

Assessment Criteria for the Proposal

A. Artistic Merit (55%)

1. Idea:

- How strong and innovative is the project? Does it have the potential to push artistic boundaries?
- How relevant are the ideas in the wider social context?
- Will the project create an enriching and stimulating experience for audiences?

2. Impact:

- How does the proposed project develop the artist's practice?
- Is the project potentially scalable for different platforms and audiences?

3. Contribution to the development of the arts scene:

- How does the project contribute to the development of the art form and to the arts scene as a whole?
- Does the project address a critical artistic or capability gap in the arts ecosystem?

B. Demonstrates ability to execute and present the work to the public (30%)

1. Artistic track record:

- Does the applicant have a strong track record of artistic achievement and production?

2. Management skills:

- Is the proposal well-planned, demonstrating deep and careful thought about the resources (financial or otherwise) needed to create the work on time and within budget?
- Does the applicant have the ability and expertise to see the project through from creation to its subsequent public launch?
- Is the proposed work at a stage of development where the applicant can realistically execute and launch it publicly?

3. Marketing Skills / Plans for the subsequent public launch of the created work:

- Does the applicant know who its target audiences are for the eventually created work?
- Does the applicant have a well-conceived plan to market the work and engage the target audiences? Understanding how to reach out to audiences e.g. using compelling descriptions and storytelling to communicate the background and track record of the creative team, the creative and rehearsal process. Being able to engage regularly on social media and manage interactions.
- Will the project be able to generate greater awareness of and/or engagement with the art form in Malaysia?

C. Applicant's artistic growth potential via the proposal and its contribution the arts (15%)

- To what extent will the project develop the applicant(s)' potential (e.g., if successful, can this project significantly profile Malaysia / the artist on an international stage? Or does the project broker a collaboration that would otherwise not be possible?)
- To what extent do we expect the applicant to contribute to the future development of the arts scene in Malaysia?