

արդ եւս | in view

THE NEW WESTERN ARMENIAN CULTURE PROGRAM

THE ARMENIAN COMMUNITIES DEPARTMENT
OF THE CALOUSTE GULBENKIAN FOUNDATION



CONTENT

- 1. INTRODUCTION**
- 2. OBJECTIVES**
- 3. ELIGIBILITY CRITERIA**
- 4. EVALUATION CRITERIA**
- 5. SELECTION PROCEDURE**
- 6. TIMETABLE**
- 7. BUDGET**
- 8. HOW TO APPLY**

● INTRODUCTION

The Armenian Communities Department of the Calouste Gulbenkian Foundation (hereinafter CGF) is launching the **արդ. ԵԼԱ | in view** grant program dedicated to funding cultural creativity in Western Armenian. Through this new flagship program, the Department will support initiatives that create new culture in the Armenian language.

In February 2020, CGF launched the [Creative Culture Program Lebanon](#), while the [Be Heard](#) prize was unveiled soon after, in March 2020. These unique initiatives —the first of their kinds— were launched in response to different circumstances, however they addressed the great need to enrich language and culture so that both could thrive and evolve, reinforcing each other.

Based on the success of these innovative programs, CGF has developed a new initiative to further institutionalize its support for Western Armenian. The aim of the **արդ. ԵԼԱ | in view** program is to give creative minds the chance to develop contemporary cultural initiatives conceived and implemented in the Western Armenian language.

Up to 10 projects will be supported per year, each for a maximum of 10,000 Euros.

● OBJECTIVES

The **արդ. ԵԼԱ | in view** program will give opportunities to individuals and small groups to create, produce and distribute diverse cultural productions in Western Armenian. “Cultural production” is understood in its widest sense to include practices, representations, expressions, knowledge, skills, as well as instruments, tools, and spaces in which the language is central.

The term “culture” is also taken in its broad sense, encompassing the arts, the humanities and heritage, with particular emphasis on creativity, innovation and contemporaneity – that is to say, culture that speaks to the realities of the 21st century. After all, cultural production that combines traditions with new knowledge and practices is indispensable for community revitalization, continuity, growth and progress.

The priorities of the **արդ. ԵԼԱ | in view** are to:

- Celebrate creativity in Western Armenian.
- Enhance the intrinsic relationship between language and culture, ensuring the evolution of both.
- Emphasize the cohesive force of culture.
- Enhance lifelong practices for a sustainable Western Armenian culture.
- Ensure the vitality of different Armenian communities through culture.
- Give visibility to innovative cultural practices taking place all over the Armenian world.
- Give more opportunities for gender-balanced participation.
- Include the youth and new cultural practices in shaping our common cultural environment and identity.
- Create an open space for all to participate and take responsibility for cultural creation and preservation, harnessing creativity and inclusiveness at the same time.
- Address global issues and interact with other cultures through Western Armenian as a medium.

● ELIGIBILITY CRITERIA

This call for proposals is open to everyone wishing to engage in cultural production in Western Armenian across the Diaspora and Armenia, within the framework of eligible activities that address the core components of the grant program.

The **արդ եւս | in view** program will accept submissions from individuals, small groups, as well as not-for-profit organizations and institutions. All interested parties above the age of 18 are welcome to apply, with the exception of for-profit entities which are not eligible. Applicants need not necessarily be established artists.

The projects could include, but are not limited to the following areas:

- The arts, heritage and the humanities.
- Creative expressions of ideas, experiences, and emotions in a range of media, including:
 - Theatre, performing arts.
 - Visual arts.
 - Literature, literary criticism, critical essays, including translations (i.e. books, audio books, journals, periodicals, essays, websites, online presence, graphic novels).
 - Interdisciplinary and hybrid forms of cultural expression that have emerged thanks to new media.
 - New music.
 - Videos, installations, animations, blogs, YouTube channels, podcasts, phone applications, games.
 - Radio programs and creative broadcasting (on platforms such as Mixcloud, SoundCloud, iTunes, etc.).

● EVALUATION CRITERIA

The following criteria will be taken into account in the assessment of the applications:

- Creative value and innovative character.
- Thematic relevance.
- Projects that address contemporary and global themes.
- Creativity in the use of the Western Armenian language.
- Quality of content and activities.
- The adoption of forward-looking and forward-thinking approaches.
- Cultural production that is manifested through different expressions and traditions, combined with new knowledge and practices.
- Language as the main vehicle of production.

With particular emphasis on:

- Challenging cultural and artistic imagination.
- Reaching a larger, targeted or underserved audience.
- Engaging youth and women.
- Including activities that are sustainable and will continue to have positive impacts after the end of the project.
- Taking environmental concerns into consideration when and if possible.

Applicants are encouraged to benefit from existing global cultural practices and to think of ways to incorporate these successful practices into the current diasporic realities of Armenians.

● SELECTION PROCEDURE

The selection jury will be internal to CGF. External experts will be consulted if and when necessary to assess specific submissions.

The jury will evaluate the submissions, and the decisions will be communicated to the applicants **within six weeks of the submission deadline.**

All applications must be submitted online.

● TIMETABLE

Applications will be open once a year on 22 October.

- The deadline for applications is: **31 January 2022** (23:59 Lisbon time).
- Awardees will be announced by 15 March 2022.

We **strongly** recommend not to leave submissions to the last day.

● BUDGET

The **արդ. ԵԼՄ | in view** program aims to fund up to 10 projects per year. This number may vary due to the quantity and quality of applications received. Grant amounts will be determined based on the needs of each project, but may not exceed 10,000 Euros per project in total, non-renewable. The same recipient(s) cannot apply to an **արդ. ԵԼՄ | in view** grant in consecutive years with different projects. However, unsuccessful applicants may apply again in subsequent years.

● HOW TO APPLY

Applications will only be accepted online through the Armenian Communities Department online application forms. Applicants will firstly need to register and create a MyGulbenkian account; subsequently they will be able to submit their applications.

Applications can be submitted in Armenian, English, French and Portuguese.

Applicants will also need to submit a budget with their proposals. It is strongly recommended that the budget be as detailed as possible.

Further notes

- Successful projects may be featured on CGF communication networks to ensure their visibility.
- For more information please contact CGF through: carmenias@gulbenkian.pt. Make sure to put the following in the subject line of the email: **in view culture program**.
- To learn more about this and other programs undertaken by the Armenian Communities Department of the Calouste Gulbenkian Foundation, please visit the website <https://gulbenkian.pt/armenian-communities/> and subscribe to the Newsletter.



Data Protection (this section is included as per European legal requirements)

All personal data provided in the application process or during project implementation shall be treated exclusively for the purpose of managing the **uportu | in view** program by the Calouste Gulbenkian Foundation (CGF), as the entity acting as joint controller for processing the data.

The CGF may be contacted regarding any questions related to data processing carried out in this context and for these purposes through privacidade@gulbenkian.pt.

The personal data of the subject shall be kept for the period of time necessary for the management of the grant, except in cases where another period is required by applicable law. Some data (i.e. the name of the subject, date of application, terms and duration of the grant and personal data potentially included in the works and final publications) will be kept indefinitely by the CGF for the purpose of conservation of relevant information in the context of its relevant cultural assets.

The subject may, at any time, withdraw his/her consent for the processing of his/her personal data, in accordance with the applicable legislation, without prejudice to the validity of the processing made based on the consent previously given. The withdrawal of the consent implies that the CGF cannot treat his/her personal data for the purposes consented to and as such may result in the impossibility of the applicant continuing as such in the application.

The controller guarantees the subjects the exercise of their rights in relation to their personal data, such as the right of access, rectification, erasure, opposition, limitation of treatment and portability, according to the applicable legislation.

The controller implements all security measures necessary and adequate for the protection of the personal data of the subjects, either when the data is processed directly by them or when the data is processed by entities subcontracted by it.

The controller may treat personal data collected in this context directly and/or through subcontractors for the purpose of managing the grant. In such cases, appropriate contracts shall be entered into with such subcontracting entities, in accordance with the applicable legislation.

In the scope and for the purposes of managing the grant, the CGF may communicate the data of the subject to partner entities for publications and institutional communications. These entities may be located within the territory of the European Union or abroad, and in the latter case, appropriate mechanisms under the applicable legislation to safeguard the security of personal data processed shall be used at all times.

The subjects may file a complaint to the Portuguese National Authority (“Comissão Nacional de Proteção de Dados”) if they believe that there is a breach of data protection incurred by the joint controllers.