



## **The Fifty:Fifty Programme**

### **Application Information**

The Crafts Council seeks to develop and support the production of ambitious exhibitions that challenge perceptions and promote contemporary craft.

The Crafts Council is delighted to announce a new round of its collaborative exhibition scheme, The Fifty:Fifty Programme. This initiative seeks to develop projects that are match funded by the Crafts Council, with the equal contribution being a maximum of £50,000, by each partner.

The Crafts Council wishes to work with selected partners to co-curate and deliver partnership exhibitions. Funds, ideas and resources will be joined and shared equally on a 50:50 basis.

If you are interested in working in this way, we would like to hear from you.

### **What do we mean by 'exhibition'?**

The term exhibition can mean many things. To take one definition, in its most simple form it is 'a collection of things (goods or works of art etc.) for public display<sup>1</sup>'. We are interested in all forms that an exhibition may take, and would like to receive proposals which embrace all interpretations and incarnations of the term exhibition. For example, as well as gallery based shows, we are interested in developing off-site, or site specific exhibitions, shows that embrace installation, audience and artist participation.

We are interested in projects that engage with contemporary critical debate, aim to position craft in new and unexpected contexts, challenge how craft can be interpreted and presented in exciting, an extraordinary and provocative manner.

The project can be risk-taking and multi-disciplinary in content. The initiative is NOT aimed to develop shows that are predominately about selling work or providing a platform to sell work.

### **Who is eligible?**

Different approaches to partnership will be dictated by the selection of the partner and what resources they have in place.

- Staff: the partner must have the relevant required staff in place to co-curate, manage and produce the agreed partnership objectives.

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<sup>1</sup> Princeton University definition 2008

- Funding contribution: although the exhibition budgets may not be fixed, each partner must be able to provide match funding towards the exhibition project
- Partners: will be considered that work as part of a consortia; that offer a new audience for craft or can show craft in a new context; that can develop new/ increased audience for craft . Non building based organisations could also be considered, such as commissioning bodies and cultural agencies. Partners outside Greater London will be actively encouraged and given priority.
- Touring: It is desired that the partner will have strong links with other venues that may form part of a tour. The management of the tour will be agreed on commencement of the partnership.
- Education and Learning: the successful partner will have a track record in developing education and learning programmes and it is anticipated that such an associated programme will be developed by the partner relating to the exhibition project. Please indicate a proposed programme and budget, with additional partners if appropriate.

### **Funding:**

The Fifty:Fifty Programme is based on the sharing of resources; the project will be match funded by the Crafts Council and the partner. The Crafts Council will contribute up to £50,000 per exhibition; therefore giving a maximum core budget of up to £100,000, including the partner's match-funding contribution.

Funds from the Crafts Council and partner will be allocated evenly over two financial years i.e. up to £25,000 from each partner, each year; alternative allocation schedules will be considered, but it may not be possible to accommodate them. The schedule for the allocation of funds will be agreed by the Crafts Council and partner in advance of signing the contract.

Both partners must have the necessary funds in place to match-fund the project at the commencement of the partnership contract. Notwithstanding, funds may be sought from a third party, by either partner, as appropriate, in support of the core budget, or if the project requirements exceed the core budget.

Partnership responsibility for budget management will be agreed by the Crafts Council and partner in advance of signing the contract.

### **Schedule:**

The Fifty:Fifty Programme is a biennial scheme.

The Crafts Council seeks proposals for the current round of applications by **1<sup>st</sup> March 2010** and will announce the successful project in **March 2010**. The partnership will commence in **April 2010** to coincide with the beginning of a financial year. The exhibition will be delivered by March 2012.

### The Crafts Council's offer:

The Crafts Council's contribution to the project in addition to funds will be:

Staff support:

- Creative and curatorial input and dedicated project team from Exhibitions and Collection team.
- Exhibition management expertise, including experience of catalogue project management and delivery
- Marketing and press from Communications team
- Fundraising support from Development team.
- Input to development and delivery of education and participation programme

Resources:

- Access to touring and professional networks and contacts
- Web presence
- Promotion via Crafts Council e-bulletin
- Listing in Crafts magazine

### How to apply:

Interested organisations are required to complete and submit an application form. The information required is:

1. The Proposal:

How it relates to The Fifty:Fifty Programme themes; definition of exhibition/project/ activity.

Education and Learning and Audience development: an outline of how the project may develop a new audience for craft; or show craft in a new context and/or that this project will engage with a new and increased audience for craft

Partnership: a description of why you would like to work in partnership with the Crafts Council to realise the proposed project.

2. Staff: an indication of the project team highlighting the strengths and experience that your staff can bring to the project. It is essential that our partners have sufficient staff resources in place

Touring: an indication of previous exhibition tours and touring partners. The budget is to cover tour set-up costs if applicable. It is not essential for the proposed exhibition project to tour.

3. Project schedule: identifying key milestones and indicating order of tasks.

4. Funding contribution: budget allocation over two financial years, also indicating the amount of match funds required from the Crafts Council.

5. Venues: indicate the initiating venue; and whether working as part of a consortia; other potential partners.

### **Frequently Asked Questions:**

A document answering frequently asked questions can be downloaded from the Crafts Council website:

<http://www.craftscouncil.org.uk/collection-and-exhibitions/exhibitions/fifty-fifty-programme/>

### **Application forms:**

Application forms are available from Crafts Council website and from Exhibitions Project Officer, Charlotte Dew, [c\\_dew@craftscouncil.org.uk](mailto:c_dew@craftscouncil.org.uk) or 020 7806 2515.

### **Information and Questions:**

Please contact Exhibitions Project Officer, Charlotte Dew, with questions or for more information, [c\\_dew@craftscouncil.org.uk](mailto:c_dew@craftscouncil.org.uk) or 020 7806 2515.



The Crafts Council is the national development agency for contemporary craft in the UK.