

## **Visual Arts**

# **Project Grant Assessment Guidelines**

*Valid for applications submitted between 1 January 2021 to 31 December 2021*

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## General Assessment Guidelines

This set of *Visual Arts Project Grant Assessment Guidelines* outlines the types of grant categories, their scope and guidelines on the assessment criteria for the applicants' information. Here are some general information and guiding principles for applicants to note:

### 1) Information For Project Grant Applicants

Before completing the application form, applicants are advised to first read the booklet *Information for Project Grant Applicants* to learn about eligibility, closing dates for application, etc.

### 2) Latest Version of the Assessment Guidelines

The Council regularly reviews the *Assessment Guidelines*, and may amend them if necessary. Applicants should look out for the most updated version. If in doubt, please contact our staff for Visual Arts at 2827-8786, or check the website of the Hong Kong Arts Development Council ([www.hkadc.org.hk](http://www.hkadc.org.hk)).

### 3) Grant Amount

- a) Due to resource constraints, the Council is only able to support grant applications on a selective basis and may not be able to award the full amount sought by the applicant.
- b) Applicants are encouraged to obtain income through other channels, such as sponsorship, donation, etc.
- c) The grant amount awarded by the Council will not exceed the stipulated grant ceiling.

4) All monetary figures quoted in this set of *Assessment Guidelines* are in Hong Kong dollars.

### 5) Allowed Number of Applications and Category

- a) Each applicant is only allowed to submit one Project Grant application for each application period, except "Cultural Exchange Grant" applications.
- b) The Project Grant scheme is not applicable to current HKADC "Year grantees" or "Eminent Arts Group Scheme" grantees (except for "Cultural Exchange Grant" applications).
- c) The maximum grant for each approved Project Grant application is \$500,000.

### 6) Guidelines on Income and Expenditure

- a) This set of *Assessment Guidelines* provides a guiding principle on what the Council considers to be generally acceptable levels of income and support for expenditure under a limitation of resources. Therefore, the grant amount sought should not exceed the stipulated grant ceiling set by the Council. If the grant amount sought by the applicant is higher than those stipulated herein, please furnish us with information on how to balance between income and expenditure. This will help the Council in assessing and evaluating your application. The Council will consider the request based on the nature, scale, creativity/artistic requirement of the project and the artistic standard of participants.
- b) If the application includes invitation of overseas guest/expert(s) who will take up a specific, professional and crucial role in the event (e.g. to present research papers or to be a principal guest performer, etc.), please note:

- i. The Council will consider partly subsidising the cost of organising the event depending on the scale and academic/artistic value of the project.
- ii. Support for the travel costs of the overseas guest/expert(s) will be considered with reference to the price of the economy class return air/train/coach fare from Hong Kong.
- iii. Support for accommodation will be considered with reference to the price of 3-star hotel rooms.
- iv. Per diem (daily allowance for meals and local transportation) for each overseas guest/expert should not exceed \$500 per day. Per diem for overseas groups with four or more guests should not exceed \$2,000 per day per group. The above per diem only applies to overseas guests who have major roles in the project.

**7) Points to Note on Information Submission**

- a) The Council will not return any draft/manuscript/reference material after the completion of assessment. Please do not submit original or sole copy of works.
  - b) Please be sure not to include any personal information of applicant and participating personnel, including Hong Kong Identity Card number, date of birth, correspondence and residential address, contact number and email address in attached information/material (such as curriculum vitae or CD/DVD/USB).
- 8) Applicants should list out a risk control / contingency plan (if applicable) in their application if their proposed projects cannot be carried out as planned.

# Application Guidelines for Each Grant Category

## A Exhibition

### 1 About the Grant

- a) Category of supported visual arts exhibitions includes Chinese Painting/Calligraphy, Seal-engraving, Western Arts-2D (e.g. Painting, Print-making, Mural Painting, Cartoon, etc.), 3D (e.g. Ceramics, Sculpture, etc.), Design/Architecture, Photography, Mixed Material and installation, etc.
- b) The grant objective is to support local artists/organisations with good artistic standard to publicly exhibit their works, with an aim to develop the appreciation of and literacy in the arts amongst audiences in Hong Kong. In general, the Council will support the production costs incurred in the exhibition, including venue rental, promotional costs and production costs of exhibition catalogues. The copyright of the artwork will be retained by the applicant/artist. Therefore, the Council may also consider partly subsidising the costs for producing, framing and mounting of the newly created artwork.
- c) Exhibitions must be open to public and be non-commercial in nature.
- d) Due to limited resources, graduation exhibitions and course-related exhibitions supported or organised by university, secondary or primary schools as well as post-secondary institutes and continuing education institutes, will not be considered.
- e) Key assessment criteria :
  - i. The artistic quality, creativity and the benefits of the project to visual arts development in general
  - ii. The artistic standard and experience of the curator and participating artists
  - iii. The effectiveness of the project's content in achieving its pre-set objectives
  - iv. The feasibility of the project, and the ability of project personnel in implementing the proposed project
  - v. The feasibility of the project content, scale, schedule and the reasonableness of the budget

### 2 Information to be Submitted by the Applicant with the Completed Application Form

- a) The exhibition content, curatorial concept, criteria for selecting artists, types and quantity of works.
- b) List of applicant and key participating artists, with their positions, curriculum vitae and remuneration.
- c) For solo exhibition, **6 copies** of photos or sketches of at least half of the exhibits must be submitted, the size should preferably be no bigger than A3 (i.e.29.7cm x 42cm). For joint exhibition, **6 copies** of at least two representative samples of work from each participating artist must be submitted. To avoid loss or damage of the original works, please do not submit originals.

If exhibition catalogues are included in the exhibition project, **6 copies** of at least one or two representative sample(s) of work from each participating artists and at least 50% of text must be submitted.

Applicants are encouraged to submit the above reference materials in **electronic format (such**

as **CD/DVD/USB, etc.**). Please do not include any personal information of applicant and participating personnel, including Hong Kong Identity Card number, date of birth, correspondence and residential address, contact number and email address in attached information/material (such as curriculum vitae or CD/DVD/USB).

- d) If the artworks are still in progress at the time of the application, please explain the creative concept and idea behind the works and submit sketches/visual representations.
- e) Rental documents signed with the exhibition venue or information on the venue to be hired.
- f) At least one quotation must be submitted for expenses.
- g) For exhibition of artworks on the internet:
  - i. General introduction of the exhibition and samples of work must be submitted. The latter should be at least half of the exhibits for solo exhibitions or two representative samples of work from each participating artists for joint exhibitions
  - ii. Quotations on computer scanning, website design, updating charges, web hosting expenses, internet online fee, etc.
  - iii. General overheads and purchase of equipment such as computer hardware, etc. are not supported

### 3 Guidelines on Income and Expenditure

- a) General Guidelines on Exhibition Project

For Each Exhibition Project			
Expenditure Items	Small scale exhibition (Venue size is less than 150 m <sup>2</sup> )	Medium scale exhibition (Venue size is between 150 m <sup>2</sup> to 400 m <sup>2</sup> )	Large scale exhibition (Venue size is more than 400 m <sup>2</sup> )
Exhibition and Exhibition Catalogue	\$100,000	\$150,000	\$200,000
Opening Reception	\$1,000	\$2,000	\$3,000

- b) The project expenditure may include the costs of invitation card, poster, promotional leaflet and catalogue production.
- c) When estimating the project income, applicants must include all participation fees received from the participating artists and other income (if any).

The Council acknowledges that the production and artistic needs of each individual exhibition vary. If the grant amount sought by the applicant is higher than those stipulated herein, please furnish us with information on how to balance between income and expenditure. Applicants are welcome to seek for support based on the scale and nature of activity, artistic standard of participants (including curators, artists, technicians/administrators) and artistic requirement of the project. The above guideline provides a general support level for projects of different scale for the applicants' reference.

## **B Audience Building**

### **i. Arts Education**

#### **1 About the Grant**

- a) The objective is to support creative projects in arts education, with the view to enhance the interests and literacy in the arts amongst the community (especially young people), and to develop the audience base for the arts.
- b) Key Assessment Criteria:
  - i. The benefits of the project to promote visual arts through arts education in general, whether the project could provide a model for reference and which is continuously applicable
  - ii. The effectiveness of the content and implementation methods of the project in achieving the pre-set objectives
  - iii. The qualifications, experience and planning or management ability of personnel involved in the project's implementation
  - iv. The appropriateness of the schedule, reasonableness of the budget, and the feasibility of the method to assess the results
- c) Where appropriate, the applicant is encouraged to collect reasonable course/participation fees. Applicants who would like to organise free arts education projects should provide information of how the projects could benefit the community or young people as a whole.

#### **2 Information to be Submitted by the Applicant with the Completed Application Form**

- a) Detailed project content and objectives, method of conducting activities/teaching methodology, detailed course outline (if applicable), publicity plan, target beneficiaries and schedule, etc. For exhibition, please provide details of the venue, description of the artwork to be displayed and **6 copies** of reference photos of the artwork. To avoid loss or damage of the original works, please do not submit originals.

Applicants are encouraged to submit the above reference materials in **electronic format (such as CD/DVD/USB, etc.)**. Please do not include any personal information of applicant and participating personnel, including Hong Kong Identity Card number, date of birth, correspondence and residential address, contact number and email address in attached information/material (such as curriculum vitae or CD/DVD/USB).

- b) List of key personnel involved with curriculum vitae.
- c) At least one quotation must be submitted for expenses.

#### **3 Guidelines on Income and Expenditure**

The Council acknowledges that the implementation plan and artistic needs of each individual arts education project vary. If the grant amount sought by the applicant is higher than those stipulated herein, please furnish us with information on how to balance between income and expenditure. Applicants are welcome to seek for support based on the scale and nature of activity, artistic standard of participants and artistic requirements of the project.

## ii. Arts Promotion/Community Arts

### 1 About the Grant

- a) The objective is to support promotional projects which are of a certain level of artistic standard and can make arts popular to the community, to provide for the public an opportunity of experiencing arts, and to build a relationship between arts and the community by encouraging the applicant to carry out projects at district level, thus cultivating an environment conducive to the arts for the whole community and to foster social inclusion.
- b) Key Assessment Criteria:
  - i. The attractiveness of the project to the public, whether the project could enhance the appreciation of and the willingness to experience arts among the public and promote social inclusion
  - ii. The effectiveness of the content and implementation methods of the project
  - iii. The capability of the applicant to find an appropriate collaborative partner/organisation in the community and to seek for public resources and corporate sponsorship in order to launch the project smoothly
  - iv. The qualifications, experience and planning/management ability of personnel involved in the project's implementation
  - v. The appropriateness of the schedule, reasonableness of the budget, and the feasibility of the method to assess the results
- c) Where appropriate, the applicant is encouraged to collect reasonable course/participation fees.

### 2 Information to be Submitted by the Applicant with the Completed Application Form

- a) Detailed project content, method of conducting activities, publicity plan, target beneficiaries and schedule, etc. For exhibition, please provide details of the venue, description of the artwork to be displayed and **6 copies** of reference photos of the artwork. To avoid loss or damage of the original works, please do not submit originals.

Applicants are encouraged to submit the above reference materials in **electronic format (such as CD/DVD/USB, etc.)**. Please do not include any personal information of applicant and participating personnel, including Hong Kong Identity Card number, date of birth, correspondence and residential address, contact number and email address in attached information/materials (such as curriculum vitae or CD/DVD/USB).

- b) If the project is to be co-organised, the areas of responsibility and resources to be contributed by each organisation.
- c) List of key personnel involved with curriculum vitae.
- d) At least one quotation must be submitted for expenses.

### 3 Guidelines on Income and Expenditure

The Council acknowledges that the implementation plan and artistic needs of each individual Community Promotion project vary. If the grant amount sought by the applicant is higher than those stipulated herein, please furnish us with information on how to balance between income and expenditure. Applicants are welcome to seek for support based on the scale and nature of activity, artistic standard of participants and artistic requirements of the project.

## C Research/Archiving/Critique/Publication

### 1 About the Grant

- a) The objectives are to record and analyse the development of visual arts in Hong Kong and to give recognition to the contribution of individual arts practitioners. The Council also hopes to develop and nurture the literacy, interest and appreciation ability of the audience and participants in visual arts, and to foster an atmosphere of discussion and criticism in the visual arts field. In the long run, to improve the overall arts environment in Hong Kong.
- b) Key assessment criteria :
  - i. The Research/Archive/Critique project should have outstanding value and significant contribution to the visual arts development in Hong Kong by providing an objective record and critical investigation/evaluation on the topic discussed, while contributing knowledge for the public, arts practitioners and policy makers on the topic concerned so that in the long run, to enhance arts development in Hong Kong. Types of projects could include:
    - promoting academic research in relevant areas of visual arts development
    - collecting, re-organising and archiving information and documents which are valuable, representative or require immediate conservation
    - enhancing the standard and atmosphere of arts criticism
  - ii. The qualifications and experience expertise possessed by personnel involved
  - iii. The effectiveness of the content and implementation methods of the project in achieving the set objectives
  - iv. The appropriateness of the schedule, reasonableness of the budget, and the feasibility of the method to assess the results

### 2 Information to be Submitted by the Applicant with the Completed Application Form

- a) Methods of implementing the project (the methodology of research or archiving for research or archiving projects, and the subject and direction of the seminar as well as project details for seminars).
- b) List of key personnel involved with curriculum vitae.
- c) Work schedule.
- d) Method of applying and promoting the outcome.
- e) Method of assessing the results of the project.
- f) For research/archive/criticism publications/website, the applicant should provide **6 copies** of the content page and a summary of the contents or synopsis of the publication. For periodicals and magazine publications, the applicant should provide **6 copies** of the dummy of the magazine's design or samples of back issues for reference (1-3 issues) (could be softcopies in the format of CD/DVD/USB or website links).
- g) For publication seeking only the printing costs, the applicant must provide at least 50% of the text/pictures for reference (**6 copies**). For environmental protection, applicants could choose to submit 5 copies in CD/DVD/USB (PDF format) and 1 printed copy. For CD/DVD/website publication, the applicant should provide the synopsis of the audio recording/video documentation, production details, expected length of the works, and at least 50% of the content for reference.



- h) For group/joint exhibition publications, every participated artist should provide **6 copies** of at least 1 or 2 picture(s) of the exhibits and at least 50% of the text of the publication. For individual exhibition publications, please refer to item g).
- i) Applicants are encouraged to submit the above reference materials in **electronic format (such as CD/DVD/USB, etc.)**. Please do not include any personnel information of applicant and participating personnel, including Hong Kong Identity Card number, date of birth, correspondence and residential address, contact number and email address in attached information/material (such as curriculum vitae or CD/DVD/USB).
- j) At least one quotation must be submitted for expenses.

### **3 Guidelines on Income and Expenditure**

- a) Income  
The applicant is encouraged to promote and distribute the publication publicly in order to maximise income to offset expenditure. The retail price of any plain text publication should not be less than \$50. **And the estimated sales volume should not be less than 30% of the print run.** When calculating the grant amount sought, the applicant must deduct all estimated income from the total expenditure. Upon completion of the project, the Council shall exclude sales income when calculating whether the project has a surplus/deficit as an incentive.
- b) Expenditure  
The Council acknowledges that the production and artistic needs of each individual project vary. If the grant amount sought by the applicant is higher than those stipulated herein, please furnish us with information on how to balance between income and expenditure. Applicants are welcome to seek for support based on the scale and nature of activity, artistic standard of participants and artistic requirements of the project.

### **4 Grant Conditions**

For all research/archiving/critique/publication projects, the outcome must be published and accessible to the public.

## D Emerging Artists Scheme

### 1 About the Grant

- a) Established with additional funding from the Home Affairs Bureau, the grant aims to provide opportunities for emerging artists in presenting and creating artistic works and gain valuable professional experience that will enable them to further their career. An emerging artist, referring in this document, is a recent arts graduate that has completed an arts course/formal training in the arts, and who is attempting to launch a professional career in the arts/art-form.

The Council also welcomes applicants who have not gone through formal training but have mastered the recognised level of techniques in her/his art form. They may wish to submit with their application a reference letter from an experienced arts practitioner, or invite an experienced arts practitioner to be his/her mentor, in support of their applications.

- b) This particular grant aims to support young emerging artists in organising or participating in performances, exhibitions, publications or creating and presenting new artistic works.

### 2 Eligibility

- a) Individuals residing in Hong Kong who have recently completed an arts course/formal training in the arts, with the potential and commitment in launching a professional career in the arts, and are currently practicing the art form are eligible to apply for the Grant.
- b) Based on the criteria listed in clause 1, full-time students (who are currently enrolled in a full-time course at the time of the application deadline), arts organisations are not eligible to apply for the Emerging Artists Scheme.
- c) Visual Arts applications should be in the category of **exhibition/curatorial project**.
- d) Priority will be given to applicants submitting applications for their first solo exhibition/curatorial project.
- e) Applicants should have mastered the recognised level of techniques in his/her art-form, with previous training (in form of formal training or apprenticeship) and/or track records and experience in the arts, such as exhibition experience, awards or book publication etc.
- f) In general, individuals who have previously received Project Grant (except for “Cultural Exchange Grant”) from ADC are not eligible to apply for the Emerging Artists Scheme. Emerging artists are allowed to receive the Grant for Emerging Artists Scheme three times at maximum.
- g) Applicant for Emerging Artists Scheme should not apply for *Project Grant* (except for “Cultural Exchange Grant”) at the same application period.
- h) Exhibition projects must be open to public. All applications should also include a basic marketing promotional plan.
- i) Applicant may concentrate the resources on artwork production by exhibiting in an exhibition venue with premium or free of charge.
- j) Applicant may choose to collaborate with experienced artists in realising the project. But the grant applicant should be involved as the major personnel (creative/artistic) of the project.

### 3 Selection Criteria

- a) Overall artistic merit of the applicant's previous art work, curatorial experience, and demonstration of exceptional talent
- b) The applicant's serious professional commitment to her/his art form
- c) Contribution of the proposed project to the applicant's professional development
- d) Feasibility of project content, scale and work schedule; reasonableness of budget

### 4 Information to be submitted by Applicant with the Completed Application Form

Applications must be submitted on a valid application form (for Emerging Artist) with:

- a) Credentials of the Applicant and the major personnel participating in the proposed project.
- b) List of key artistic/creative staff and major staff involved, with their positions and remuneration.
- c) An artist's statement (around 250 words) about the vision and goals of the applicant as an artist, and how the grant will benefit the applicant's career development
- d) Details of project content, and budget
- e) Visual arts applicants should submit photos of their previous works (**6 copies**). Applicants are encouraged to submit the above reference materials in **electronic format (such as CD/DVD/USB, etc.)**. Please do not include any personal information of applicant and participating personnel, including Hong Kong Identity Card number, date of birth, correspondence and residential address, contact number and email address in attached information/material (such as curriculum vitae or CD/DVD/USB).
- f) Applicant may attach a reference letter from a referee who is a practitioner in the related art-form in support of the application.
- g) At least one quotation must be submitted for expenses.

Incomplete application, or application fail to provide details of the content of project and the project expenditure items may adversely affect the application's chance of approval.

### 5 Level of subsidy

The Grant for Emerging Artists will be in a form of block grant, the subsidy level for visual arts applications is \$40,000.

Updated by HKADC in January 2021