

***new Art new Audiences* (nAnA) | Frequently Asked Questions**

Last Updated: 5th July 2016

What do you mean by *new Art*?

The British Council works across eight art forms. These are Architecture, Design Fashion; Film; Music; Dance and Theatre; Creative Economy; Cultural Skills Unit; Literature; Visual Arts.

new Art new Audiences is looking for projects that produce new art within or across these art forms. We are also looking for projects that challenge these art forms. What we are not looking for are works already made.

Which countries are you working with?

For the period 2016/17 the British Council's East Africa Arts programme is working across Ethiopia, Kenya, Rwanda, Tanzania, Uganda, and with the UK (Scotland, England, Wales and Northern Ireland).

Our arts programme also communicates closely with our British Council offices in Sudan and South Sudan.

Do I need to be a national or resident of the countries to apply?

Applicants for *new Art new Audiences* must be from Ethiopia, Kenya, Uganda, Tanzania, Rwanda or the UK. Applicants need to have the right to live or work in one of these countries. Participants of your project can be from these countries, and anywhere else in the world.

What do you mean by *new Audiences*?

new Art new Audiences aims to be a catalyst for audiences in the UK to access contemporary East African art and vice versa.

new Art new Audiences is interested in projects that speak to people who haven't seen your art before. Existing audiences are always welcome, but your *new Art new Audiences* proposal should indicate how your project will reach new audiences for your art and/or for your organisation.

Can I apply as an individual?

As long as you have a bank account and can prove your experience of managing projects of a significant scale *new Art new Audiences* is open to receiving applications from individuals. All projects must work across two East African countries and one UK country.

When should my project take place?

Once the expression of interest deadline is complete (31st July), a panel will shortlist the applications and then invite a selected number of applicants to submit full *new Art new Audiences* proposals.

We expect to be able to inform partners in September 2016. We then expect successful projects to run within a twelve month period, October 2016 – September 2017.

What if I don't know who my partners are at this stage?

Before the expression of interest, we expect applicants to have researched and highlighted the partners they would like to work with. Partners do not need to be confirmed at the (initial) expression of interest stage. If you are shortlisted and invited to submit a full *new Art new Audiences* proposal, the partnership will then need to be secured.

How old do I need to be to apply?

British Council's East Africa Arts programme targets its activities for 18 – 35-year-olds. You can be any age to apply for *new Art new Audiences* but your audience and participants need to be 18-35-year-olds.

Does my project need to be a collaboration between partners in East Africa and the UK? If so, what do you mean by collaboration?

new Art new Audiences projects must connect (at least) two East African and one UK country. Partners do not need to travel to each country, the art produced does not need to be equally made by each partner, but the project does need to create new connections between artists and audiences from two East African countries and the UK.

For further enquiries on nAnA please contact: eastafricaarts@britishcouncil.or.ke