香港藝術發展局
Hong Kong Arts Development Council

Multi-Disciplinary/ Cross-Disciplinary Arts

Multi-Disciplinary/Cross-Disciplinary Arts

Project Grant Assessment Guidelines

Valid for applications submitted between 4 January 2023 and 2 January 2024

[This Guideline is applicable to projects with core arts components other than Music, Dance, Drama, Xiqu, Literary Arts, Visual Arts and Film and Media Arts]

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General Assessment Guidelines

This set of *Multi-Disciplinary/Cross-Disciplinary 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

Hong Kong Arts Development Council (HKADC) regularly reviews the *Assessment Guidelines*, and may amend them if necessary. Please check the HKADC website (http://www.hkadc.org.hk) to look out for the most updated version. Applicants can also contact our staff at 2827 8786 for inquiry.

3 The proposed project **must take place in Hong Kong with Hong Kong residents as the target audience**. If the projects are exchange activities outside Hong Kong including performances, exhibitions and creative works, please apply for "Cultural Exchange Grant".

4 Grant Amount

a) Due to resource constraints, HKADC 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 ticket sales, sponsorship, donation, etc.
c) The grant amount awarded by HKADC will not exceed the stipulated grant ceiling.
d) Unless otherwise specified, the maximum grant for each approved Project Grant application is generally $500,000.
e) 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 HKADC "Eminent Arts Group Scheme" and "Year Grant" grantees. (except for "Cultural Exchange Grant" applications).

6 Guidelines on Income and Expenditure

a) This set of *Assessment Guidelines* provides a guiding principle on what HKADC 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 HKADC. If the grant amount sought by the applicant is higher than those stipulated herein, please provide information on how to balance between income and expenditure. This will help HKADC in assessing and evaluating your application. HKADC 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. HKADC 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 (if there are special circumstances that an above-3-star accommodation is required, please state reason(s) for HKADC's consideration).
   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 key roles in the project (such as principal performers/speakers/adjudicators) and is not applicable to backstage personnel.

7 Points to Note on Information Submission

a) HKADC 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 quotation).
c) If you submit the information via an URL, the access right of such link has to be valid for at least six months after the application deadline.

8 Applicants should include a risk control/contingency plan (if applicable) in their application if their proposed projects cannot be carried out as planned.

Scope of Multi-disciplinary/Cross-disciplinary Arts

1. **If the project has a central/core arts component, please refer to the *Assessment Guidelines* of, and submit the application to, that art form.** For example, an application for a dance performance enhanced by elements of electronic media arts should be made to Dance. (Applicant is advised to describe in detail how electronic media will be used in the dance performance)

2. **HKADC reserves the right to make the final decision on determining whether an application is Multi-discipline/Cross-discipline in nature, and the manner of handling it.**

3. This Guideline is applicable to projects with core arts components other than Music, Dance, Drama, Xiqu, Literary Arts, Visual Arts and Film and Media Arts. Types of Multi-disciplinary/Cross-disciplinary arts projects can include but not limited to the following four types:

   I. Composite Arts Activity

   Composite Arts Activity refers to **any project which incorporates art-form-specific parts and which can be separated** (e.g. an arts festival which consists of a series of music, dance and drama performances and workshops).

   II. Cross/multi-discipline

   Besides art-form-specific projects, HKADC also supports **creative projects which transcend the framework of traditional art disciplines**. This type of project is distinctive in the following manner:

   i. It challenges traditional/existing artistic framework, system, concept, format and manner of realisation. It is a pioneering project which crosses the boundaries of different art disciplines in an experimental and creative manner.
   ii. It develops new artistic possibilities and realisation through collaboration, interaction and confrontation between different art disciplines.

   This type of project is fluid, hybrid, **does not conform to existing frameworks**, and creates its own cultural meaning. Since **it fully integrates various arts elements in an inseparable manner**, there are no predetermined grant guidelines for this type of project. The applicant is advised to exercise judgment and provide related project information (e.g. regarding concept, project contents, implementation plan, budget details) in order to enable HKADC's effective assessment of the application.

III. General Arts and Culture

These are projects which **transcend the interest of individual art forms and contribute to the development of art and culture in Hong Kong in a general manner**. The art elements in such projects (e.g. cultural research project) **are not separable**. Depending on the format of realisation (e.g. research, publication), the applicant may wish to refer to relevant sections in the grant guidelines of other art forms.

IV. Vernacular and Folk Arts

HKADC also supports vernacular and folk arts activities (legacy, creation or arts promotion projects). The applicant is advised to provide related project information (e.g. regarding concept, project contents, implementation plan, budget details) in order to enable HKADC's effective assessment of the application. Please note that HKADC only supports arts projects and in general will not accept applications of martial art, gymnastics, cooking or gardening projects.

Application Guidelines for Each Grant Category

A. Performance

1 About the Grant

a) The grant encourages excellence in performance and diversity in creativity, with the view to enhance the standard of Multi-disciplinary/Cross-disciplinary arts performances as well as to develop the appreciation of and literacy in the arts amongst audiences in Hong Kong.

b) The grant supports professional artists and organisations to create and perform Multi-disciplinary/Cross-disciplinary arts works of certain artistic standard.

c) Key assessment criteria:
   i. The artistic value, quality and creativity of the project; and the anticipated artistic impact
   ii. The artistic standard and track record of the key performers, creative and production personnel
   iii. The ability of project personnel in implementing the proposed project
   iv. The effectiveness of the project's content in achieving its pre-set objectives
   v. The feasibility of the project content, scale, schedule and the reasonableness of the budget

d) In general, performances must be **ticketed and open to the public**. Applicants who would like to organise free performance(s) (including performances in open space) should provide information on how the free performance(s) could benefit the community or students as a whole.

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

a) Creative concept/objectives, programme details, work schedule and length of performance.

b) List of key artistic/creative personnel and performers, with their positions, curriculum vitae and remuneration.

c) The number and profile of other performers; and names of main administrative and technical staff.

d) Applicants are encouraged to submit the audio/video recordings of previous public performances to facilitate the adjudication process. Please submit the video recordings via an URL.

e) Critiques and promotional materials of previous performances (if applicable).

3 Guidelines on Income and Expenditure

a) Estimated box office income should be calculated by an attendance of 60% of the total available seating capacity for ticket sales. Average ticket price is suggested not to be less than $50. If the box office income is projected at less than 60% of the venue capacity or the average ticket price is less than $50, the applicant must provide valid justification.

b) Maximum meal allowances is $60 each personnel per formal rehearsal/performance/dismantling/shooting day. Please provide the breakdown under the 'Budget' column in the application form for HKADC's reference.

c) Due to a high level of demand for the grants, HKADC may only partially subsidise the expenditure items of the project.

   HKADC acknowledges that the production and artistic needs of each individual performance/production vary. Applicants are welcome to seek support based on the actual need relevant to the scale and nature of activity, artistic standard of participants and artistic requirements of the project

4 Conditions of Grant

Upon completion of the project, a video record of the performance is required to be submitted to HKADC for reference and record.

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, literacy and aesthetic sensitivity in the arts amongst the community, especially among young people, and to develop the new audiences for the arts.

b) Key Assessment Criteria:
   i. The benefits of the project to promote Multi-disciplinary/Cross-disciplinary 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 free arts education 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, course outline (if applicable), publicity plan, target beneficiaries and schedule, etc. For exhibition, please provide details of the venue, description of the artwork and part of the photos of the artwork to be displayed. (Applicants may choose to submit the information via an URL).

b) List of key personnel involved with curriculum vitae.

3 Guidelines on Income and Expenditure

HKADC acknowledges that the implementation plan and artistic needs of each individual Education project vary. Applicants are welcome to seek support based on the actual needs relevant to 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 arts promotional projects of good artistic standard which aims to enrich and benefit the community by providing opportunities for the public to experience or actively participate in the arts. Through encouraging creative arts projects carried out at district levels, HKADC hopes to promote the arts within the community and, in the long run, to cultivate an environment conducive to the arts and arts development 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 participation in the arts amongst 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 seek appropriate collaborative partner(s)/organisation(s) in the community as well as other public resources or corporate sponsorship to contribute to the project
   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. Applicants who would like to organise free arts promotion/community arts projects should provide information of how the free arts promotion/community arts projects could benefit the community as a whole.

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.

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.

3 Guidelines on Income and Expenditure

HKADC acknowledges that the implementation plan and artistic needs of each individual community arts project vary. Applicants are welcome to seek support based on the actual need relevant to 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 Composite Arts Activity/Cross or multi-discipline/General Arts and Culture/Vernacular and Folk Arts in Hong Kong and to give recognition to the contribution of individual art practitioners. HKADC also hopes to develop and nurture the literacy, interest and appreciation ability of the audience and participants in Composite Arts Activity/Cross or multi-discipline/General Arts and Culture/Vernacular and Folk Arts, and to foster an atmosphere of discussion and criticism in these art fields. In the long run, it is to improve the overall arts environment in Hong Kong.

b) Key Assessment Criteria:
   i. The Research/Archive/Critique project should have <u>outstanding value</u> and significant contribution to the art 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 may include:
      - promoting academic research in relevant areas of art 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
      - archiving productions of local composite/cross-disciplinary/general/vernacular & folk artworks of high artistic standard and creativity
   ii. The qualifications and experience expertise possessed by the 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

c) The applicant is encouraged to promote and distribute the publication publicly in order to maximise income to offset expenditure. Applicants who would like to distribute the free publication should provide information of how the free publication could benefit the community as a whole.

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

a) Methods of implementing the project (i.e. the proposed methodology of research or archiving projects; or the theme, area of discussion, and the project details of seminars/conferences).

b) List of key personnel involved with curriculum vitae.

c) Project schedule

d) Method of applying and dissemination of the outcome.

e) Method of assessing the results of the project.

f) Distribution lists or channels of the publication.

g) For research/archive/criticism publications, the applicant should provide the content page and a summary of the contents or synopsis of the publication. For periodicals and magazine publications, the applicant should provide dummy of the magazine's design or samples of back issues for reference (could be submitted via an URL).

h) For plain text publication seeking only the printing costs, the applicant should provide at least 50% of the text/score/pictures for reference. For environmental protection, HKADC welcomes applicants to submit files via an URL.

i) 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. Please submit the video via an URL.

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 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, HKADC shall exclude sales income when calculating whether the project has a surplus/deficit as an incentive.

Example on the calculation of estimated sales income: Assuming a publication with a retail price of $50 and 45% off as distribution discount, and an estimated sales volume of 300 copies, the estimated sales income = $50 × 45% off × 300 copies.

b) Expenditure
HKADC acknowledges that the production and artistic needs of each individual project vary. Applicants are welcome to seek support based on the actual need relevant to the scale and nature of activity, artistic standard of participants and artistic requirements of the project.

4 Conditions of Grant

All research/archiving/critique/publication projects must be published or made available for public to access.

D. Exhibition

1 About the Grant

a) The grant objective is to support cross-disciplinary 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, HKADC 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, HKADC may also consider partly subsidising the costs for producing, framing and mounting of the newly created artwork.

b) In general, exhibitions must be open to public and be non-commercial in nature.

c) 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.

d) Key assessment criteria:
   i. The artistic quality, creativity and the benefits of the project to 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 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, 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, 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, at least one or two representative samples of work from each participating artists and at least 50% of text must be submitted.

Applicants are encouraged to submit the above reference materials via an URL.

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) For exhibition of artworks on the internet:
   i. General introduction of the exhibition and samples of work must be submitted. At least half of the exhibits for solo exhibitions, or two representative samples of work from each participating artist 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) HKADC acknowledges that the production and artistic needs of each individual exhibition vary. HKADC will consider the request base on the scale and nature of activity, artistic standard of participants including curators, artists, technicians/administrators and artistic requirement of the project. The below guideline provides a general support level for projects of different scale for the applicants' reference.

b) General exhibition grant guideline

Per each Exhibition Project			
Expenditure	Small Scale Exhibition (venue size less than 150 m^2)	Medium scale exhibition (venue size between 150 m^2 to 400 m^2)	Large scale exhibition (venue size more than 400 m^2)
Exhibition & Exhibition Catalogue	$100,000	$150,000	$200,000
Opening Reception	$1,000	$2,000	$3,000

c) The project expenditure may include the costs of invitation card, poster, leaflet and catalogue production.

d) When estimating the project income, applicants must include all participation fees to be paid by the participating artists and other income (if any).

E. Emerging Artists Scheme (Scheme only applies to applications submitted from 4 January to 30 June 2023 and will be superseded by new scheme after June 2023. Please pay attention to announcements from HKADC)

1 About the Grant

a) The grant aims to provide opportunities for emerging artists in presenting and creating artistic works, and gaining 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. HKADC also welcomes applicants who have not gone through formal training but have attained considerable 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 her/his 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 who have recently completed an arts course*, with the potential and commitment in launching a professional career in the arts, or are currently practising the art form** are eligible to apply for the Grant.

*In general, the course should have been completed within five years at the time when the application is submitted.
**In general, the applicant has started practising in the art sector for not more than three years at the time when the application is submitted.

b) Organisations are also welcome to apply for the Grant. Registered organisations in Hong Kong with two or more emerging artists (as described in paragraph 2a) being the key artistic personnel of the company (e.g.: Artistic Director, Director, main performers) are eligible to apply.

c) Based on the criteria listed in clause 1, full-time students (who are still enrolled in a full-time course at the time of the application deadline) are not eligible to apply for the Emerging Artists Scheme.

d) Applicants should have attained considerable level of techniques in her/his art form, with previous training (in form of formal training or apprenticeship) and/or track records and experience in the arts, such as public performance/exhibition experience or awards etc.

e) Multi-disciplinary/Cross-disciplinary Arts project applications **should be in the categories of performance, artistic creation, exhibition or publication.** Should the project be an artistic creation project, the applicant should include a public performance/presentation of the created work.

f) **In general, individuals/organisations who have previously received Eminent Arts Group Scheme, Year Grant/Multi-Project Grant/Project Grant (except "Cultural Exchange Grant") from HKADC are not eligible to apply for the Emerging Artists Scheme. Emerging artists/arts organisations 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 at the same application period (except for "Cultural Exchange Grant").**

h) Projects must be open to public. Performance activities must be open for ticket sales, while new work presentation/exhibition projects must be open to public. For publishing projects, publications should be put on sale publicly. All applications should also include a basic marketing and promotional plan.

i) Applicant may choose to collaborate with experienced artist(s) in realising the project. But the grant applicant should be involved as the key personnel (creative/artistic) of the project.

3 Selection Criteria

a) The overall artistic merit of the applicant's previous art work and demonstration of exceptional talent

b) The applicant's serious professional commitment to her/his art form

c) The contribution of the proposed project to the applicant's professional development

d) The feasibility of project content, scale and work schedule; reasonableness of budget

4 Information to be Submitted by Applicant

Applicants are required to submit the following information along with **the "Emerging Artists Scheme Application Form"**:

a) Credentials of the applicant and the key personnel participating in the proposed project, <u>including the course title, completion date and name of institution of the arts course recently completed by, and/or practising arts experience details of the applicant or key artistic personnel of the organisation applicant</u>.

b) List of key artistic/creative staff, performers, and key staff involved, with their positions and remuneration.

c) An artist's statement (around 250 words). Please write about the vision and goals of the applicant as an artist, and how the grant could benefit the applicant's career development.

d) Details of project content, and budget.

e) For performing arts applications, applicants are required to submit taped performances/record of previous creative works of 15 minutes duration (via an URL) as reference. Applicants for exhibition should submit at least five photos of their representative artworks. Publication applicants should submit two articles which have been previously published in magazines, newspapers etc. as reference, as well as at least 50% of the manuscript of the text and content of the publication applied for this Grant. For environmental protection, applicants are welcome to submit the manuscript/photos via an URL.

f) Applicant may attach a reference letter from a referee who is a practitioner in the related art form in support of the application.

Incomplete application, or application fails 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 maximum grant amount for Performing Arts Projects is $60,000

The maximum grant amount for Exhibition/Publication Projects is $30,000

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