

Explanation of PRO Kunstprogramma (Art Programme)

What

- Programmes in the field of contemporary art;
- Exchange activities with foreign counterparts;
- Guest studio programmes and artist-in-residence programmes.

For whom

- Organisations that realise the programme in question on a non-profit basis – such as artist-run initiatives, residency organisations, artists' collectives and artists' associations;
- Freelance curators and organisers.

Framework

Presentation venues with an open and experimental attitude are of indispensable value to the art scene. By drawing attention to new developments, stimulating dialogue and encouraging critical reflection, these organisations and partnerships are able to form a bridge between the work, the artists and the audience. To promote this multi-level role of laboratory, presentation platform and venue for interaction and exchange, Stroom believes it is important to support the programmes of artist-run initiatives, artists' collectives, residency organisations and independent curators.

Stroom encourages exchange projects with foreign organisations and/or individuals and guest studio programmes, and hopes to stimulate parties in the art world to coordinate such initiatives themselves. This kills two birds with one stone: interesting foreign artists travel to The Hague, and Hague artists gain an opportunity to raise their profile abroad.

Required information

Applications for a PRO Kunstprogramma grant need to include the following information:

- A brief summary of the proposed programme;
- A description of the programme's artistic and substantive framework (basic principles, background, objective);
- Information providing insight into the programme (e.g. a description of the programme elements, the participants, a motivation/substantiation of the choices made, the programme's status);
- The positioning of the organisation or collaborative partnership responsible for the programme;
- The significance and importance of the programme for The Hague's artistic climate;
- A description of the main focus audience and by which methods it will be targeted;
- A description of the applicant's project partners (where applicable);
- A balanced and itemised coverage plan and budget that offer insight into the expected income (including project revenue, one or more grants and other sources of income) and expenditure;
- A clear plan for the reporting, evaluation or presentation of the programme results;
- Curriculum vitae/curricula vitae;
- Up-to-date, relevant documentation;
- Critical reflections on the applicant (where available);
- A completed budget template (*modelbegroting*);
- A completed application form.

Review

The key point of departure in the review of a PRO Kunstprogramma grant application is the proposal's substantive quality. Another important consideration is the added value the programme may present for the quality and diversity of The Hague's artistic climate. The programme's potential to set other activities in motion within or beyond the art world may also be of decisive importance in the application's review.

In addition, the Committee members take the following criteria into account when reviewing an application:

- The programme's quality and substantive coherence;
- The ambition expressed through the initiative;
- The extent to which the initiative's plans can be considered distinctive within the existing offer in The Hague and at the national level;
- The total budget and the requested funding are in line with the nature and scope of the project;
- The applicant has presented a carefully considered concept of the project's target audience and how it can be effectively reached.

- Stroom endorses the Richtlijn Kunstenaarshonoraria (Guideline for Artists' Fees) and wishes to promote its adoption (www.kunstenaarshonorarium.nl). That is why Stroom will check whether the guideline has been followed in its review of project proposals. Read 'Other stipulations' on page 5 for a detailed explanation.

Applications are reviewed by the PRO Grants Advisory Committee.

Application procedure

PRO Kunstprogramma grant applications can be submitted 4 times a year. Applicants can be awarded a maximum of 2 PRO Kunstprogramma grants per year. The relevant deadlines are found in the annual calendar published on www.stroom.nl

The submission of the grant application and the accompanying documentation is subject to certain formal requirements. The section 'PRO Grants - Formal requirements for the submission of the grant application' provides further details.