

# Explanation of PRO Premium

## What

- The PRO Premium grant is awarded to individual artists with a busy artistic practice who produce high-quality, distinctive work and who have embarked on a phase of targeted intensification, in-depth exploration or acceleration in their career. Recipients can use the PRO Premium grant to take full advantage of this new focus and further develop their practice in terms of depth and progression.
- In addition, the grant is intended to strengthen the individual artist's position in the national and/or international art scene.

## For whom

- Individuals who have been working as a professional artist for more than 5 years and are registered in the artist database of Stroom.

## Framework

The Hague's artistic climate benefits from artists who demonstrate a strong ambition and drive, who are willing to take chances and who have insight in their own artistic practice and in art as a professional pursuit. The PRO Premium grant has been set up to promote their involvement. The grant allows the recipient to take a major step forward in his or her artistic practice in terms of in-depth development and progression, as well as strengthen his or her position in the national and/or international art scene.

The PRO Premium grant is not limited to any specific artistic discipline. It is emphatically intended for artists who strive to clearly distinguish themselves within their discipline in terms of the development of their artistic practice and their professional profile.

## Application in person

Stroom offers applicants for a PRO Premium grant the opportunity to submit their application in person during a meeting of the PRO Grants Advisory Committee. They can indicate this preference on the PRO Premium application form. A maximum of 20 minutes have been reserved for this application in person.

## Required information

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

- A brief summary of the applicant's proposal;
- A description of the applicant's work and artistic practice;
- The applicant's positioning in the contemporary art scene;
- A work plan that includes the following information:
  - Activities/plans geared towards the further development of the applicant's artistic practice in terms of depth and progression;
  - Activities/plans geared towards improving the applicant's visibility and position in the Dutch and international art world (e.g. plans and concrete agreements regarding exhibitions in the Netherlands and abroad)
- The applicant's motives for applying for a PRO Premium grant;
- A plan of action/work plan schedule;
- Which role Stroom Den Haag and other organisations could play in the realisation of the applicant's work plan;
- A clear plan for the reporting, evaluation or presentation of the results of the work plan;
- A general indication of what the applicant intends to spend the grant on if awarded;
- Critical reflections on the applicant's work, preferably written by third parties;
- The applicant's curriculum vitae;
- Up-to-date, relevant documentation.

**Review**

Applications for a PRO Premium grant are reviewed on the basis of the quality of the applicant's work and of the extent to which the work plan includes steps that contribute to the applicant's artistic development and strengthen his or her professional profile. The review focuses on the following aspects:

- The quality, cohesiveness and consistency of the applicant's oeuvre;
- The quality, relevance and feasibility of the proposal with regard to the further development of the applicant's artistic practice in terms of depth and progression;
- The applicant's current visibility and position within the national and/or international art scenes;
- The quality, relevance and feasibility of the proposal with regard to the strengthening of the applicant's visibility and position;
- The extent to which the applicant's proposal reflects creativity, ambition, a willingness to take risks, insight and entrepreneurial spirit;
- The extent to which the applicant is able to analyse and reflect on his or her work, professional profile and the development potential found in his or her artistic practice.

Applications are reviewed by the PRO Grants Advisory Committee.

**Application procedure**

Artists can submit 1 PRO Premium grant application per year and may be awarded a maximum of 2 PRO Premium grants in all. The relevant deadlines are found in the annual calendar published on [www.stroom.nl](http://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.