

OPEN CALL FOR ARTISTS TO PARTICIPATE IN DIGITAL ART PROJECTS FOR SENIORS

The National Arts Council (NAC) is looking for up to 4 artists to propose, test and discuss innovative possibilities in engaging seniors through arts activities availed digitally or remotely. We envision that technology will be a potential enabler to connect and engage seniors through arts, and contribute to active and creative ageing.

Selected artists will work with senior-centric social service agencies identified by NAC to test their ideas in an iterative process over 2-3 months.

Background

By 2030, one out of every five Singaporeans will be 65 years and above. The number of seniors facing social isolation is also set to increase almost two-fold (NCSS, 2017¹). Social isolation and loneliness have been cited as key societal concerns. This reiterates the importance and urgency of engaging seniors in arts participation as the [Arts for Ageing Well Study](#)² (Ho, 2017) has also shown that seniors engaged in the arts enjoy better quality of life, as well as a greater sense of wellbeing. An UK inquiry report looking into arts in health and social care suggests that arts engagement, which involves social participation, also helps to overcome loneliness amongst seniors³.

Due to COVID-19, all senior-centric and arts and culture-related activities have been suspended. As vulnerable members of community, seniors have to take extra precautions in the current climate, and those who were previously actively participating in community are now at risk of being isolated. This has led the arts community to innovate new and alternative modes of engagement in reaching out to audiences and participants, and consider how seniors can be included in these engagements digitally or remotely.

Project Objectives

The Digital Arts Project has the following objectives:

- Gain better understanding of digital or remote engagement approaches with seniors, as well as identify success factors in programme design;

¹ National Council of Social Services (2017), [Understanding the Quality of Life of Seniors](#), p11

² This [study](#) is funded by the National Arts Council and conducted by the Department of Psychology of The School of Social Sciences at Nanyang Technological University of Singapore.

³ All-Party Parliamentary Group on Arts, Health and Wellbeing (2017), [Creative Health: The Arts for Health and Wellbeing](#), p122-123

- Create new experiences for ambulant stay-home seniors in participation of arts activity, digitally and/or remotely;
- Provide a platform for artists to experiment and expand their practice by exchanging ideas, providing peer review and support and testing engagement approaches with seniors and SSAs;
- Cultivate senior-centric partnerships that demonstrate the arts as a critical part of active and creative ageing.

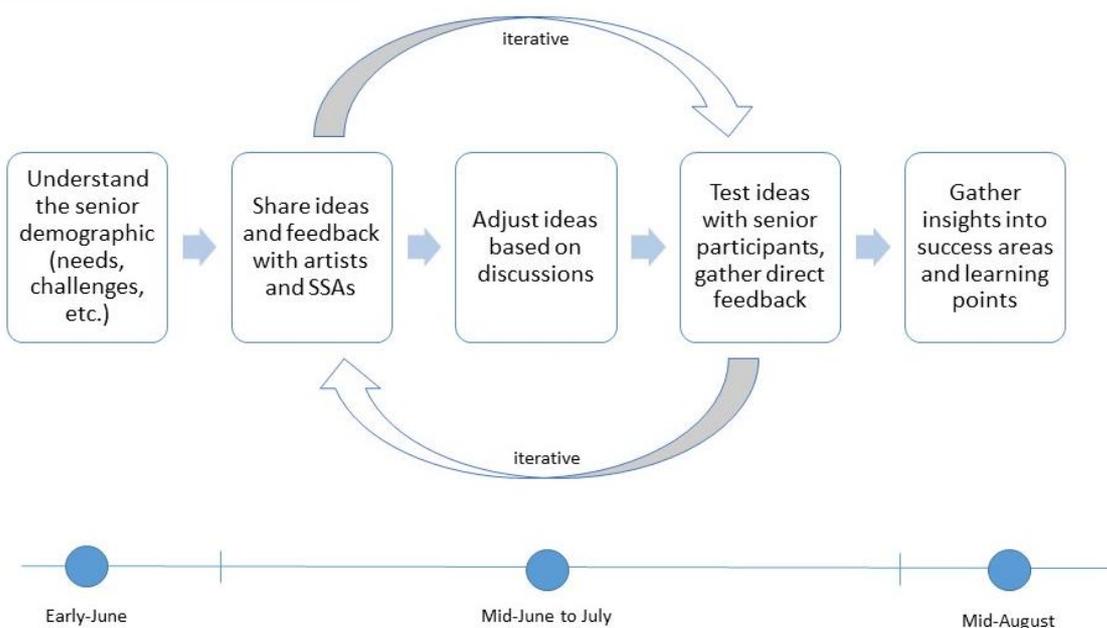
Design Considerations

The Digital Arts Project aims to reach out to active, ambulant seniors who find themselves no longer able to access programmes offered by senior-centric community spaces. Given the varying levels of digital literacy within the senior demographic, artists are encouraged to leverage accessible everyday technology available in most homes to deliver meaningful arts engagements with/for seniors, with lowered barriers for entry, including but not limited to using telephones, radios, voice recording through mobile apps, e-mail, instant messaging, etc.

Activity ideas can be in any art form and should consider the following:

- Arts project must encourage seniors to interact with each other and/or co-create and allow creative self-expression, digitally and/or remotely.
- Engagement approach has to be in digital form or via digital mediums, and conducted over minimally 4 sessions (or 4hrs contact time).

Idea development and testing



Scope of Work

Artists are expected to

- Propose arts engagement ideas via digital/remote approaches to be tested and documented
- Contribute to ongoing discussions and exchanges of ideas with other parties involved in the project
- Work with assigned Social Service Agency to test, and review arts engagement ideas (schedule to be decided between both parties)
- Work with NAC appointed rapporteur to document process
- Submit a project documentation that includes:
 - How the activity is carried out;
 - Artist's insights into why their proposed concept works (or not), and
 - A summary of tested and recommended key elements/components that make the activity engaging, interesting and relevant to seniors.

Project timeline at a glance

Activity	Deadline
Closing date for proposals	12 June, 5pm
Selected artists will be informed	24 June 2020
Project meetings, testing and review	29 June – 15 August 2020
Presentation at Arts & Ageing Forum 2020	Early September 2020

Proposal Evaluation Criteria

The proposal will be evaluated based on the following criteria

- 1 Artistic Merit and Quality of Engagement (50%)
 - Ability to meet project's objectives and articulate intent of activities
 - Ability to encourage meaningful engagements between desired target audience such as seniors/ caregivers/ artists/ social sector agency
 - Accessibility and suitability of concept for senior demographic(s)
- 2 Applicant's ability to demonstrate innovation (20%)
 - Ability to demonstrate originality in proposal concept
 - Demonstrate use of innovation in portfolio/past projects
- 3 Capacity and commitment in executing project (30%)
 - Track record in engaging seniors and/or community arts
 - Relevant experience in carrying out proposed plans
 - Prudence in budget projection

Eligibility

The following are eligible to put in a proposal:

- Individuals/Collectives who are Singaporeans or Permanent Residents of Singapore. Background with formal qualifications in arts/design is preferred.
- Non-profit/Not-for-profit Singapore registered entities with core business in the arts and creative sector.
- Experience in community arts project execution and management is preferred.

Provisions

Selected applicants will be provided a budget of up to S\$5,000. The budget should include the following:

- Artist fee (Concept & Development)
- Direct project costs, e.g. material costs, delivery fees

The budget shall be agreed upon by selected applicant and NAC prior to commencement of the Project.

Proposal Submission

If you wish to submit a proposal for activity idea(s), please send the **completed proposal template** via email to Jacey_YEH@nac.gov.sg before **12 June 2020, 5pm**. During evaluation, NAC may contact you for further clarification.

Large files should be uploaded to Google Drive/Dropbox, with the link provided in the email submission. For further clarifications, please contact Jacey via email at Jacey_YEH@nac.gov.sg or DID 6346 9488.