**Template Project Description Organizations and Individual Artists**

Attention!

* You write your application as free text. Enter name and project title at the top.
* The document is a Word document or readable PDF, A4 size paper. Use only Arial font size 10, interlace 1, default page margins.
* The number of functions you select determines the maximum number of pages in your text.
* Maximum number of pages per item:
  + First function: max. 4 pages
  + All subsequent functions: 2 additional pages each
  + National and / or international positioning, collaboration andrelevance: 1 page
* You add documentation in the appendix ‘Bijkomende documentatie’

1. **Describe your artistic plans taking into account all the criteria of the chosen function(s).**

Below are the function-specific criteria and some guiding questions for each function. The evaluation committee uses these criteria and questions to assess your application. Follow as closely as possible the specific order of functions when discussing your project.

# Development

## *Function-specific criterion 1:* "Quality of the planned artistic research and experiment"

* What do you want to develop or research, and how do you plan to do this? How will you put the research, the experiment or the innovation in practice on an artistic level?
* Provide a concrete plan for the entire project.

## *Function-specific criterion 2: "*Contribution to the development of the artist's trajectory" (this may be of a financial, logistic, content-related, technical, organizational and / or business-related nature)

* How will you provide support and guidance to artists? Explain how the project will contribute to a substantial development (evolution, growth, reorientation) of the artist's trajectory. Discuss this for artists inside and/or outside your organization (when applicable). Describe this on a financial, logistic, technical, organizational, business-related, ... level as well as in terms of contents.
* If you submit an application as an organization, indicate how you will create the appropriate context (time and space) so that the artistic practice can be delineated, questioned, investigated and / or developed. Indicate how this context provides sufficient space for experimentation and artistic renewal, and how the artist is supported and guided.

# Production

## *Function-specific criterion 1:* "Quality of the creative and production process"

* How do you fill in the creative and production process: the planning (time and location), the potential partners and the working conditions that are provided.
* Explain the choice for the artistic partners and show how the production process is adequately supported (e.g. production staff, management office, gallery).
* Indicate how the chosen format matches the artistic contents and how the production framework is shaped on a logistic, technical, business-related, ... level

## *Function-specific criterion 2:* "Quality of the artistic result"

* How will you successfully realize the production, aiming for a result of high artistic quality? Describe (among other things) quality standards, resources, collaborators, locations.
* If relevant: How does the project connect with earlier projects?

## *Function-specific criterion 3:* "Vision on distribution and audience range"

* View on distribution: *Distribution will be interpreted differently depending on the discipline. It can indicate the spread of productions, distribution of recordings, or travel of art works.*
* Clarify your ideas regarding spread and/or distribution. Explain your choices (partners, strategy, intended audience).
* Explain your choice with regards to presentation context. Do the venues and their activities generate, broaden or deepen insight and knowledge of art?
* Provide an estimate of your distribution potential and explain your plans.

1. View on audience range: *Depending on your type of operation, the concept of "audience" may include spectators, participants (real and virtual), ...*

* Indicate how you focus on communication and audience interaction: how do you intend to reach your audience, how do you plan to achieve more visibility and what is your communication plan?

# Presentation

## *Function-specific criterion 1:* "Quality of the artistic product presented"

* How will you achieve programming and / or an artistic result of high quality?
* How do you approach presentation? Describe the artistic results / program offered. Do the activities generate, broaden or deepen knowledge and insight? How are innovating trends, canon or specific niches handled?
* Are both program and planning carefully considered and realistic? If relevant, is there continuity in programming? Explain your choices with regards to artistic contents and contextualize them. Explain your choice of co-workers / artists who have been invited.

## *Function-specific criterion 2:* "Presentation context quality"

* Is the presentation context tailored to the program? Explain your choice of presentation context (e.g. by referring to a customized venue, method of presentation, dramaturgy, ...).
* What is the importance, visibility and reach of the presentation venue? Refer to programming history, social embedding, networking, peripheral activities, ...

## *Function-specific criterion 3:* "View on and impact of audience interaction"

*Audience interaction includes attendance (target audience policies, communication plan) and mediation (e.g. lectures, publications)*

* What is your view on audience interaction and recruitment? What actions will you take to reach your target audience? Demonstrate the effectiveness and feasibility of your plans.
* Which communication and promotion channels are you using? Demonstrate that mediation is well-suited to the intended audience and to the program offered.
* Do the activities generate, broaden or deepen insight and knowledge of art?

# Participation

## *Function-specific criterion 1:* "Quality of the participatory concepts and methods"

* Describe your participatory concept and aims.
* What method do you seek to apply (social practice, art education or other activities) and why?

## *Function-specific criterion 2:* "Quality of process support, including the connection between the artistic and the participatory parts of the project and the way in which the (professional) artists are selected"

* How will you realize the process support (including detailed plan in which you connect the artistic and participatory aspects of the project)?
* What is the expertise of the supporting artists, educational, cultural or social workers?
* How is the selection process organized? On what basis are the (professional) artists / process supervisors selected?

## *Function-specific criterion 3:* "Participant involvement"

* Describe the way in which the participants are selected.
* How will you involve the participants in the process and what resources are used to maximize their engagement? To what extent will the participants actively be involved in the preparation, realization and evaluation of projects / activities / tools? Highlight any cross-sectoral aspects of your work.
* How will you provide a framework and follow-up for the participants?

# Reflection

## *Function-specific criterion 1:* "Quality of the reflection on art (practice) and / or the art field, in so far as there is an involvement with the art field in the Dutch language area and / or in the bilingual Brussels-Capital area"

* In what way will the project promote reflection on art (practice) and / or about the art field in the Dutch language area and / or the bilingual Brussels-Capital area?
* Will the reflection have an artistic, cultural and / or critical content? To what extent will it contribute to the knowledge about art or the art field? How will it feed and strengthen the discussion about (developments in) the arts or the art field?

## *Function-specific criterion 2:* "Quality of the way in which reflection is made available" (conducive activities, communication strategy, planning)

* How will you make the reflection available and accessible (website, publication, workshop, exhibition, sound recording, image recording, conference, etc.)?
* Demonstrate how these methods help you reach your target audience.
* What is your planning and who will you collaborate with?
* How will you handle follow-up (e.g. up-to-date website)?

1. **National and / or international positioning, collaboration and significance**

The goal is to get an idea of the importance of the project, the degree of collaboration, and the national and / or international networks you are actively involved in. Based on this information, and based on your CV or portfolio, your application will be assessed on the criterion ‘national and / or international positioning, collaboration’.

* Describe your current position, relevance and / or your function as a role model to other organizations or artists in general. This can be illustrated by existing partnerships, the spread of productions, audience range, critical press articles, ....
* Describe how you collaborate for this project with organizations or individuals both inside and outside the art field, and both domestically and abroad. Explain the role and contributions of the partners as well as the benefits for all partners. Indicate the added value on an artistic level. Not the size of the network or the number of collaborations, but the quality and useful contributions of the relationships that an organization enters into, are important.
* What are your ambitions with this project? What impact are you aiming for? What can the project mean to others? In what way do you want to consolidate or expand this meaning?