

## Visual Arts

# Project Grant Assessment Guidelines

*Valid for applications submitted between 3 January 2024 to 31 December 2024*

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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 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>) 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 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 the 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 key guest of exhibitions/programmes, 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.

## **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, 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) Applicants are encouraged to submit the reference materials in electronic format (E.g. URL, CD/DVD, USB, etc.). If you submit the information via a 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.

# 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 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, 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.
- 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 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) Detailed exhibition content, curatorial concept, criteria for selecting artists, types and quantity of works.
- b) List of applicant, key participating artists and personnel, with their 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). Applicants of Emerging Artists Development Grant are only

required to submit at least five photos of representative samples of work. 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 project, at least one or two representative sample(s) of work from each participating artists and at least 50% of text must be submitted. If applicants will promote and distribute the exhibition catalogues publicly in order to maximise the income to offset expenditure, all estimated income must be deducted from the total expenditure when calculating the grant amount sought. Please refer to item "3a) Guidelines on Income and Expenditure" on P.11, under the category "C. Research/Archiving/Critique/ Publication".

Applicants are encouraged to submit the above reference materials in **electronic format**. If the application is submitted in person or by post/courier, CD/DVD/USB with the above-mentioned materials is accepted. If the application is submitted by email, please submit the information via a URL, the access right of such link has to be valid for at least six months after the application deadline.

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 reference materials (such as curriculum vitae or quotation stored at CD/DVD, USB and/or URL).

- d) If the artworks are still in progress at the time of 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 for project expenses must be submitted.
- g) For online exhibitions, please note:
  - i. General introduction of the exhibition and samples of work must be submitted. Photos or sketches of at least half of the exhibits for solo exhibition must be submitted (Applicants of Emerging Artists Development Grant are only required to submit at least five photos of representative samples of work). For joint exhibition, at least two representative samples of work from each participating artist must be submitted;
  - ii. Quotations on computer scanning, website design, updating charges, web hosting expenses, internet online fee, etc. must be submitted; and
  - 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  
(Please note grant ceiling of Emerging Artists Development Grant is \$90,000. Below amount is for reference only.)

For Each Exhibition Project			
Expenditure Items	Small scale exhibition (Venue size less than 150 m <sup>2</sup> )	Medium scale exhibition (Venue size between 150 m <sup>2</sup> to 400 m <sup>2</sup> )	Large scale exhibition (Venue size 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 production costs of invitation card, poster, promotional leaflet and catalogue.
- c) When estimating the project income, applicants must include all participation fees to be paid by the participating artists and other income (if any).

HKADC acknowledges that production and artistic needs of each individual exhibition vary. Applicants are welcome to seek 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 scales for 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 work schedule, reasonableness of the budget, and 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 they 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 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**. If the application is submitted in person or by post/courier, CD/DVD/USB with the above-mentioned materials is accepted. If the application is submitted by email, please submit the information via a URL, the access right of such link has to be valid for at least six months after the application deadline.

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 reference materials (such as curriculum vitae or quotation stored at CD/DVD, USB and/or URL).

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

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

HKADC acknowledges that the implementation plan and artistic needs of each individual arts education project vary. Applicants are welcome to seek 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 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 literary 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 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 public resources and corporate sponsorship in order to contribute to the project
  - iv. The qualifications, experience and planning or management ability of personnel involved in the project's implementation
  - v. The appropriateness of the schedule, reasonableness of the budget, and 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 projects 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. For exhibition, please provide details of the venue, description of the artwork to be displayed and 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**. If the application is submitted in person or by post/courier, CD/DVD/USB with the above-mentioned materials is accepted. If the application is submitted by email, please submit the information via a URL, the access right of such link has to be valid for at least six months after the application deadline.

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 reference materials (such as curriculum vitae or quotation stored at CD/DVD, USB and/or URL).

- 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 for expenses must be submitted.

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

HKADC acknowledges that the implementation plan and artistic needs of each individual arts promotion/community arts project vary. Applicants are welcome to seek 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. HKADC 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 may include:
    - promoting academic research in relevant areas of visual arts development
    - collecting, re-organising and archiving information and documents which are valuable, representative or requiring immediate conservation
    - enhancing the standard and atmosphere of arts criticism
  - 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 work schedule, reasonableness of the budget, and feasibility of the method to assess the results

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

- a) Method of implementing the project (the methodology of research or archiving for research or archiving projects, and subject and direction of the discussion as well as project details for critique projects or 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 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 (one to three issues). Softcopies in the format of CD/DVD/USB or website links are accepted.
- g) For publication seeking only the printing costs, the applicant must provide a summary of contents and at least 50% of the manuscript (including text and pictures) for reference. 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 at least one or two picture(s) of the exhibits and at least half of the text of the publication. For individual exhibition publications, please refer to item 2g.
- i) Applicants are encouraged to submit the above reference materials in **electronic format**. If the application is submitted in person or by post/courier, CD/DVD/USB with the above-mentioned materials is accepted. If the application is submitted by email, please submit the information via a URL, the access right of such link has to be valid for at least six months after the application deadline.

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 reference materials\_(such as curriculum vitae or quotation stored at CD/DVD, USB and/or URL).

- j) At least one quotation for expenses must be submitted.

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

#### a) Income

Applicants are encouraged to promote and distribute the publication publicly in order to maximise the income to offset expenditure. When calculating the grant amount sought, all estimated income must be deducted 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.

Retail price of any plain text publication should not be lower than \$50 and the estimated sales volume should be 30% of the print run or more.

Estimated income = Retail price x Estimated sales volume.

#### b) Expenditure

HKADC acknowledges that production and artistic needs of each individual project vary. Applicants are welcome to seek 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.

Updated by HKADC in January 2024