

Promotion of arts and audience outreach

1. Criteria for arts and audience projects

Principle

Pro Helvetia supports arts and audience projects in Switzerland that engage audiences in personal encounters with professional artistic creation and thereby heighten their awareness of artistic works and presentations.

Cross-regional significance

Pro Helvetia promotes arts and audience outreach from a nationwide perspective. Projects can be considered for promotion if they

- contain an innovative approach to outreach and education in practice and therefore are of nationwide exemplary nature
- or if they focus on more than one linguistic region in Switzerland.

Quality and professionalism

- Pro Helvetia supports arts and audience projects where theoretical expertise and artistic quality ideally complement each other. The participating art educators as well as the artists involved must be verifiably recognised in their field.
- In the opinion of Pro Helvetia, arts and audience outreach also means that art educators, artists and cultural institutions are given the possibility of drawing on the public's own knowledge and experience in the field of culture. Exchange among all parties involved is therefore an important element in arts and audience projects.
- Pro Helvetia supports arts and audience projects which foster a more profound access of the public to professional artistic creation. The projects must involve the reception of and reflexion on art works. Pro Helvetia however does not support any projects which focus on the creation or performance of an artwork or which primarily encourage amateurs to engage in artistic activities (workshops, performances with amateurs and so on).
- The educational aim of the project must go well beyond a one-off promotional effect. The target groups, the impact to be achieved and the methods used promote an active engagement of the public with art.
- For recurring projects, Pro Helvetia expects a continued conceptual development.

2. Criteria for exclusion

On the basis of its legal mandate, Pro Helvetia is unable to provide support in the following cases:

- projects that are part of a school, college or university curriculum or a training course (incl. university scholarships, dissertations, diploma projects and so on)
- projects that are already supported by other Federal institutions or that require no financial support or that are in the scope of the Federal Office of Culture (strengthening of cultural participation)
- projects of institutions or organisations which are already financially supported by their basic mandate or any performance agreement with municipalities or cantons
- projects which are not reliant on financial support

3. How to submit applications for support

- Applications can be submitted by independent artists, groups or educators as well as institutions and organisations.
- Applications of up to CHF 25'000 can be submitted to Pro Helvetia ongoing, at the latest 8 weeks before the beginning of the event. Applications between CHF 25'001 to 50'000 can be submitted to Pro Helvetia ongoing, at the latest 4 months before the beginning of the event. The submission deadlines for applications over CHF 50'000 are 1 December, 1 March, 1 June or 1 September. First event not earlier than 4 months after the submission deadline.
- Applications for arts and audience projects can be submitted via www.myprohelvetia.ch. Pro Helvetia's guidelines for applicants and documents outlining the legal basis can be accessed on Pro Helvetia's website at www.pro-helvetia.ch/downloads.

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