

## **ANNEX B: CALL FOR PROPOSALS FOR SILVER ARTS 2020/2021 – HIGHLIGHTS**

The National Arts Council is calling for proposals from arts organisations and arts practitioners to produce a Highlight programme for Silver Arts 2020/2021.

Since 2015, the National Arts Council has produced a series of Highlight programmes that resonate and engage with seniors at the annual Silver Arts festival. Highlight programmes are ticketed presentations, usually held at indoor arts venues. These **Highlight programmes provide an immersive, quality and holistic arts experience for seniors and their loved ones**, many of whom may not be regular arts-goers. Collectively, these programmes underscore the shared memories and imagination of a multi-cultural arts scene in Singapore.

NAC is seeking proposals from interested arts organisations and arts practitioners across different art disciplines (e.g. music, dance, theatre, films, and multi-disciplinary), who are keen to produce senior-centric and senior-friendly Highlight programmes for Silver Arts 2020/2021. Proposals with inter-generational elements are preferred.

### **Programme Considerations**

Programmes should be conceptualised with seniors at the heart of design considerations. **Artists/arts groups should conceptualise programmes that stretch and challenge seniors with new experiences, learning new things, or gaining new perspectives.**

**Senior-centric and senior-friendly** programmes could include those that:

- Draw inspiration from songs, stories, films, that resonate with seniors (e.g. those that were popular in their youth, and/or performed in mother tongues and dialects); or
- Feature traditional arts, or presenting the traditional arts through contemporary forms; or
- Provide opportunities for seniors to collaborate and connect with others

**Inter-generational programmes** that can appeal to both seniors and young people, as well as those that can engage across generations (e.g. grandparents and grandchildren, seniors and youths, adults and their senior parents, etc) are preferred.

Inter-generational programmes to foster understanding and interaction across generations could include those that:

- Provide opportunities for seniors to interact with younger generations
- Reflect values, perceptions and stories from seniors and/or younger generations to forge stronger intergenerational understanding
- Feature unique presentations that appeal and engage across generations

Proposal should consider the following:

Scope and genre	<p>Programme could be in the form of</p> <ul style="list-style-type: none"> <li>• dance</li> <li>• music</li> <li>• theatre</li> <li>• film; or</li> <li>• a combination of disciplines</li> </ul> <p>Programme could feature different genres of an artform such as contemporary, traditional, comedy, musical; or incorporate elements such as storytelling, multi-media/digital arts.</p>
Language	<p>Programme could feature languages in English, Malay, Tamil, Mandarin, and Chinese dialects. Where non-English is used, production must provide surtitles.</p>
Duration of Performances	<p>Ideal duration should be between 60 and 80 minutes. Nevertheless, duration could be longer if audience is able to leave and return to their seats freely.</p>
No. of Performances / Runs	<p>A programme could have 2-4 performances, depending on the proposal. Programmes usually take place over Thursdays, Fridays and weekends in September.</p>
Venue	<p>Programmes are typically held at arts venues with a seating capacity of 400 - 600 (e.g. Drama Centre), and are able to meet access needs of the audience. Venue could vary depending on the proposal.</p>

Interested applicants may refer to past examples of Silver Arts programmes [here](#).

Artists / arts groups are invited to consider post-Festival engagement, for attendees to sign-up during Festival e.g. offering workshops/programmes that are senior-centric and senior-friendly, suitable for seniors and their loved ones to attend and participate. It could also be interactive and collaborative to enable seniors to showcase their creative talent through co-created content with others.

Silver Arts can assist with cross-marketing support during the Festival duration.

### **Eligibility**

1. Arts organisations and arts practitioners with good track record in producing community-based programmes
2. Relevant experience in engaging and facilitating senior-centric and/or community programmes through the arts

## **Selection Criteria**

### (A) Strength and Artistic Merit of proposal

- Relevance to the brief
- Originality, innovation and creativity

### (B) Quality of Engagement of audience

- Potential impact for the participants and the community (e.g. opportunities to enhance arts appreciation, self-discovery, and social interaction)
- Extent of interaction between the artist and the audience/participants, and among the participants

### (C) Relevant experience and track record of artist/arts groups/intermediary involved in the project

- Track record/experience and ability to execute the project
- Relevant experience in producing and programming for community-based arts programmes.

## **Roles and Responsibilities**

- Conceptualise or curate a programme
- Appoint and manage the creative team and production team
- Manage the programme implementation
- Manage the production and logistic requirements between venue and production vendor (appointed by NAC)
- Manage budget for project
- Copywriting and translation of marketing and publicity materials
- Support the Silver Arts festival marketing and publicity
- Marketing and publicity of programme through Arts Organisation's / Arts practitioner's database

## **Deliverables**

- 1 senior-friendly programme at NAC-appointed arts venue
- Reach out to a minimum target of 1,200 attendees for each programme
- Financial Report submitted within 2 months of project completion

## **Funding Support**

Depending on the scope of the proposal, NAC will provide a grant to cover the following items:

- Honorarium for programmes

- Costs relating to the production and logistic setup (e.g. rental of music instruments, projector, freight/shipping fees, technical manpower cost, rental of tables and chairs, dressing up of space etc.)
- Project management fee
- Miscellaneous (including official transport)

\*All revenue from ticketing sales will be returned to NAC.

\*The budget shall be agreed upon prior to commencement of the project.

### **Submission**

Please send in the completed proposal form to Doris Teo <[Doris\\_Teo@nac.gov.sg](mailto:Doris_Teo@nac.gov.sg)> by **Tuesday, 25<sup>th</sup> February 2020, 1800hr.**

All proposals submitted to the Council will be treated in the strictest confidence.

Proposals must include:

1. Concept Proposal with the required information in template **Annex B1.**
2. Curriculum vitae and biography of the key artistic team and proposed artists, company's profile and track record
3. Any relevant supporting documents e.g. scripts, images of sample artworks
4. Proposed Budget

### **Notification**

Arts organisation(s)/arts practitioner(s) whose proposal(s) has been selected will be notified through email by 26 March 2020.

### **Proposed Timeline (subject to change)**

<b>Item</b>	<b>Period</b>
Submission of proposal	25 <sup>th</sup> February 2020
Notification of outcome	By 26 March 2020
Site-recce	By 25 May 2020
Provision of marketing materials	By 10 May 2020
Production Meeting	By Jun 2020
Previews of programmes	Jun – Aug 2020
Silver Arts Festival	3 – 27 September 2020

### **Clarifications**

For clarifications, please contact Doris Teo at <[Doris\\_Teo@nac.gov.sg](mailto:Doris_Teo@nac.gov.sg)>. All clarifications are to be made in writing over email.

For more details – refer to [silverarts.nac.gov.sg](http://silverarts.nac.gov.sg) for videos and past festivals' booklets.