

Explanation of PRO Deo

What

- Non-financial support for activities that are focused on reflection, in-depth exploration and development and dialogue, for the purpose of developing the recipient's artistic practice or strengthening an initiative's substantive art programme;
- Non-financial support for activities that are focused on strengthening of the recipient's position in the national and international art worlds and expanding the networks of individual artists and artist-run initiatives.

For whom

- Artists who are registered in the artist database of Stroom;
- Individuals who are actively involved in substantive programmes at artist-run initiatives, collaborative ventures or residency organisations.

Framework

There is a clear need among artists, organisations and presentation spaces based in The Hague for reflection, in-depth development and dialogue. By sharing knowledge, experience and insights, they want to better evaluate their own work or substantive programme, sharpen its focus and develop it further – in order to take new steps in their development as an artist or organisation. In addition, Hague artists and organisations aim to expand their international contacts and networks and improve their respective positions at the national and international levels. Such wishes and ambitions contribute substantially to the health and visibility of The Hague's artistic climate. PRO Deo anticipates such wishes and ambitions. PRO Deo is a tailor-made support scheme that relies on the network, knowledge and expertise of Stroom staff and other parties to help the recipient realise a specific proposal. As such, PRO Deo offers an alternative to regular grants, which have traditionally been based on the principle of financial support.

PRO Deo support primarily focuses on in-depth development and exploration, reflection and dialogue, in order to help the recipient gain more insight into and a greater understanding of his or her work, artistic practice and positioning within a broader context.

The PRO Deo scheme should not be turned to for practical issues like the arrangement of an exhibition venue, promotional activities or representation of the artist within the sector. While the PRO Deo support network can think along and provide recommendations about such matters, as a rule, they will focus on substantive issues. The practical execution of substantive concepts and concrete actions are an integral part of an artist's professional practice and need to be handled by the recipient him- or herself.

Stroom can also arrange repeat visits by curators, gallery owners and other professionals from the art sector in the context of the PRO Deo scheme. Over a 12-month period, these professionals will visit the participating artists/organisers a total of 4 times. Each visit will take up approximately 90 minutes. Stroom Den Haag will announce a new series of repeat visits by means of an open call via its regular communication channels. Hague-based artists and organisers who are interested in such a visit are welcome to submit a motivated request. The PRO Grants Advisory Committee will review this request and issue a recommendation.

Required information

Applications for PRO Deo support need to include the following information:

- A clear proposal relating to the further development or positioning of the applicant's activities;
- A clear explanation of the significance and importance of the proposal for the applicant's artistic practice or substantive programme;
- Which role Stroom Den Haag and other organisations could play in the realisation of the applicant's proposal;
- A clear plan for the reporting, evaluation or presentation of the results of the proposal;
- The applicant's curriculum vitae;
- Up-to-date, relevant documentation;
- A completed application form.

Review

Applications for PRO Deo support are reviewed on the basis of the following criteria:

- The substantive quality, relevance and feasibility of the proposal:

- In the case of an application by an individual artist, the review takes account of the quality of the applicant's work, its potential for further development and which role the proposal could play in this context;
- In the case of an application by an artist-run initiative, the review takes account of the quality and potential of the organisation's programme and which role the proposal could play in this context.

Applications are reviewed by the PRO Grants Advisory Committee.

Application procedure

PRO Deo applications can be submitted 2 times a year.

The relevant deadlines are found in the annual calendar published on www.stroom.nl

The submission of an application for PRO Deo support is subject to certain formal requirements. The section 'PRO Grants - Formal requirements for the submission of the grant application' provides further details.

Follow-up

If a proposal has been accepted for PRO Deo support, the applicant and Stroom will draw up a follow-up programme in consultation with each other.