ARTCRY

GUIDANCE NOTES

Please read these guidance notes before you begin your application.

ABOUT

ARTCRY is a new fund supporting urgent artistic responses to current social and political events. The fund aims to encourage and support artists to create bold political work with fast-turnaround funding which enables fast action.

- Applications can be from **any artform** and from artists at **any stage in their career**.
- Work must be **free for audiences** and presented in the **public realm** which includes digital spaces.
- We are focusing on UK audiences at the moment and funding artists currently living in the UK. Work funded by ARTCRY could be part of an international project, or in response to international events but targeting UK audiences.
- Applications are on a rolling basis, there are no deadlines for submission.
- There is no minimum amount, the maximum grant is £2,500.

WHAT WE FUND

VALUES

There are six values which will underpin our funding decisions. They are to support work which;

- Opens up dialogue and doesn't close it down
- Provokes audiences to think more deeply
- Can startle people with a new perspective
- Strives to make an impact
- Respects difference
- Can be presented in the public realm, with a spirit of openness and accessibility at its core.

We aim to encourage bold, political and socially engaged work and that can represent any standpoint. However, it must be in keeping with the values above.

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All work funded must be legal.

It's also important to note that you will be responsible for obtaining and managing all permissions associated with making and presenting the work. Please bear any timelines associates with these in mind (for example, getting events licenses) when making your application.

CRITERIA
There are two criteria for funding and any successful application must demonstrate both of these.

1. The work is time critical
The reason that ARTCRY exists is to enable artists to make work which responds to socio/political events happening now. That's why our turn-around time is 7 days.

We are expecting the timing to be a specific part of the work and why you want to make it.

We are expecting projects we might fund to be presented in the public realm in six weeks or less.

As a panel we recognise that we are defining urgency by doing this and we invite you to do that as well. We want to know why you feel it is vital this piece of work happens in the next few weeks.

2. **The work must be presented for free in the public realm**.
By 'public realm' we mean publicly accessible spaces where people can freely engage with your project. We are imaging this will largely include outdoor work, digital work, work in windows, projected onto buildings, work on the streets.

Our choice to fund work in the public realm is about engaging people who might not seek it out in order to have impact and make change. We want to disrupt, engage, surprise, challenge.

We are expecting your choices of where and how to present the work to be a key part of the project in how you reach people and their experience of your piece.

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NOTES ON DIGITAL

For digital projects in particular we encourage all applications to consider how someone will interact with the work. We are interested in digital projects which disrupt online spaces or employ strategies to reach the specific audience the work is aiming to engage (for example using advertising space or strategic partnerships to engage a specific user base).

We are really interested in projects which combine ‘live-ness’ and digital. For example, projecting a film onto the side of a building or live streaming a public event to increase reach.

While there are many free and publicly accessible spaces online including social media and arts platforms the question we are asking is – ‘what is the digital equivalent of taking work onto the streets?’

THE BUDGET

Artcry is about fast turn-around funding to enable fast action.

We are looking to fund projects where without that funding the project wouldn't happen fast enough. We don’t have a large pot of money and want to maximise every penny and so our focus is very much on the need. This might be a small amount - card, paper, paint, van hire, a day rate, projector hire etc. to make that project happen immediately. It might be a full project where you need to pay other people, hire more equipment, rehearse, cover access costs and so on.

The question we advise you ask yourself in writing your budget is – ‘what do I need to make this happen?’

There is no minimum amount. Our maximum grant is £2,500 (including VAT).

Due to the nature of the fund we are expecting budgets to be well thought through and clear. If we are one part of your income that is fine, just say where the rest is coming from because we want to know that if we say ‘yes’, you can get going and deliver what you have applied for. It will help us make fast decisions.

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THE PANEL AND DECISION MAKING

The panel of decision makers can be seen on our website here www.artcry.co.uk/about The panel will change every six months. Here is a note from the current panel about what we are excited about right now –

"We are excited about work which has the power to create change - maybe specifically aiming to affect a political outcome, maybe aiming to invigorate a social movement, maybe it's raising awareness of something that is currently not being spoken about enough locally, nationally or internationally. We are excited about artistic interventions at particular places and moments in time which aim to create change."

90% (all but one) of the panel must approve your application for funding. We are setting this as a deliberately high bar – we are looking for that application where we all go YES that needs to happen and it needs to happen now. The bar is high because we have limited funds and want to use them wisely.

HOW TO APPLY

To apply please upload a copy of the word document application form OR upload a three-minute video/audio file telling us about your idea, who you are and why you want to make this work right now. Please apply in whatever way you feel you can communicate your idea best.

WHAT HAPPENS NEXT?

We will let you know if you have been successful within seven days of applying. If you are successful, we will be in touch with an agreement. On confirmation that you can move ahead with the project we will transfer 80% of the money you applied for upfront. The final 20% will be paid on completion of a short evaluation. This will ask you to reflect on whether you have achieved what you have said you are aiming to do in your application in the What Does Success Look Like? Question.

Remember if we have questions, we can always get in touch with you. What we really want to hear is your idea.

We will endeavour to get back to all applicants within seven days either way.

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There is no limit set on how many times you can apply, but once funded we are unlikely to fund you again due to the limited amount of work we will be able to fund.

If you have any questions please email info@artcry.co.uk but please note this is likely to slow down your application process while we reply.

OTHER SUPPORT

If there is other support you would like to access then please let us know in the Do You Need Any Other Support section. For example, if you have never made a piece of work in the public realm and would like to have support from someone who has done that before.

We know that in supporting responsive work you are applying to us while bringing together a project at speed and might not have everything in place yet – so tell us if there are bits you still need that we might be able to help with.

Good luck – we can't wait to hear your ideas!
The Artcry Team