

Explanation of PRO Kunstprojecten (Art Projects)

What

- Art projects that take place in The Hague;
- Art projects that take place outside The Hague but directly benefit the city's art scene and Hague artists;
- Publications.

For whom

- Applicants based in The Hague (artists, curators, critics, publicists, associations, organisations);
- Applicants based outside The Hague whose plan will contribute to The Hague's artistic and cultural climate.

Framework

Art projects eligible for this grant have the objective to realise a specific activity in the public space or in a space that can be easily accessed by the general public. Neither the project nor its intended audience necessarily have to be large in size. However, the project should be defined by a clearly-identifiable interaction between the presented work, the viewer and the physical space.

In the case of publications, the project needs to be based on a pronounced artistic and substantive concept, involve an autonomous artistic experiment, focus on deepening our understanding of art or stimulate reflection on art or a specific subject. The publication may concern an artist's book, monograph, catalogue, magazine or other form of publication.

Required information

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

- A brief summary of the project;
- A description of the proposed project, including information on its background, framework and objective;
- The motivation for the project (the applicant explains in which sense the plan was born from artistic necessity, relates to a long-held personal wish or is a response to developments in art or society at large);
- The significance and importance of the project for the applicant personally and for The Hague's artistic climate;
- A description of the main focus audience and how it will be targeted within the project;
- A clear plan for the reporting, evaluation or presentation of the project results;
- A description of the applicant's project partners (where applicable);
- Curriculum vitae/curricula vitae;
- Up-to-date, relevant documentation;
- Critical reflections on the applicant's work (where available);
- A balanced and itemised budget and coverage plan, which offer insight into the expected income and expenditure;
- A completed budget template (*modelbegroting*);
- A completed application form.

In addition, the following needs to be provided in the context of applications for a publication:

- Information that provides insight into the publication's design and editorial concept;
- A dummy or collection of sketches (the application will not be accepted for review without such materials);
- Information that provides insight into the publication's edition, distribution plan and expected revenue from sales.

Review

The two points of departure in the review of a PRO Kunstprojecten grant application are the proposal's substantive quality and the extent to which it concerns a distinctive or exceptional project or publication. Another important consideration is the project's potential added value for the quality and diversity of The Hague's artistic climate. The project's potential to set other developments in motion within or beyond the art world may also prove of decisive importance in the review.

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

- The proposed project distinguishes itself from existing work as a step in a new direction, an experiment or an opportunity for the applicant to transcend his or her regular professional practice;
- 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 Kunstprojecten grant applications can be submitted 9 times a 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.