

new Art new Audiences (nAnA) 2018

Applicant Information Pack

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new Art new Audiences (nAnA) 2018:

new Art new Audiences (nAnA) is an annual open call for 18 to 35-year-old artists, arts organisations, and art collectives from cities within England; Ethiopia; Kenya; Northern Ireland; Rwanda; Scotland; South Sudan; Sudan; Tanzania; Uganda; and Wales. nAnA gives an opportunity for artists from these cities to create new art together, and to showcase this art to audiences across these countries.

nAnA 2018 Key Information:

1. nAnA will fund 5 new projects in 2018;
2. Up to £30,000 will be allocated to each project;
3. Artists, arts organisations and/or art collectives from the specified countries (**listed above**) must connect to co-create, co-facilitate or co-produce new art together. Examples of ways to interpret this criterion can be found in the Frequently Asked Questions (FAQs) on page 4;
4. nAnA 2018 is particularly interested in supporting projects by artists, arts organisations and/or art collectives that already have, and want to build upon, cross country collaborations and connections. New partnerships are also encouraged and in the FAQs, you will see how British Council are offering support to identify arts partners in the UK and the East African region;
5. There are no restrictions on art forms and there are no restrictions on themes.

nAnA 2018 Eligibility:

1. Applicants can apply as an individual artist(s), an arts organisation(s) or an art collective(s);
2. Each project must focus on the creation of a new piece, or a new body of art;
3. At least **three** different countries must be involved in the project, with at least **two** of these countries being from the East African region (and from the countries specified above);
4. nAnA focuses on supporting art sectors within **cities** from the countries specified - artists, artworks and audiences must be connected to cities;
5. Each project must focus on reaching an 18 to 35-year-old face to face, and online audience. nAnA aims to increase the visibility and awareness of new contemporary art from East Africa and the UK. The engagement of an online and/or face to face audience is therefore essential;
6. All key contributors involved in the project must be between 18 and 35-years-old;
7. The projects can be match funded by other financial partners;
8. Applicants can apply more than once to *new Art new Audiences*;
9. Those who received nAnA 2016/17 grants (either primary or secondary partner) are also eligible to apply to nAnA 2018. However a primary nAnA 2016/17 partner **cannot** apply as the lead partner for nAnA 2018;
10. All projects must be completed within 12 months of receiving funds from the British Council;
11. A mid-project report and an end of project report will be expected in order to receive payment, a template will be provided for these reports;
12. The project must be administrated by one person or organisation. They must have a bank account and a national ID in order to receive funds. They must also be responsible for the mid-project, end of project report, and for the external communications of the project;
13. 70% of funds will be granted upon signing a contract with the British Council, the remaining 30% of funds will be granted upon submitting your mid-project report.

To view the 2016/17 nAnA projects see: <https://www.britishcouncil.org/east-africa-arts/projects/nana>

nAnA 2018 Selection Criteria:

When judging the applications, the shortlisting and interview panel will ask the following 5 questions:

1. Does this project propose the creation of exciting, innovative, and contemporary **new art**?
2. Is this new art being created and/or showcased through **strong connections** between artists, arts organisations and/or art collectives across the specified countries?
3. How will this new art reach new online and face to face **audiences** in the UK and East Africa? What is the size of the audiences reached? What are the projected figures for audience numbers and are these figures realistic?
4. Are the key contributors (administrators, producers, artists, organisers, managers and the applicant) of the project 18 to 35-year-olds? And are the projects' audiences predominantly **18 to 35-year-olds**?
5. Is the **budget** clearly broken down, well researched and realistic?

nAnA 2018 Selection Process:

To apply for *new Art new Audiences* you will have to complete an online application form which can be found here: <https://www.britishcouncil.org/east-africa-arts/opportunities>

The online application will ask **5 questions** on your project idea; the connections and collaborations you are making to the specified countries, cities and to your collaborators; the audience reach; your timeline and communication plan; and your budget. There will also be an opportunity to link to images; videos and any other supporting content that you might wish to include.

Upon submitting your application you will receive an email notification confirming its receipt. You will then be notified on Monday 13th August if your project has been shortlisted. **Note: you will not be notified if your project has not been shortlisted.** Shortlisting will be undertaken by British Council arts managers in each of the countries that the nAnA grant covers.

If shortlisted, you will be invited to a Skype interview, which will last **45 minutes – 1 hour**. You will be requested to talk through your application, focusing on the 5 application questions noted above.

All shortlisted applicants that are unsuccessful will receive feedback on their applications **upon request**.

nAnA 2018 Selection Timeline:

- Grant Opens **Monday 4th June;**
- Application deadline **Sunday 15th July, midnight UK time;**
- Shortlisting: **Monday 16th July – Sunday 12th August ;**
- Shortlisted candidates notified and invited to interview: **Monday 13th August ;**
- Skype interviews with shortlisted applicants: **Monday 27th August – Friday 31 August ;**
- Final selection: **Friday 14th September;**
- All applicants informed: **Monday 17th September;**
- Project Payments: **September/October 2018;**
- Projects Start Date: **1st November 2018.**

new Art new Audiences (nAnA) | Frequently Asked Questions

Last Updated: 8th May 2018

What if I don't know who my partners are at this stage?

Before the submission of your *new Art new Audiences* proposal, we expect applicants to have researched and selected the partners they would like to work with across the stated countries. The British Council's East Africa Arts programme's core objective is to create connections between 18 to 35-year-old East African and British creatives. In order to assist in your research of creatives and partners to work with, we are happy to provide the following British Council websites that highlight a multitude of creatives doing exciting projects in East Africa and the UK.

East Africa and UK Focus:

East Africa Arts microsite: www.britishcouncil.org/east-africa-arts

East Africa Arts Instagram Page: www.instagram.com/eastafricaarts

UK Art Form Focuses:

Visual Art: <http://visualarts.britishcouncil.org>

Architecture, Design and Fashion: <http://design.britishcouncil.org>

Literature: <https://literature.britishcouncil.org>

Theatre and Dance: <https://theatreanddance.britishcouncil.org>

Music: <http://music.britishcouncil.org>

Film: <http://film.britishcouncil.org>

Cross Art Forms:

Art and Digital Culture: <https://medium.com/intersections-arts-and-digital-culture-in-the-uk>

Creative Economy: <http://creativeeconomy.britishcouncil.org>

Cultural Skills: <https://www.britishcouncil.org/cultural-skills-unit>

Culture and Development: <https://www.britishcouncil.org/arts/culture-development>

Creative Hubs: <http://creativeeconomy.britishcouncil.org/projects/hubs/>

British Council Arts Home Page: <https://www.britishcouncil.org/arts>

Please note: In order to ensure we give consistent information to all applicants, the British Council are not able to connect applicants directly to partners during or for this *new Art new Audiences* open call.

Why do I have to be 18 – 35 years old?

British Council's East Africa Arts programme prioritises connecting young creatives between the UK and East Africa as per our regional strategy: <http://bit.ly/2gV6rFz> We understand that this is not always possible and therefore recommend that the key applicants, participants, and audiences of the project are 18-35 where possible.

There are many international opportunities you can apply to within the British Council, do take a look here: <https://www.britishcouncil.org/arts/opportunities>

What does *new Art new Audiences* NOT fund?

- Workshops, conferences and symposiums - unless they lead directly to the creation of new art;
- Artwork that has already been created before receiving a *new Art new Audiences* grant;
- Projects that do not focus on reaching new audiences.

What do you mean by *new Art*?

The British Council works across eight art forms. These are Architecture, Design Fashion; Film; Music; Dance and Theatre; Creative Economy; Cultural Skills; Literature; and Visual Arts.

new Art new Audiences is looking for projects that produce new art within or across these art forms. We are also looking for projects that challenge these art forms. What we are not looking for, are works already created.

Which countries are involved in the *new Art new Audiences* open call?

For the period 2018, the British Council's East Africa Arts programme and *new Art new Audiences* grant is working across England; Ethiopia; Kenya; Northern Ireland; Rwanda; Scotland; South Sudan; Sudan; Tanzania; Uganda; and Wales. We work across the countries in which we have British Council offices and on the ground resources.

Do I need to be a national or resident of the countries to apply?

Applicants for *new Art new Audiences* must be from England; Ethiopia; Kenya; Northern Ireland; Rwanda; Scotland; South Sudan; Sudan; Tanzania; Uganda; and Wales. Applicants need to have the right to live or work in one of these countries. **Participants** of your project must also be from these countries. **Audiences** of your project should predominantly be from these countries but can also be from anywhere in the world.

What do you mean by *new Audiences*?

new Art new Audiences aims to be a catalyst for audiences in the UK to see new East African art, and for audiences in East Africa to see new British art. *new Art new Audiences* is interested in projects that showcase art to 18 to 35-year-old audiences who haven't seen your art before. Existing audiences are always welcome, but your *new Art new Audiences* proposal should indicate how your project will reach new audiences for your art.

Can I apply as an individual?

As long as you have a bank account, a national ID card, and can prove your experience of managing projects of a significant scale *new Art new Audiences* is open to receiving applications from individuals. At least **three** different countries must be involved in the project, with at least **two** of these countries being from the East African region (and from the countries specified in this application pack).

When should my project take place?

All *new Art new Audiences* projects must be completed within 12 months of receiving funds from the British Council.

What do you mean when you say: "Artists, arts organisations and/or art collectives must connect to co-create, co-facilitate or co-produce new art together"?

There are many exciting ways that we can work together to create new art. A few examples of how such connections could take place are:

- A **Rwandese arts collective** creates a new dance piece with **visual artists** in **Kenya** which is then showcased at a festival in **Scotland** through the support of a Scottish **cultural producer**;
- A **Scottish** digital **artist** creates a new piece of art with **Welsh, Ugandan, and Tanzanian** artists. The work is then **showcased online** to 18 – 35 year old **British** and **East African** audiences **facilitated** by an East African digital arts magazine;
- A **sound technician** from **Sudan** works with a **Northern Irish** and **Kenyan** sound **artist** to **produce** a new artwork that is **showcased** at a mobile festival across **Uganda** and **South Sudan**;
- An **arts organisation** in **England** works with **photographers** in **Ethiopia** and **Uganda** to **produce** a new body of artwork to be **exhibited** at a Biennale in **Tanzania**.