

ANNEX C: CALL FOR PRODUCER(S) FOR SILVER ARTS 2020/2021 – ARTS ON THE MOVE

The National Arts Council is calling for arts organisations/arts producers to produce, curate and manage the **Arts on the Move** component of Silver Arts 2020/2021.

Since 2012, the National Arts Council has organised Arts on the Move (AOTM) programmes annually as part of the Silver Arts festival. The AOTM component provides a spread of senior-friendly performances and taster workshops across different art forms during the Festival period. The programmes reach out a diverse profile of seniors.

NAC is seeking proposals from interested arts organisations/arts producers, who are keen to produce a suite of senior-centric and senior-friendly AOTM programmes for Silver Arts 2020/2021.

Programme Considerations

Proposals should take the following into consideration:

Scope and genre	<p>Proposal should consider the programme mix and format. Programmes could be informative for seniors to be exposed to an art form; as well as interactive or collaborative for seniors to share their stories, be creative, and connect with others.</p> <p>Proposed line-up of programmes should have a range of different art-forms:</p> <ul style="list-style-type: none"> • Music • Theatre • Dance • Literary arts, including storytelling and creative writing • Visual arts, including photography, films and craft; or • A combination of disciplines <p>These programmes could take the form of (but are not limited to) performances, taster workshops, screenings, or trails, incorporating participatory and/or interactive elements. The spread of programmes should provide seniors with opportunities to deepen their appreciation of the arts, and be actively engaged in art creation.</p>
Language	<p>Programmes can feature languages in English, Malay, Tamil, Mandarin, and Chinese dialects. Where non-English is used, translation should be provided as far as possible.</p>
Format	<p>AOTM has typically been programmed over weekends only (Saturday and Sunday, total of 8 programme days), in the following format:</p>

	12nn – 3pm	Taster workshop(s) and/or fringe-activities
	3 – 4pm	Performance
	Various timings	Walking Trail
	<p>Producer can propose new formats, or explore different formats across the various weekends.</p> <p>Producer can submit a proposal for one or more weekends.</p>	
Target Reach	AOTM should target a collective reach of 5,000 attendees across the various programmes.	
Venue	<p>AOTM programmes are held at various arts and community venues, mostly over the weekends of the festival period. The Plaza of the National Library Building serves as a focal point for the Festival, signifying a shared community space for seniors and their loved ones to gather and bond through meaningful engagement in the arts. The Plaza capacity can be found here.</p> <p>Producer is free to propose site dressing for The Plaza to complement the programme line-up, including banners, backdrop, tentage, etc., adapting from key creative visuals provided by NAC.</p> <p>Please see end of brief for layout of the Plaza.</p>	

All proposed programmes should be **senior-centric and senior-friendly**, suitable for seniors and their loved ones to attend and participate. Where possible, it could also include **intergenerational elements**.

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

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

Eligibility

1. Organisations registered in Singapore whose core business is in the arts; or arts practitioners who are Singaporeans or Permanent Residents; and
2. Key personnel involved in the project should have a good track record in producing and programming community-based arts programmes, and preferably, demonstrate relevant experience in engaging and facilitating senior-centric and/or communities in the arts.

Selection Criteria

(A) Strength and artistic merit of proposal

- Relevance to the brief
- Originality, innovation and creativity

(B) Quality of Engagement

- 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 personnel involved in the project

- Track record/experience and ability to execute the project
- Relevant experience in producing and programming for community-based arts programmes. Personnel with relevant experience in engaging and facilitating senior-centric and/or communities in the arts is preferred.

Roles and Responsibilities

The Producer will be required to:

- Conceptualise and curate a series of AOTM programmes, for one or more weekends in September 2019, with The Plaza at National Library Building as the focal point
- Conceptualise and implement site dress-up of The Plaza, complementing programme line-up
- Appoint and manage artists/arts groups, emcees, and venue partner(s)
- Manage the production of proposed programmes, including the implementation of all programmes, production, and logistical requirements

- Liaise with NAC-appointed vendors to ensure smooth programme flow, e.g. vendor for live-streaming services¹, exhibition vendor and curator for space management
- Manage budget for overall project
- Provide copywriting and translation of marketing and publicity materials
- Support the Silver Arts festival marketing and publicity through publicising AOTM programmes through project personnel's database(s)
- Provide monthly progress updates, through emails and/or meetings, as required by NAC

Deliverables

- Up to 4 weekends of AOTM programmes for Silver Arts, with The Plaza at National Library building as the focal point
- Reach out to target of *5,000 attendees over 4 weekends (minimum 1,250 reach each weekend)
- Post-project Report and Financial Report, submitted within 2 months of project completion

**Reach out to a target of 4,000 attendees for performances and 1,000 participants for workshops, or a target that commensurate with the scope of the proposal.*

Funding Support

NAC will provide a grant to cover the following items:

- Project Management / Producers fee
- Honorarium for programmes
- Production and logistic requirements, including setup and rental (e.g. technical manpower cost, rental of tables and chairs, dressing up of space etc.)
- Miscellaneous (including official transport)

The budget of the proposal shall be agreed upon by the arts organisation/arts practitioner prior to commencement of the project.

Submission

Please send in the completed proposal form to Doris Teo <Doris_Teo@nac.gov.sg> by **Tuesday, 25th 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 C1**.
2. Curriculum vitae and biography of the key artistic team and proposed artists/arts groups
3. Any relevant supporting documents e.g. images of sample artworks

Notification

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

¹ Live-streaming may be required for selected programmes at The Plaza at National Library Building. This is done via single-camera livestream for performances, and will be streamed on NAC's social media pages. NAC will appoint the vendor and identify the programmes; Producer is required to coordinate and secure licenses, and consider spatial requirements.

Proposed Timeline (subject to change)

Item	Period
Submission of Proposal	25 February 2020
Notification of outcome	By 26 March 2020
1 st Project Meeting	By 8 April 2020
Confirmation of selected programmes	By 30 April 2020
Provision of marketing materials	By 10 May 2020
Previews of programmes	June – August 2020
Silver Arts Festival	3 – 27 September 2020

Clarifications

For clarifications, please contact Doris Teo at <Doris_Teo@nac.gov.sg>. All clarifications are to be made in writing over email.

Layout of National Library Building, Plaza

