

EN VERSION



**PRODUCTION<sup>3</sup>**

## **CALL FOR ARTISTS | TERMS & CONDITIONS**

**Application deadline: 31<sup>st</sup> January 2024, 19:00 GMT**

### **About PRODUCTION<sup>3</sup>**

Audience development has been a buzzword for several years, summoning a great number of new methods and studies, promoting and spreading good practices across the Cultural and Creative Sectors (CCS) in better reaching out to audiences. However, the recent multi-crisis (pandemics, war, inflation, climate and ecological crisis, and the rising of totalitarian policies) has left an indelible imprint on the CCS, with effects that shall reverberate in the years to come. A new approach in audience development is in order.

The **PRODUCTION<sup>3</sup>** (P<sup>3</sup>) project proposes to respond to changes in audience behaviour and expectations by reinterpreting the interrelation between the actors of the creative value chain in order to trigger innovation in the field of audience development. The Project's title comes from the three target groups of the project – art production **creators**, **hosts**, and **audiences** – hence the P<sup>3</sup>.

P<sup>3</sup> is a small-scale cooperation project co-financed by the Creative Europe programme of the European Union, to be undertaken between October 2023 and December 2025 and implemented by four partners: **Valley of Arts** (Hungary) – leader; **Artemrede** (Portugal); **ArtLink** (Serbia), and **HÉTFA Research Institute** (Hungary) [see “About us”, below].



**PRODUCTION<sup>3</sup>** aims to:

- 1) Better understand new audience demands and behaviours;
- 2) Trigger innovation in cooperation models between the actors of the creative value chain;
- 3) Pioneer new ways of audience development methods and models;
- 4) Enhance the capacity of CCS to unleash and disseminate its innovation potential.

The Project's goals are achieved through experimenting with audience-centric productions in different contexts, and enhancing know-how transfer between countries in the field of audience engagement. The project activities are backed by research and evaluation, producing exploitable long-term results for the wider CCS.

### **Who/What are we looking for**

We are looking to coproduce one new audience-centric performing arts work, by artists/collectives/companies willing to reflect upon, exchange, research and try innovative models of cooperation between the actors of the creative value chain, focusing on audience development, through a co-creation creative model accompanied by mentors and including audiences' feedback [see "Timeline – Production" below for details].

By applying to this call, applicants are submitting an artistic proposal for a project to be developed in Portugal, presented as a work in progress with the aim of gathering audiences' input in their home country, and touring the final production/performance in Hungary. Applicants moreover undertake to participate in a Co-Creation Lab and to cooperate in P<sup>3</sup>'s research strand, namely including a focus group to be held by the local coproducer/hosting partner after the 1<sup>st</sup> production period [see "Timeline" below] and supplying information on the creative process where needed.



**Artistic domain:** contemporary performing arts (theatre, dance, and hybrid languages). Involving musical elements/a musician is encouraged (classical/jazz/world music or contemporary sound expressions).

**Final production:** the project shall take the form of a performance, between 1h and 48h in length (original formats are incentivised), thought for a stage venue, unconventional setting, or outdoors space (technical constraints apply and should be validated together with the hosting partner throughout the creative process).

**Profile:** professional individual artists or collectives/artist groups or companies of preferably up to 3 people as co-authors. Emerging artists (18+ years old) with at least three years of artistic activity are prioritised<sup>1</sup>. No prior international experience is required. However, applicants should be legally constituted (or resort to an external partner/organisation for contractual and invoicing purposes) and assure sufficient production and management expertise in order to conduct and implement an international cooperation project.

All nationalities and origins are welcome, provided lead applicants are based in the country of the open call promoter. Portuguese artists living abroad are also eligible to apply, but should be advised that the accommodation expenses in their original country, when in residency and for the work in progress presentation, are not covered, nor are travel expenses to the transnational capacity-building and mobility opportunities provided, whenever more costly than originally foreseen.

## How to apply/What is required

We expect to receive:

1. A project concept/outline

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<sup>1</sup> "Emerging" is not an age-bound concept. Mature artists in certain artistic domains/languages who wish to experiment/venture into a different creative field could also be considered emerging (among other possibilities).



Minimum 2 pages, no less than 5.000 characters; maximum 6 pages, no more than 12.500 characters, excluding images. Project proposals under or exceeding these limits will not be considered.

Mandatory formatting: font - [Montserrat](#) (open source), size - 12, spacing between lines - 1.5 lines; margins - 2.5cm. File's maximum size: 10 MB (if needed, use an online compressing tool).

The project concept/outline should include the following elements:

- a.** Presentation/biography/artist statement, including a brief description of your main motivations when creating (maximum: ca. 1 page / no longer than 2.500 characters);
- b.** Project's provisional title;
- c.** Abstract (to be used for promotional purposes, if selected);
- d.** Concept note/intention and motivation, focusing on how you intend to tackle audience engagement/development;
- e.** Preliminary notion on other creative team members and performers (when applicable) to include and their respective short bio notes and links to websites/social media (if existing);
- f.** Overview of expected research and creative process's milestones and timeline (taking into account the general timeline of PRODUCTION<sup>3</sup>, as specified below);
- g.** Foreseen setting (eg. stage, outdoors or unconventional venue) and provisory general technical needs.

Feel free to include as well visual inspiration/sources (images/photographies) which may convey a sense of the proposal's aesthetic universe.

## **2.** A portfolio containing up to 3 prior works

Indicative maximum dimension: 6 pages. File's maximum size: 10 MB (if needed, use an online compressing tool).

Make sure that each work's minimum presentation elements feature in your portfolio, namely: synopsis/brief presentation, credits, pictures



(1 to 3) and links to full-length videos when existing (providing passwords if needed) and/or trailers/promo videos.

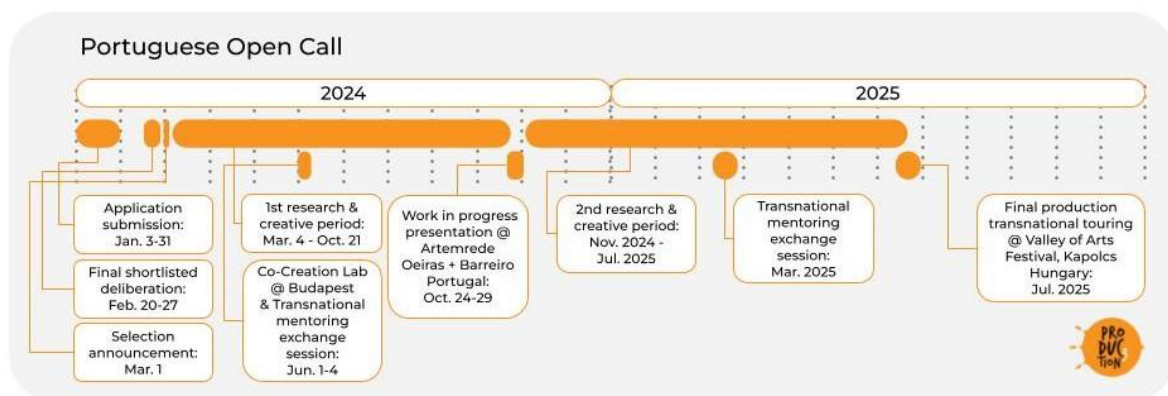
Application documents can be written in Portuguese or in English (preferred). Note that, should you be shortlisted, your documents will in any case be translated to English for the international jury's review, using an automatic translation tool (DeepL). Applicants should furthermore be mindful that the creative/production process - namely, mentoring sessions and "work in progress" presentations - and transnational mobility will entail dialoguing with international partners in English.

Only one application/project proposal per artist/collective/company is accepted. Should more than one submission be made by the same applicant, only the first received shall be considered.

Applications should be submitted via a google form (google login required), to be made available from January 3, 2024 (follow Artemrede's online platforms for news).

All applicants will be informed of the call's results via email, within the established dates (see "Timeline" below). Unless otherwise agreed between parties, the applicant will be considered the main contact person for communication purposes and for the Project's development, via the means supplied in the submission google form (email and phone number).

## Timeline





## **Application**

- Application submission period: January 3 to 31, 2024 (deadline: 19:00 GMT)

*Note: applications received after the submission deadline will not be considered.*

- Considered applicants might be contacted by the Jury for an interview between February 20 to 27, 2024
- Selection announcement: March 1, 2024

## **Production**

- 1<sup>st</sup> research and creative period, accompanied by mentors (ca. 1 mentoring session/month) @ Oeiras, Portugal: March 4 to October 21, 2024

*Three mentors are to be assigned to the production, consisting of an element from each of the coproducing organisations (Artemrede + Valley of Arts) + one Portuguese external expert to be defined. The research process is furthermore backed by HÉTFA's preliminary audiences and experts' survey.*

*A total of up to one month residency (which may be split in 4 independent weeks or 2\*2 weeks, upon agreement among parties and depending on the hosting partner's availability), including a research/working/rehearsal space (as per identified needs and existing conditions), is offered. Accommodation and perdiems are not supplied throughout this period. Artists are free to manage their research and creation time as needed and encouraged to seek additional hosting partners.*

- Co-Creation Lab @ Budapest: June 1 to 4, 2024

*The Co-Creation Lab thematises and questions existing cooperation models between coproducers/organisers/hosts and artists, fostering peer-to-peer exchange, aiming to brainstorm innovative modes of interrelation. Participation of up to 3pax is mandatory (costs supported by the organisers).*



- Transnational mentoring exchange session joining coproduced artists from the three partner countries and their respective mentors #1 @ Budapest: June 1 to 4, 2024 (co-located with the Co-Creation Lab)
- Work in progress presentations @ Oeiras + Alcobaça, Portugal: October 24 to 30, 2024 (exact dates tbd)

*The two work in progress presentations will take place within the scope of a showcase of “Stronger Peripheries: A Southern Coalition”’s coproductions (large scale European Project led by Artemrede), in several territories, thus offering added opportunities to meet and gather feedback from the Project’s international partners. The presentations shall be followed by a feedback session and reflective discussion with audiences, facilitated by an expert to be assigned and following a specific protocol/methodology proposed by the Project’s research partner, HÉTFA.*

- Post-process focus group @ Lisbon: November 2024 (exact date tbd)
- 2<sup>nd</sup> creative period, accompanied by mentors (ca. 1 mentoring session/month) @ Alcobaça & Portugal: February 2025 & November 2024 to July 2025 (upon artists’ discretion)

*Learnings from the work in progress presentation and encounter with audiences are to be summarised and assessed by HÉTFA, and thence assimilated into the 2<sup>nd</sup> creation period, concurring to a final production/performance. The mentoring programme continues. One week technical residency at Cine-Teatro João d’Oliva Monteiro - Alcobaça will be offered (subject to hosting partner’s availability). Accommodation and perdiems are not supplied throughout this period. Artists are free to manage their creation time as needed and encouraged to seek additional hosting partners.*

- Transnational mentoring exchange session joining coproduced artists from the three partner countries and their respective mentors #2 @ Online: March 2025



- Final production transnational touring @ Valley of Arts Festival, Kapolcs, Hungary: July 2025 (exact date tbd)

*The performance's transnational touring happens simultaneously to P<sup>3</sup> final multiplier event, including talks, debates and presentations addressing audiences development.*

## **Coproduction conditions**

Coproduced artists/collectives/companies shall receive:

1. Financial support – coproduction fee (see below);
2. Artistic accompanying through a mentoring programme;
3. Participation in a Co-Creation Lab joining the Project's partners, coproduced artists from Hungary and Serbia and mentors from all three countries involved (travel from Portugal, accommodation and per diem expenses covered for up to 3pax);
4. One national touring opportunity & tests with audiences at national festival in two different venues/Municipalities within Artemrede;
5. One transnational touring opportunity at partner festival – Valley of Arts, Hungary (travel from Portugal, accommodation and per diem expenses covered for up to 6pax<sup>2</sup>).

Coproducers shall offer an appropriate presentation venue (provided the performance's specifications are discussed and agreed in advance), as well as all human and technical resources needed for the production's presentation and promotion.

## **Coproduction fee**

**18.400€ gross** (including taxes or VAT, if charged).

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<sup>2</sup> Should the artistic and/or technical team encompass a larger number of elements, any expenses surpassing the estimated costs for 6pax shall fall directly upon the budget of the coproduced artist/collective/company.





The stated amount refers to the total budget available, including all creative production and logistics costs to be undertaken during research and creative processes, presentations (except for the transnational tour in Hungary, as per point 5. above) and other expenditures that may be required for the performance's correct reception (eg. translation and surtitling of theatrical texts, if required). Copyrights payment by the coproducers is not contemplated nor eligible.

Once notified of selection and upon commencing the production process, artists/collectives/companies are expected to draft and submit a production budget in line with the offered coproduction fee. The production budget should be assembled per expense categories, including, for example (among others that may apply):

- Team's fees: artistic direction, creative team, technical team;
- Production costs: set construction, costumes, equipment purchase/rental, space rental;
- Logistics costs;
- Administrative costs;
- Communication costs: promotional photograph, full-length video, social media, etc.;
- Other income (if existing): other financing parties, pre-sales, own funds.

### **Payment instalments**

The coproduction fee will be made available in four instalments:

1. Pre-financing (upon signature of contract, ca. May 2024): 50%
2. Mid-term (after work in progress presentation @ Artemrede, ca. November 2024): 20%
3. Final implementation (after transnational mentoring session #2, ca. March 2025): 20%



4. Balance (after transnational touring @ Valley of Arts, ca. August 2025):  
10%

Artists are free to complement their budgets with additional national, regional or local financing sources, provided this is discussed beforehand with coproducers to avoid conflicts of interest (eg. the project cannot be coproduced by other EU-projects, and PRODUCTION<sup>3</sup>, as its instigator, should, at any rate, remain the main coproducer).

## **Assessment criteria**

### **Eligibility**

Applications that do not comply with the requirements below shall be excluded:

1. Candidate/project leader and team members being of legal age;
2. Leading applicant(s) being Portuguese citizen(s) or residing/working from Portugal;
3. Professional training and/or experience in the performing arts field, having at least three years of relevant artistic activity;
4. Correspondence of the proposal to envisaged artistic domain(s);
5. Required documents (personal data, project proposal/concept note and portfolio) fully completed and duly submitted via the supplied google form within the established deadline.

### **Artistic proposal quality and suitability**

Balance: 60%

- 1) Innovation potential / experimental approach to audience engagement;
- 2) Reachability by audiences (to what degree the proposal demonstrates to be able to draw audiences' participation);
- 3) Relevance / pertinence of the proposal within the contexts where it is to be developed;



- 4) Degree of understanding of the Project's partnership and its specific contexts;
- 5) Feasibility within the Project's framework (concerning hosting partners' conditions and timeline);
- 6) Viability of the proposal considering the available budget (and other foreseen sources of funding, if applicable);
- 7) Merit/adequacy of artistic team's profile;
- 8) Consideration for human sustainability, fostering artistic and technical team, as well as external collaborators/participants' well-being and fair working conditions (including just/balanced payment terms) and practices;
- 9) Consideration to European Union's cross-cutting priorities (environment and ecological transition, gender balance, inclusion, diversity and representativeness) [preferential criteria]. *Eg. promoting circular economy in set and costumes' design; slowing research and creative processes; fostering horizontal and gender-equal decision-making mechanisms; adopting inclusive language, etc.*

### **Body of work**

Balance: 30%

- 1) Contemporaneity of aesthetic languages, artistic quality and consistency, and innovativeness of creative and presentation formats;
- 2) Transnational mobility as presenting an added value to the development of the artistic career;
- 3) Relevance of the work in the local and national contemporary performing arts context;
- 4) Aesthetic resonance with the international coproducer's context;
- 5) Emerging artist/expressing new practices (in light of own trajectory);
- 6) Ability to conduct an international cooperation project.

### **Engagement**

Balance: 10%



- 1) Clarity and eloquence of written contents in submitted materials;
- 2) Degree of care in curating and presenting supplied visual material;
- 3) Overall perception of commitment to the application / motivation.

In the interview stage, the shortlisted artists personal profile shall furthermore be appraised, concerning human soft skills and perceived appetite to engage in meaningful interpersonal relations by artistic means, as well as willingness to partake in an open process of research, reflection, and peer-to-peer learning with a view to reassessing and jointly concocting new interrelation models between organisers/coproducers, artists, and audiences.

## **Jury**

Applicants will be selected at the sole discretion of PRODUCTION<sup>3</sup> partner organisations and invited external experts. The Jury's selection decision is sovereign and final. Any recourse to courts of law is excluded. The Jury composition is as follows:

### **Coproducers**

Marta Martins (executive director, Artemrede, Portugal) & Clara Antunes (project manager, Artemrede, Portugal)

Cristina Amaro (Culture and Arts Division of the Arts, Culture, Tourism and Historical Heritage Department, Oeiras Municipality, Portugal)

João Santos (programmer and coordinator Cine-Teatro João D'Oliva Monteiro, Alcobaça, Portugal)

Natália Oszkó-Jakab (director, Valley of Arts, Hungary)

### **External experts**

Fátima Alçada (programmer, cultural manager, and expert in evaluation, Portugal)

Peter Inkei (diretor Budapest Observatory - Regional Observatory on Cultural Financing in East-Central Europe, Hungary)



## **Disclaimers**

- Shall the selected artists/collective/companies withdraw from pursuing the coproduction, the partners involved ought to be notified within two weeks of the final selection notice, in order to summon the next eligible runner-up.
- Selected artists/collective/companies commit to participate and implement all the work stages listed under “Timeline”. Should an applicant verify to be unable to attend one or more of these occasions once notified of their selection, for whatever reason for which they are responsible, PRODUCTION<sup>3</sup> reserves the right to revoke their invitation, and to designate a runner-up instead.
- If the artists/collective/companies withdraw from the process once the contract with the national coproducer has been signed, they will have to return the sums received so far and compensate the coproducers for the damages caused.

## **Promotion and Copyright**

PRODUCTION<sup>3</sup> will consider the submitted application materials on the condition that the applicant irrevocably agrees that:

- Their name/s and project’s abstract may be published on each of the partners’ online and social media platforms (website, Facebook, Instagram, Youtube, etc.);
- They hold the sole copyright to and/or have secured the consent of any other copyright owner on any given text, excerpt, or portfolio image submitted, as per all applicable national and international regulations. They guarantee that the rights of no third parties would be violated in the (re-)publication of any submitted text or portfolio material. They unconditionally and irrevocably declare their copyright responsibility and liability toward third parties for any possible



disputes over copyright violations and fully release PRODUCTION<sup>3</sup> partners, as legal entities responsible for the Project's implementation, against all third-party claims arising thereof;

- They grant consent to and licence PRODUCTION<sup>3</sup> partners, as legal entities responsible for the Project's implementation, to use their name, text, artwork, or design and rightfully credited representations of their text, artwork, or design in any media related to the Project, anywhere in the world, for artistic, promotional, and documentary purposes, without monetary compensation.

### **Confidentiality**

The jury and the persons proposed by the jury are entitled to see the application and all documents provided by the applicant, for assessment purposes.

PRODUCTION<sup>3</sup> partners commit to respect confidentiality of any documents and data submitted by applicants which may, in their view, be considered confidential.

The provided documentation will not be returned to the applicant. All documents shall be destroyed and erased from the digital databases in which they have been archived after December 31, 2029.

### **Legal Terms**

Acceptance of conditions of participation in this call implies abidance by these Terms and their resolution, as well as any changes that may occur as a result of factors alien PRODUCTION<sup>3</sup> partners.

PRODUCTION<sup>3</sup> partners have the prerogative to interpret these Terms and Conditions and resolve any doubts that may arise from their execution. PRODUCTION<sup>3</sup> partners furthermore reserve the right to resolve any issues not covered by these Terms and Conditions.

### **Contact**

For further inquiries, feel free to reach us at: [candidaturas@artemrede.pt](mailto:candidaturas@artemrede.pt)



Thank you for your attention!

Join us on a journey of PRODUCTION<sup>3</sup>, engaging new audiences in the performing arts!

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## **About us**

### **Valley of Arts | Hungary** [leader]

Valley of Arts is the oldest of Hungary's major all-arts festivals, now an undeniable hallmark on the country's cultural scene. Valley of Arts was started in 1989, with the aim of promoting the cultural and economic values of the Kapolcs region, focusing on artistic quality (from performing to visual arts) and strengthening local ties in a friendly atmosphere.

During the Festival, the three small villages of Kapolcs, Vigántpetend, and Taliándörögd are transformed into dozens of stages and performance venues - in spaces as diverse and unconventional as kindergartens, fire stations, community centres, churches and bus stations -, inviting hundreds of artists to deliver unique artistic experiences: improvised theatre shows, new circus, dance or concerts, literature, exhibitions, craft workshops, themed walking and cycling tours, among others.

The Valley connects generations, different artistic fields and languages, the city and the countryside, experts and the beginner's gaze, traditions and the latest developments, audiences and artists, artists and locals. In the Valley, another world where art and human relationships are at the centre is offered to experience, generating a huge temporary community of around two hundred thousand visitors every year.

The Valley of Arts Festival is recognized with the EFFE label by the European Festivals Association.

+ info: <https://www.muveszetekvolgye.hu/>

### **ArtLink | Serbia**



ArtLink is an association created in 2004 with the aim of recognizing and bringing together the efforts of young and renowned artists from different artistic expressions, under the premise of creating and acting on the basis of a contemporary vision, promoting new, original and authentic art forms from the Western Balkans region.

ArtLink trains, nurtures and promotes the careers of talented young artists from the region, awards the Most Promising Young Artists in Serbia (2005-), supports music production, and is the driving force behind several ensembles (namely ArtLink Young Virtuosi, Camerata Balcanica and WB Sextet). Over the past 20 years, it has developed cultural cooperation projects and co-productions, consistently improving the standards, quality and level of partnerships in the arts sector at national, regional and inter-regional level. It furthermore develops the ArtLink Festival in Belgrade, Novi Sad, Golubac and Pirot. ArtLink presents a unique art festival concept - "Festival Cities & Artists for Nature" - involving artists, community, institutions and businesses at the local level, to raise awareness for the importance and value of the protection of nature through culture. Art dialogues and is inspired by cultural heritage and nature, via performances, innovative outdoor visual art presentations, and creative workshops.

In a world marked by a constant struggle for survival, in which competition reigns supreme, artists and festivals are invited to show alternatives, composing themselves as a platform and vehicle for positive change.

ArtLink is a member of different professional associations and networks, including the Serbian Festivals Association (SEFA) and the Regional Center for the EFA EFFE project (2015-), incorporating more than 70 festivals.

+ info: <https://artlink.rs/en/>

### **Artemrede | Portugal**

Artemrede (2005-) is a project of cultural cooperation currently gathering 18 members, including 17 Portuguese municipalities, that promotes the interaction between cities of different scales. Artemrede focuses on the





specificities of the territories through its support to artistic creation, cultural programming in network, qualification and training, design of strategies for cultural mediation, and reflection on cultural policies.

At the heart of its activities is the development of artistic projects holding local communities at their core, while fostering peer-to-peer learning through national and international cooperation. In this vein, major initiatives were recently undertaken and are presently underway, such as the EU projects - financed by the Creative Europe programme - 'Stronger Peripheries: A Southern Coalition' (2020-2024, leader); 'A Manual on Work and Happiness' (2016-2018, leader); 'PRODUCTION<sup>3</sup>' (2023-2025, partner); 'PERFARE' (2022-2025, partner); 'Be SpectACTIVE!' (2018-2022, partner), and 'RESHAPE' (2018-2021, partner).

+ info: <https://artemrede.pt/>

### **HÉTFA Research Institute | Hungary**

HÉTFA works on public policy analysis, economic and social research, as well as regional and urban development, using the tools of economics, political science and sociology.

Founded in 2009, HÉTFA is currently made up of two sister companies, HÉTFA Kutatóintézet Kft and HÉTFA Elemző Kft, bringing together around 40 in-house staff and 15-20 permanent external experts. Thanks to its vast knowledge base and wide network of partnerships, HÉTFA carries out research and analysis in a wide range of professional areas, e.g. the social economy, employment, youth, culture, public administration, the SME sector, education, environmental protection, climate change, IT, transport, tourism, regional, urban and rural studies, etc. HÉTFA conducts research and analysis at regional, national and European level. It is a partner in several European research projects and also coordinates consortia in European and international projects, with a strong track record in policy evaluation and impact assessment at national level, as well as in the European dimension.

+ info: <https://hetfa.eu/>



## PRODUCTION<sup>3</sup>

### Partnership



### Co-financing



Co-funded by  
the European Union

### Artemrede's associated Municipalities



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