

# Arts in Your Neighbourhood

## Open Call for Neighbourhood Art Trail Programme

### Open Call Information

Application submission	ansley_toh@nac.gov.sg
Open call date	11 May 2020
Closing date	12 June 2020 (23:59HR)
Notification of results	By 10 July 2020

### Contact Details

Enquiries	Ms Ansley Toh (Manager, Engagement & Participation)
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## Open Call for AYN Neighbourhood Art Trail Programme

The National Arts Council (NAC) is looking to appoint a **Curator** (“Curator”) for a **Neighbourhood Art Trail Programme** (“Project”) as part of the November season of Arts in Your Neighbourhood, 12 – 29 November 2020.

The Curator will be commissioned to conceptualise, plan and implement the Project which will include pre-engagement and co-creation sessions and showcases of final artworks on various spaces within the neighbourhood of Kallang/Geylang.

Additionally, the Curator will design and incorporate strong digital features to complement the art works and encourage interaction on digital platforms to enhance audience engagement and experience.

### About Arts In Your Neighbourhood

Arts in Your Neighbourhood (AYN) is a bi-annual programme by the National Arts Council that aims to provide the opportunity for everyone to experience, appreciate and be inspired by the arts right at their doorsteps. AYN also aims to connect communities through the arts by creating opportunities for shared experiences, social bonding and mixing, and fostering a sense of belonging to neighbourhoods,

AYN takes place over three weeks in March and November every year, featuring a range of different art forms and genres.

### **Project Requirements**

- 1 Each Project should consist of the following deliverables:
  - (i) A series of 3 – 5 artworks each by a different artist
  - (ii) A series of pre-engagement sessions (minimum 4) developed around the curatorial concept and artworks
  - (iii) Digital engagement features and elements to enhance audience interactivity and experience with the artworks
- 2 While there are no preconceived ideas regarding the scale or medium for the art commissions, the artworks are expected to be:
  - By artists with a strong track record and (preferably) an interest in community engagement practice
  - Visually impactful to garner attention from the public and media
  - Interactive and designed to encourage meaningful public engagement, for Singaporeans to discover their neighbourhoods and feel a greater sense of belonging while forming new perspectives and connections
  - Site-specific, responding to the unique character of Kallang/Geylang’s spaces and community in ways that draw out or give new meanings to everyday spaces
  - Optional: Reflective of how the Kallang/Geylang community is emerging stronger from the Covid-19 situation
- 3 Pre-engagement sessions should be developed with the goal of increasing public engagement with the artworks, aligned to the outcomes such as

- Providing opportunities for the local community to participate in the programme, by contributing stories, co-creating artworks, and connecting with others in the neighbourhood
  - Social mixing activities – to engage at least 2 distinct social groups through activities developed around the curatorial concept or artworks, with the intended outcome of creating a better understanding between them.
- 4 Digital features should be aligned to the curatorial concept, complement the artworks and encourage audience interaction through digital platforms.
  - 5 In view of the current Covid-19 situation, scenario planning must be provided. The appointed Curator will need to consider alternative plans for pre-engagement sessions and other forms of presentation. Should there be any restrictions or social distancing measures implemented during the AYN period, the Curator should provide options, such as extending artworks for a suitable time.
  - 6 The venues for the Project have not been determined. Curator is encouraged to propose their preferred venues across Kallang/Geylang (including open spaces or walls located outdoors or in semi-sheltered venues), and will need to make the necessary provisions to present the artworks in these venues. Proposed venues should be accessible spaces with good footfall and conducive for community engagement. Venue matching will be done in consultation with the Curator and artists based on the availability and suitability of venues.
  - 7 Direct involvement in the Project is also expected of the appointed Curator where relevant (e.g. leading tours, workshops, talks, etc.)
  - 8 Appointed Curator will be expected to oversee the whole Project and work closely with NAC and various project and venue partners to execute the Project in a timely and professional manner.

### **Desired Outcomes**

- 8 The Project aims to achieve the following outcomes:
  - Visually impactful and conceptually meaningful artworks that transform public spaces and highlight the history, heritage, spaces, people, or other unique aspects of the focus town
  - Involvement of residents or communities in the focus town, either during the process of creating the artworks or through their participation in public programmes centred around the artworks

## Submission

9 The Curator is required to submit a Proposal comprising the following.

No.	Item	Remarks
1	<p><b>Curatorial Proposal for 3 – 5 Art Works</b></p> <p>(a) A clear curatorial concept and description of each of the artworks/artists proposed</p> <p>(b) Curriculum vitae and biography of the key artistic team</p> <p>(c) Supporting visuals and mock-ups of proposed artworks</p>	<ul style="list-style-type: none"> <li>• Appointed Curator will work closely with NAC to finalise all artworks, engagement sessions and digital features.</li> <li>• Curator may make provisions for additional personnel to conduct or facilitate the engagement sessions. However, all programmes should involve the commissioned artists.</li> <li>• NAC reserves the final say over the choice of artists and artworks and the type of digital engagement and medium used.</li> </ul>
2	<p><b>Pre-engagement &amp; Co-creation Sessions (minimum 4)</b></p> <p>Programme structure and outline for engagement sessions developed based on the curatorial concept (e.g. tours, workshops, talks) and target demographic</p>	
3	<p><b>Digital Component</b></p> <p>Details of digital features and platforms for audience interaction and engagement (e.g. digital art trail, AR component, etc.). This will be a critical component of the programme.</p>	
4	<p><b>Project Management:</b></p> <p>(a) Curating and Commissioning of 3 - 5 artworks for Kallang/Geylang, including taking care of:</p> <ul style="list-style-type: none"> <li>• Artist fees</li> <li>• Installation and de-installation charges</li> <li>• Site preparation and restoration</li> <li>• Public liability insurance</li> <li>• Artwork insurance</li> <li>• Maintenance and repair works</li> <li>• All other necessary permits</li> </ul> <p>(b) Manage all aspects of project execution before and during the public art exhibition and its related programmes, including:</p> <ul style="list-style-type: none"> <li>• Production of directional signage, and artwork labels</li> <li>• Maintenance of all commissioned artworks during the showcase period</li> <li>• Securing necessary permits, requirements and de-installation</li> <li>• Documentation and report of the engagement sessions</li> <li>• Management of the digital component to augment audience experience onsite</li> </ul>	<p>Curators may list suggested personnel for overseeing project management in his/her proposal (if preferred).</p> <p>Please attach the CV and work experience of said personnel for NAC's consideration.</p>

	<p><b>Budget</b> A budget with a realistic breakdown of individual items, including</p> <ul style="list-style-type: none"> <li>• Curatorial and artist fees</li> <li>• Manpower personnel fees</li> <li>• Installation and de-installation charges</li> <li>• Public liability insurance</li> <li>• All necessary permits etc</li> </ul>	
	<p><b>Scenario Planning</b> Alternative plans for pre-engagement sessions and other forms of presentations depending on different DORSCON rating situations.</p>	

### Roles and Responsibilities of Curator

- 10 The Curator will assume responsibility for the following
- Curation and production of Project, based on the agreed proposal
  - Engage and enter into contractual agreement with all artists and manpower personnel
  - Plan and execute the project, including technical, logistics and manpower provision and licensing fees, if applicable
  - Ensure that all expenditure is within agreed budget
  - Copywriting and translation, and provision of key visuals and publicity images for marketing and publicity materials
  - Marketing and publicity of programme through Curator and artists' contacts and databases

### Assessment Criteria

- 11 Assessment of proposals will be guided by the following criteria:
- (i) Strength and artistic merit of proposal (40%)
    - Relevance to the brief and feasibility of proposal
    - Innovative/ creative elements of presentations
    - Possess suitable interactive and and/or digital elements for audience engagement
  - (ii) Relevant experience and track record of artists (30%)
    - Track record/experience and ability to execute the project
    - Relevant expertise to deliver proposed programmes
    - Strong creative team to execute
  - (iii) Capacity and commitment to execute the project (30%)
    - Clarity of proposal and sound plan to execute the Project (e.g. resources, partners)
    - Curator and relevant personnel have the necessary experience and ability to execute the Project? (e.g. expertise for artwork production, project management, etc.)
    - Curator and relevant personnel have sufficient experience, knowledge and skills in managing the project's finances and administration

## Eligibility

12 This open call is open to

- (i) Individual practising artists or collective of artists who are Singaporeans or Permanent Residents; or organisations registered in Singapore whose core business is in the arts
- (ii) For collectives or organisations, at least 50% of the artists presented have to be Singapore Citizens or Permanent Residents

Curator is required to demonstrate good track record in programming and experience

- Experience in producing public art works, and conducting public engagement workshops with different demographics; and
- Have presented strong works at public spaces or showcased at large-profile events (>2000 pax)

## Funding

13 Funding from NAC will cover the following items:

- Honorariums for artists and arts groups
- Artwork fabrication costs
- Project management fee
- Technical and logistics costs
- Marketing, publicity and documentation costs
- Miscellaneous (including Licenses, Auditing Fee\*)

*\* Appointed Curator will be required to submit a Statement of Accounts, certified by an accountant registered with the Institute of Singapore Chartered Accountants (ISCA) or equivalent international body, for project funding above \$10,000.*

## Timeline

14 The final artworks are meant to last during the month of November 2020 from the date of installation within the community public spaces.

Item	Period
Submission of Project proposal	12 June 2020 (23:59 hrs)
Notification of outcome	By 10 July 2020
Submission of final Project details	By 27 July 2020
Submission of all marketing and publicity details, including <ul style="list-style-type: none"><li>• Curatorial statement</li><li>• Artwork descriptions/labels</li><li>• Content for Project collaterals (e.g. introduction to the project in AYN brochure)</li></ul>	By 15 August 2020

<ul style="list-style-type: none"> <li>Design work and images of the artworks for AYN collaterals/brochures and publicity (e.g. websites, social media)</li> </ul>	
Monthly updates on fabrication progress, updates to designs (if any)	Mid-Sep 2020 Mid-Oct 2020
Pre-Engagement Sessions to be completed	By End-Oct 2020
Setup and installation to be completed	2 – 8 November <i>(Indicative timeline. Installation works may start earlier, subject to venue availability and artwork production requirements)</i>
Preview of Installations, digital features	By 9 November 2020
Arts in Your Neighbourhood November season	12 - 29 November 2020

### Deadline

- 15 Please email the **complete proposal** to [ansley\\_toh@nac.gov.sg](mailto:ansley_toh@nac.gov.sg) before **12 June 2020, 2359hrs**. An email acknowledgement will be sent.

### Notification

- 16 Artists whose proposals have been selected will be notified through email by **10 July 2020**.

### Clarifications

- 17 For clarifications, please contact Ansley Toh ([ansley\\_toh@nac.gov.sg](mailto:ansley_toh@nac.gov.sg)). All clarifications are to be made in writing over email.
- 18 For examples of past programmes, please go to <https://artsforall.sg/initiatives/arts-in-your-neighbourhood/arts-in-your-neighbourhood.aspx>

### Confidentiality and Privacy of Information

- 19 NAC respects the privacy of all applicants and will treat all information provided by the applicants with full confidentiality. The information provided will be used by NAC for assessment and verification purposes.