash drive) E-commerce payment gateway
Mobility support (applicable for Malaysian and international artists by the invitation of Malaysian-based or international galleries subject to current SOP by the Government)	
<ul style="list-style-type: none"> Return flight tickets Return airport transfers Travel expenses by train, bus, or car* to designated location for residency/ event/conference/ market venue only Cargo freight cost for artwork Per diems (for Malaysian artists only)** Accommodation Artwork logistics (domestic and international shipping) 	<ul style="list-style-type: none"> Visa and passport fees Insurance coverage Medical coverage and vaccines COVID-19 Test Customs tax for international shipping Catering costs (e.g. food and beverage expenditure)
Invited platforms where you fulfil the following: <ul style="list-style-type: none"> Receive a confirmed invitation from an international/ a local partner, venue presenter, curator or festival director. Receive an appropriate remuneration i.e. honorarium or professional fee for the exhibition that is being hosted as well as provided accommodation amongst others. 	
Self-effort where you fulfil the following: <ul style="list-style-type: none"> Provide a copy of the venue booking receipt or confirmation letter from the respective venue where your works will be presented. All relevant permits/licenses are secured. 	
Participation fee for upskilling	
<ul style="list-style-type: none"> Registration fees to participate in any identified programmes to encourage participation in a wide range of development or new market opportunities. <p>Note: To provide details of programme fees during the application process.</p>	<ul style="list-style-type: none"> Academic course fees i.e. diploma, degree, etc. Exhibition – admission fee

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

** Only for the duration of the trip capped at 10 days at RM40 per day within Malaysia and USD20 per day for international (if applicable).

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

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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.

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 with relevant supporting documents such as schematic drawings, visual mood board and collaborators’ information?
- Is the project/ programme proposed original/ ambitious/ risk-taking/ experimental/ innovative?
- Would the project contribute to the diversity of the Malaysian arts sector?
- Does the project/ programme create greater accessibility to the visual arts/ 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 timeline?
- 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/ 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:

Application Type
<p>Applying as individual/ collective:</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. <p>Applying as Organisation/ Association:</p> <ul style="list-style-type: none"> • Copy of Director/ President MyKad Identity Card (IC)* – clear copy of both back and front image on same-sided A4 page (<i>*director(s) and shareholder(s) of organisation</i>). • Copy of valid company registration forms – e.g. Form 9 (SSM Form), Form 24 or 49, authorisation letter (if applicable), list of committee members (for societies).
Supporting Documents
<ul style="list-style-type: none"> • Profile/ CV/ Bio of <u>ALL</u> artists/ collaborators/ organisations involved in the project; • Past art exhibitions (for exhibition organisers/ participating artists); • Past public art programmes (for workshop organisers/ participants); • Artist statement; • Curatorial/ project proposal for all applications; • 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; • Letter of invitation or venue confirmation letter for exhibitions abroad (for mobility support application).

A NOTE ON VISUAL ARTS SHOWCASE 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.

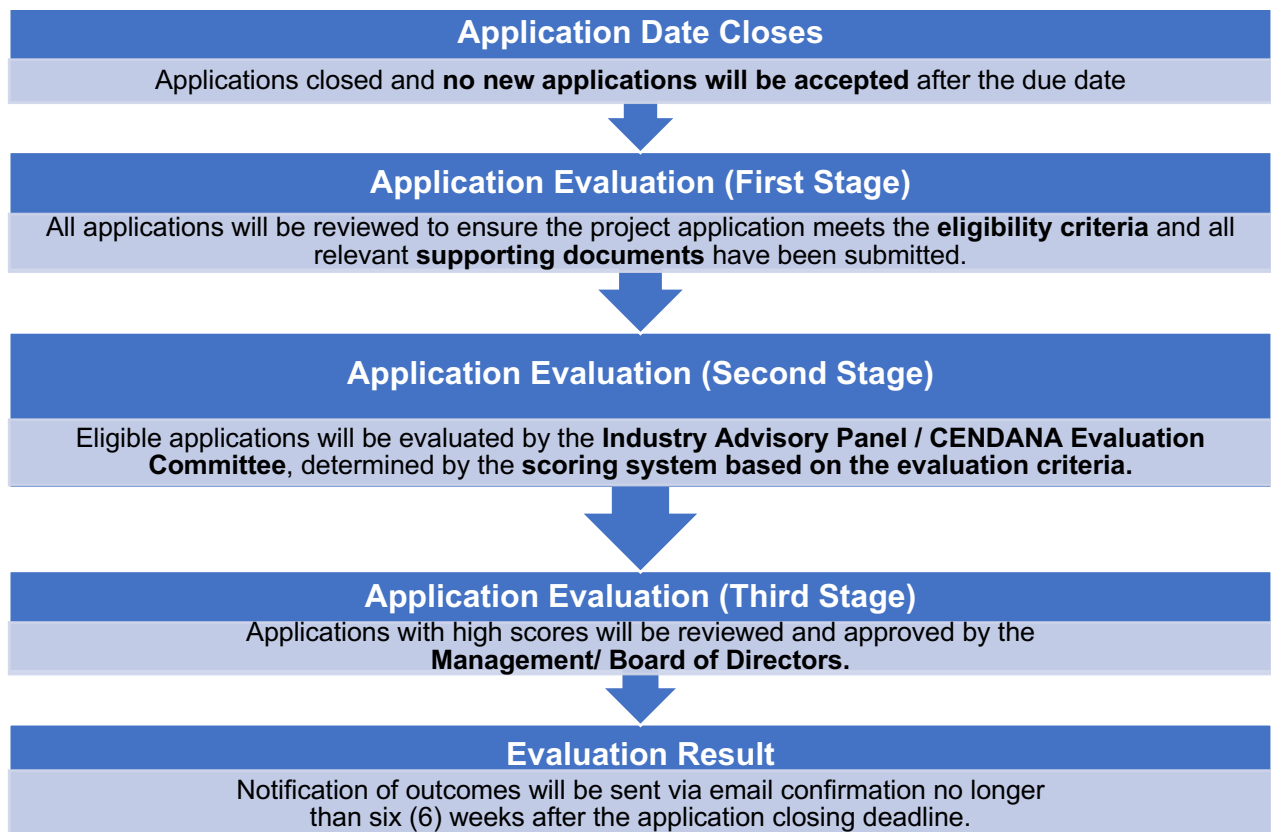
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How can you apply for the Visual Arts Showcase Funding Programme?

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

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 evaluation process to be assessed by the CENDANA **Industry Advisory Panel/ Evaluation Committee** comprise 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 Showcase Funding Programme amount and purpose;
- Terms & Conditions of the Visual Arts Showcase Funding Programme;
- Performance goals and deliverables.

The offer for Visual Arts Showcase 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.

How will you receive funding?

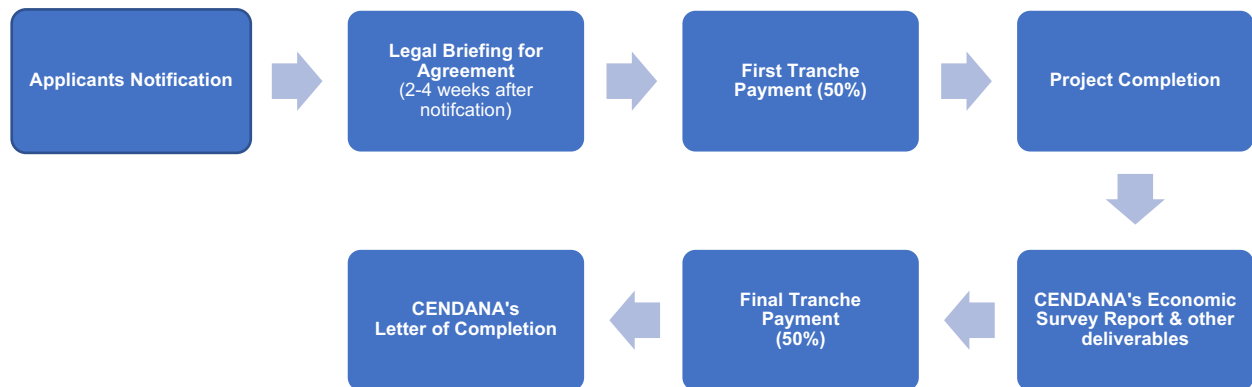
- Should you be successful, you will be required to be present at a one-on-one meeting or group briefing with the CENDANA team virtually to confirm the terms and conditions of the conditional grant.
- The approved amount will be disbursed in either
 - **two (2) tranches for amount awarded RM10,000 and below;** or
 - **three (3) tranches for amount awarded RM10,001 and above.**
- The funds will be credited to your or your organisation's recognised bank account.

1. Structure of the Visual Arts Showcase Funding Programme disbursement for **RM10,000 and below** is illustrated as follows:

Stage 1: Upon Signing of Agreement	Stage 2: Post Mortem Report, 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 Survey Report; • Final statement of accounts (proof of expenditures i.e. receipts); • Supplementary materials (photos, videos, collaterals create if applicable).

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Disbursement Process for Funding RM10,000 and below:

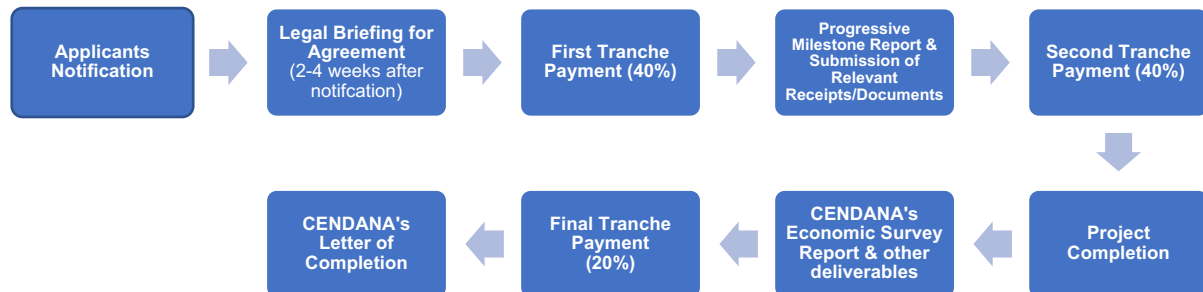


2. Structure of the Visual Arts Showcase Funding Programme disbursement for **RM10,001 to RM30,000** is illustrated as follows:

Stage 1: Upon Signing of Agreement	Stage 2: Progressive Milestone Report	Stage 3: Post Mortem Report, CENDANA's Economic Monitoring Survey and Other Deliverables
First disbursement to kick-start programme (40% of the approved amount) upon signing of the Agreement by both parties within twenty-one (21) working days.	Subsequent disbursement (40% 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"> • Progressive Milestone Report; • Supporting documents to substantiate the claims (i.e. receipts, payment deposit slips etc). 	Final disbursement (remaining 20% 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 Survey Report; • Final statement of accounts (proof of expenditures i.e. receipts); • Supplementary materials (photos, videos, collaterals create if applicable).

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Disbursement Process for Funding Between RM10,001 and RM30,000:



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 and reporting requirements from successful applicants?

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 collaterals⁶ for supported projects; • To ensure all payment deposit slips 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
<ul style="list-style-type: none"> • To complete CENDANA's Economic Survey Report to be submitted within fourteen (14) 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).

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

⁶ Details outlined in Agreement.

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- 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 to secure an appointment.

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.