Programmes Art Platform 2021

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terms and conditions

application closed

The Mondriaan Fund Makes it Possible
Does your arts venue have plans for a public programme, perhaps an annual programme? Are your plans experimental or otherwise, for a broad or for a specific audience, with regular or irregular programming, and/or a range of activities? If so, you may qualify for the Programmes Art Platform grant.

Programmes Art Platform 2021
Small art initiatives, collectives and smaller or larger visual arts organizations with public programmes lasting from 1 to 4 years can apply for this grant. All types of applications are welcome. In fact, this diversity is necessary, as together, the variation ensures a full range of visual arts in the Netherlands. And this is what we hope to see: that you know what you are doing, why you are doing it and for whom you are doing it.

Within this grant there are 4 categories of art venues which, in combination, ensure that contemporary visual art in the Netherlands remains broad and varied. Before you apply, please carefully consider which category is most applicable to your practice and your plans.

For whom and for what? The 4 categories are:

START – for small contemporary visual art organizations or collectives. If you have plans for a number of experimental presentations and/or activities, **Start** is your category. The grant amount is € 25,000 for one calendar year. A minimum of 10% of the total budget must be covered by financial contributions from third parties and/or your own earnings towards your organization's structural running costs.

BASIC – for professional contemporary visual arts organizations with a relevant artistic programme. Has your venue been programming events for at least 2 years and do people know how to find you with demonstrable regularity? Do you have plans for a programme in the next two years that will offer a platform for ideas and/or people who will make an interesting contribution to the total supply of visual art in the Netherlands? If so, you may be eligible in the **Basic** category. Here, the grant amount is € 110,000 per year for 2 calendar years. A minimum of 30% of the total budget must be covered by financial contributions from third parties and/or your own income towards your organization's structural running costs.

PRO – for professional contemporary visual arts organizations with a regular, substantive artistic programme, supplemented by activities that support the programme for a diverse audience of both arts professionals and other interested parties. Do you have a regular, annual programme of presentations and activities and, in addition, do you know how to develop ideas to connect different target groups to your organization and your programming? Does your venue moreover have an existing practice that engenders confidence that the organization will realize these plans? An Art Platform **Pro** grant may be your opportunity. The grant amount is € 175,000 per year for 3 calendar years. At least 50% of the total budget must be covered by financial contributions from third parties and/or the venue's own earnings or income towards structural running costs.

BROAD – for professional contemporary visual arts organizations with a regular annual artistic programme of substance and who wish to develop ambitious plans to significantly broaden their reach, beyond the regular visual arts audience. Do you have a regular annual programme of presentations and activities, and are you equipped to focus on new audiences? Do you have a unique and ambitious plan to attract new audiences outside your regular offerings and beyond your regular role? Do you have an existing practice that generates confidence that the organization can realize its plans? In short, do you know how to significantly and demonstrably broaden your audience in the next four years? If so, you may be eligible for an Art Platform grant in the **Broad** category. Here, the grant amount is € 275,000 per year for 4 calendar years. At least 50% of the total budget must be covered by financial contributions from third parties and/or the venue's own earnings or income towards structural running costs.

Which category?

In its assessment, the committee can consider whether the application has been submitted in the appropriate category. As a result, it is possible that an application is rejected, or is awarded in a different category.

The advisory committee may be requested to consider the necessity of an application in its assessment. If the applicant has been awarded a grant in previous years for an ongoing programme, the committee will be asked to critically assess this factor.

When the results are known, all assessments and advisory texts will be published on the Mondriaan Fund website.

Applying codes

Applicants must consider and reflect upon the Fair Practice Code (click here to see a Fair Practice Code animation for information and tips), the Governance Code Cultuur (Governance Code for Culture) and the Code Diversiteit & Inclusie (Code for Diversity & Inclusion). Each category has its own requirements concerning these codes:

START – endorse the codes;
BASIC – endorse and reflect on the codes and identify areas for improvement;
PRO – endorse, have a code-related policy, reflect on and identify areas for improvement, and have a step-by-step plan on how to address these areas for improvement.
BROAD – endorse, have an actively implemented policy vision that sets an example, reflect on and identify areas for improvement, set goals and describe how you will achieve and communicate these goals.

How and when to apply?

Applications for all categories of the Programmes Art Platform can be submitted once a year via the Mondriaan Fund's online application system. This year, the deadline for submitting an application was **5:00 PM on 17 May 2021**. As a first step, apply for an account on the Mondriaan Fund website. You need an account in order to submit an application.

See below for the possibilities and conditions applying to each of the 4 categories.

Click on any of the following 4 Art Platform categories for further information. Explanations of the specific categories are provided in each of the respective segments.

Art Platform Start

Art venues with (annual) programmes open to the public can apply for a Programmes Art Platform grant. These are for programmes planned for 1 to 4 years, experimental or not, for a broad or a specific audience. This varies per category. There are 4 categories of art venues which, in combination, must ensure that contemporary visual art in the Netherlands is broad and varied.

For whom
Art Platform Start is intended for small contemporary art initiatives and collectives with plans for a number of experimental presentations and/or activities.

For what
The grant is to help cover a number of experimental presentations and/or activities during a single calendar year.

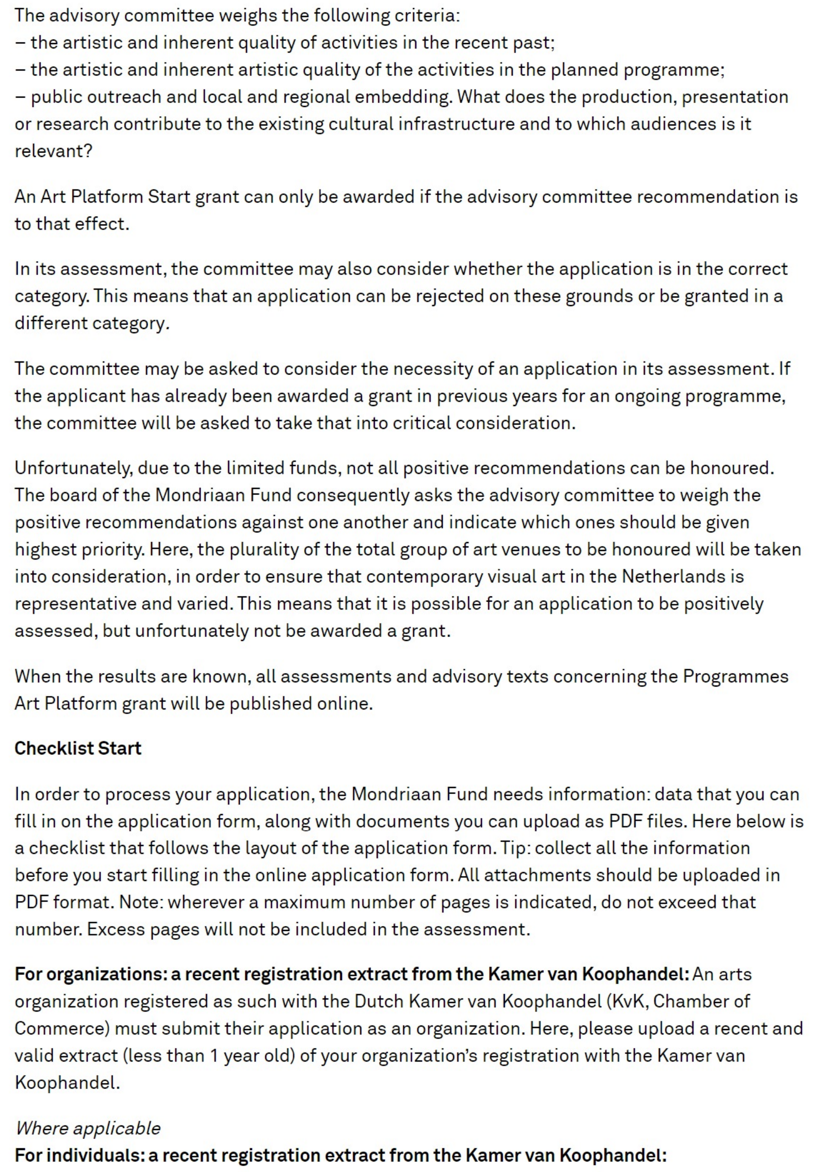
How much
The grant amount is € 25,000 for 1 calendar year.
Maximum number of grants to be awarded: 12

Terms and Conditions Start

Assessment Start

All applications, together with the necessary PDF attachments, will be checked by Mondriaan Fund staff for completeness. The application will then be presented to a committee that advises on the awarding of Art Platform Start grant. Click here to find out what happens to your application.

The advisory committee assesses your application on the basis of:
– a short description of the initiative, the individuals involved, the activities developed in the recent past, and ambitions for the near future;
– an explanation of why a grant is important at this moment, and in what way this can also mean an impulse for the organization in the longer term;
– an explanation of the local importance of the initiative. The Mondriaan Fund will take the local context and regional public reach into account when awarding the grants;
– a global budget with a funding plan.



The advisory committee weighs the following criteria:
- the artistic and inherent quality of activities in the recent past;
- the artistic and inherent artistic quality of the activities in the planned programme;
- public outreach and local and regional embedding. What does the production, presentation or research contribute to the existing cultural infrastructure and to which audiences is it relevant?

An Art Platform Start grant can only be awarded if the advisory committee recommendation is to that effect.

In its assessment, the committee may also consider whether the application is in the correct category. This means that an application can be rejected on these grounds or be granted in a different category.

The committee may be asked to consider the necessity of an application in its assessment. If the applicant has already been awarded a grant in previous years for an ongoing programme, the committee will be asked to take that into critical consideration.

Unfortunately, due to the limited funds, not all positive recommendations can be honoured. The board of the Mondriaan Fund consequently asks the advisory committee to weigh the positive recommendations against one another and indicate which ones should be given highest priority. Here, the plurality of the total group of art venues to be honoured will be taken into consideration, in order to ensure that contemporary visual art in the Netherlands is representative and varied. This means that it is possible for an application to be positively assessed, but unfortunately not be awarded a grant.

When the results are known, all assessments and advisory texts concerning the Programmes Art Platform grant will be published online.

Checklist Start

In order to process your application, the Mondriaan Fund needs information: data that you can fill in on the application form, along with documents you can upload as PDF files. Here below is a checklist that follows the layout of the application form. Tip: collect all the information before you start filling in the online application form. All attachments should be uploaded in PDF format. Note: wherever a maximum number of pages is indicated, do not exceed that number. Excess pages will not be included in the assessment.

For organizations: a recent registration extract from the Kamer van Koophandel: An arts organization registered as such with the Dutch Kamer van Koophandel (KvK, Chamber of Commerce) must submit their application as an organization. Here, please upload a recent and valid extract (less than 1 year old) of your organization's registration with the Kamer van Koophandel.

Where applicable
For individuals: a recent registration extract from the Kamer van Koophandel:

If you are using is a business bank account, please upload a recent extract (less than one year old) from the Kamer van Koophandel (KvK) to demonstrate that your organization is a one-person business. It is only possible to submit a business bank account number for your own business.

Where applicable

Extract from the Basic Registration of Persons

If you do not have Dutch nationality, please enclose a recent extract (less than 3 months old) from your local population register (Basisregistratie Personen) to indicate your place of residence.

Bank details

If your application is granted, we need the applicant's bank account number in order to transfer funds. If your bank account number is new to the Mondriaan Fund, or if it has changed, please upload a recent bank statement with your application, in PDF format, which clearly states the name of the account holder and the IBAN (International Bank Account Number).

Statements of permission from individual

These statements ensure us that you have the permission of those directly involved in the organization to use the bank account for this purpose. You can upload these statements together in a single PDF file.

Profile of the art venue (3 pages maximum)

Provide a brief description of the arts venue, the people involved, the activities that have taken place in the recent past and the ambitions for the near future.

Programme plan (10 pages maximum, including pictures if desired)

In the proscribed space in the application, provide a brief summary of the planned programme, with a relevant selection of the artists and activities involved (maximum number of characters: 1375).

The programme plan must contain the following elements:
– an explanation of why the grant is important at this moment and in what way it can also be an impulse for your initiative in the longer term;
– the artists, curators and collaborating partners involved;
– the expected number of participants and visitors;
– an explanation of the local significance of your initiative;
– if desired, relevant visual documentation.
Include all of this in a single PFD document.

Application codes

All applicants endorse to the Fair Practice Code (click here to see a Fair Practice Code animation for information and tips), the Governance Code Cultuur (Governance Code for Culture) and the Code Diversiteit & Inclusie (Code for Diversity & Inclusion).

Specified budget with financial coverage plan

The Mondriaan Fund is offering Art Platform Start grants of € 25,000 each for the year 2022. You need to upload a global budget including your financial coverage plan. The budget must contain an overview of income and expenditure for the calendar year. At least 10% of the budget must be covered by financial contributions from third parties, such as government authorities, private funds and/or the venue's own income for the structural running costs of the organization.

Where applicable
Letters of Confirmation
Include all letters from third parties that confirm their financial contribution to the programme. Combine these into a single PDF file.

Questions Start?

If something is not entirely clear, please contact a staff member of the Mondriaan Fund. Mondriaan Fund contact person for the Programmes Art Platform Start grant is: Douke IJsselstein (020-5231660).

This explanation is based on the Mondriaan Fund sub-regulation on the Deelregeling Programma's Kunstpodia (in Dutch).

Art Platform Basis

Art venues with a (yearly) public programme can apply for a Programmes Art Platform grant. These are for programmes planned for the duration of 1 year, or up to 4 years, experimental or otherwise, for a broad or specific audience. This varies per category. There are 4 categories of the Programmes Art Platform grant. In combination, this must ensure that contemporary visual art in the Netherlands is broad and varied.

For whom
Art Platform Basic is intended for small, professional contemporary art organizations that have a planned programme for at least 2 years and attract audiences primarily consisting of people professionally involved in the visual arts.

For what
The grant is intended to help implement an upcoming 2 year programme that offers a podium for ideas and/or people who contribute in an interesting way to the totality of visual art in the Netherlands.

How much
Each grant is € 110,000 per year for 2 calendar years.
Maximum number of grants to be awarded: 6

Terms and Conditions Basic

- Applicants must endorse to the Fair Practice Code (click here to see a Fair Practice Code animation for information and tips), the Governance Code Cultuur (Governance Code for

Culture) and the Code Diversiteit & Inclusie (Code for Diversity & Inclusion). You must be able to reflect on the position of your organization in relation to these codes and outline points for improvement with regard to your own performance in relation to the codes.
- Institutions for professional arts education and organizations directly funded by the Dutch government (through the Basisinfrastructuur plan, the other public national culture funds or sector and umbrella organizations) are not eligible to apply.
- At least 30% of the total budget must be covered by financial contributions from third parties and/or the organization's own income for structural running costs.

Please also read the general terms and conditions of the Mondriaan Fund here.

Assessment Basic

All applications, together with the necessary PDF attachments, will be checked by Mondriaan Fund staff for completeness. The application will then be presented to a committee that advises on the awarding of Art Platform Basic grant. Click here to find out what happens to your application.

The advisory committee assesses your application on the basis of:

- Your description of the institution, the people involved and the activities developed during the last 2 years, with an emphasis on innovative artistic and organizational developments.
- Your programme plan, containing the following elements:
  – a programme based on convincing artistic content;
  – a presentation plan, explaining how your current audiences are reached, as well as a written strategy for broadening your audience beyond the professional segment;
  – a reflection on the Fair Practice Code (click here to see a Fair Practice Code animation for information and tips), the Governance Code Cultuur (Governance Code for Culture) and the Code Diversiteit & Inclusie (Code for Diversity & Inclusion);
  – an explanation of the local embedding of the institution.
- A total budget, including a funding plan.

The advisory committee weighs the following criteria:

- Artistic vision: the coherence between the artistic principles of your arts venue and the way in which these are expressed in the activities of the recent past. Also assessed are the role, position and working methods of your organization, as well as the way these relate to the current context and/or other disciplines.
- The artistic quality of the activities in the plan: is your programme plan distinctive or special for some other reason? Does the plan offer possibilities for the development of the venue?
- Innovative qualities: how does the programme relate to developments in society? Does it contribute to artistic development and innovation?
- Public outreach: how does your arts platform present itself to the public? What are the plans of your venue to find and keep new audiences, in addition to the profession-related audience?
- Local and regional embedding: does your programme contribute to the existing cultural

infrastructure, and is it relevant to the audience to which it will relate?

An Art Platform Basic grant can only be awarded if the advisory committee decides to that effect.

In its assessment, the committee can consider whether the applicant has applied in the correct category. Depending on that assessment, it is possible that an application may be rejected on these grounds, or is awarded in a different category.

The committee may be asked to consider the necessity of an application in its assessment. If the venue has already been awarded a grant in previous years for an ongoing programme, the committee will be asked to take this into critical consideration.

Due to limited funds, we are not always able to honour all positive recommendations. In this case, the board of the Mondriaan Fund asks the advisory committee to weigh up the positive recommendations against one another and to indicate which have the highest priority. Here, the plurality of the total group of art venues to be supported will be taken into account, in order to ensure representative and varied contemporary visual art in the Netherlands. This means that it may happen that an application is positively assessed, but does not receive a grant.

When the results are known, all assessments and advisory texts concerning the Programmes Art Platform grant will be published online.

Checklist Basic

In order to process your application, the Mondriaan Fund needs information: data that you can fill in on the application form, along with documents you can upload as PDF files. Here below is a checklist that follows the layout of the application form. Tip: collect all the information before you start filling in the online application form. All attachments should be uploaded in PDF format. Note: wherever a maximum number of pages is indicated, do not exceed that number. Excess pages will not be included in the assessment.

Recent and valid (less than 1 year old) registration extract from the Kamer van Koophandel (KvK, Chamber of Commerce)

Bank details

If your application is granted, we need a bank account number in order to transfer funds. If your bank account number is new to the Mondriaan Fund, or if it has changed, please upload with your application a recent bank statement, in PDF format, which clearly states the name of the account holder and the IBAN (International Bank Account Number).

Annual accounts

Upload an annual account for the previous year, approved and signed by the board. The annual account show the financial situation of the organization.If the application is assessed positively, we ask you to send us an annual account approved and signed by an accountant.

Profile of the art venue (3 pages maximum)

Provide a brief description of your organization, the people involved and the activities carried out in the past 2 years, with an emphasis on innovative developments at both the artistic and organizational level.

Programme plan (25 pages maximum, including images)

In the proscribed space in the application, provide a brief summary of the planned programme with a relevant selection of the artists and activities involved (maximum number of characters: 1375).

The programme plan must contain the following elements:

- a programme with a convincing artistic content basis;
- the artists, curators and cooperating partners involved;
- a presentation plan explaining how the intended audience will be reached and a strategy for broadening the audience beyond the professional audience;
- the expected numbers of participants and visitors;
- an explanation of the local embedding of the organisation.
- Optional: relevant visual documentation.

Please include all of this in a single PDF document.

Application codes (2 pages maximum)

All applicants must endorse to the Fair Practice Code (click here to see a Fair Practice Code animation for information and tips), the Governance Code Cultuur (Governance Code for Culture) and the Code Diversiteit & Inclusie (Code for Diversity & Inclusion). Subscribe, reflect on and identify points for improvement in your own performance in relation to the codes. Compliance with the Fair Practice Code automatically means that your organization adheres to the guideline on artists' fees.

Specified budget with financial coverage plan

The Art Platform Basic grant is in the amount of € 110,000 per year for the years 2022 and 2023. We require a specified budget, including a financial coverage plan. The budget contains an overview of income and expenditures for each calendar year. At least 30% of the budget must be covered by financial contributions from third parties, such as other government authorities, private funding and/or the organization's own income for structural running costs. State the total amount of artists' fees that you have budgeted.

Letters of Confirmation

Collect the letters in which third parties confirm their financial contributions to the programme. Combine these in a single PDF file.

Questions Basic?

If something is not entirely clear, please contact a staff member of the Mondriaan Fund. Mondriaan Fund contact persons for the Programmes Art Platform Basic grant are: Bonnie

Dumanaw (020-5231600), Carmen Muskee (020-5231511) and Douke IJsselstein (020-5231660).

This explanation is based on the Mondriaan Fund sub-regulation on the Deelregeling Programma's Kunstpodia (in Dutch).

Art Platform Pro

Art venues with a (yearly) public programme can apply for a Programmes Art Platform grant. These are for programmes planned for the duration of 1 year, or up to 4 years, experimental or otherwise, for a broad or specific audience. This varies per category. There are 4 categories of the Programmes Art Platform grant. In combination, this must ensure that contemporary visual art in the Netherlands is broad and varied.

For whom
Art Platform Pro is for contemporary visual arts organizations that, for at least 2 years at least, have had a regular artistic programme that is of importance for a diverse audience of professionals and other interested parties. In addition to that regular programming, the venue develops ideas for engaging different target groups with the organization and the programme.

For what
The grant is intended to support substantial artistic programmes of importance, supplemented by activities that reinforce the programme and involve audiences beyond those with professional connections or associations.

How much
Each grant is € 175,000 per year for 3 calendar years.
Maximum number of grants to be awarded: 2

Terms and Conditions Pro

- Applicants must have both a policy and a step-by-step plan that adhere to the FFair Practice Code (click here to see a Fair Practice Code animation for information and tips), the Governance Code Cultuur (Governance Code for Culture) and the Code Diversiteit & Inclusie (Code for Diversity & Inclusion). You must be able to reflect on the position of the organization in relation to the codes and, on the basis of a step-by-step plan, outline points for improvement with regard to your own performance concerning the codes.
- Institutions for professional arts education and organizations directly funded by the Dutch government (through the Basisinfrastructuur plan, the other public national culture funds or sector and umbrella organizations) are not eligible to apply.
- At least 50% of the budget must be covered by financial contributions from third parties and/or your own earnings toward structural running costs.

Please read the general terms and conditions of the Mondriaan Fund here.

Assessment Pro

All applications, together with the necessary PDF attachments, will be checked by Mondriaan Fund staff for completeness. The application will then be presented to a committee that advises on the awarding of Art Platform Pro grant. Click here to follow what happens to your application.

The advisory committee assesses your application on the basis of:

- Your description of the mission, vision and profile of the institution, the people involved, and a reflection on the activities developed during the past 2 years, with emphasis on innovative artistic and organizational developments.
- Your plan, which should contain the following elements:
  – a well thought-out and relevant programme of artistic substance for a diverse audience;
  – a presentation plan, which explains how a more diverse audience will be reached, in addition to the regular, well-known audience, and a strategy for broadening your audiences beyond those with professional associations, which also includes your facilities for receiving your audience;
  – a clear strategy in terms of the venue's local and national contexts;
  – a clear and convincing vision on marketing and communications;
  – a comprehensive and actively implemented policy vision concerning the Fair Practice Code (click here to see a Fair Practice Code animation for information and tips), the Governance Code Cultuur (Governance Code for Culture) and the Code Diversiteit & Inclusie (Code for Diversity & Inclusion);
  – a total budget, including a funding plan.

The advisory committee weighs the following criteria:
– The artistic vision, mission and profile: the coherence between the artistic principles of the arts venue and the way in which these are expressed in its activities. Which goals are formulated in the mission statement and how is an attempt made to achieve these goals? How do you profile and position the organization, both nationally and in the respective city or region? In what way are the vision, mission and profile given shape in the activities and collaborations?
– The artistic and content-based quality of the activities in the plan: the coherence between the artistic and content-based principles of the arts venue and the way in which these are expressed in its activities. Is the programme plan convincingly exemplary, distinctive or special for some other reason?
– Innovative qualities: how does the programme relate to developments in society? Does the programme contribute to artistic development and innovation?
– Public outreach: how does your arts platform present itself to the public? How does the venue plan to find and hold on to an audience beyond that with professional associations? Do you provide inviting ans audience-friendly facilities? Do the communications and activities also target audiences that are uninitiated in the visual arts?
– Local and regional embedding: does your programme contribute and add to the existing cultural infrastructure, and is this interesting and relevant for the audiences to which it will relate?

– The overall quality of the organization and professionalism of its management: do you have professional management and a qualitatively strong organization? Here, the advisory committee also assesses the policy of the venue in relation to the Fair Practice Code (click here to see a Fair Practice Code animation for information and tips), the Governance Code Cultuur (Governance Code for Culture) and the Code Diversiteit & Inclusie (Code for Diversity & Inclusion).

An Art Platform Pro grant can only be awarded if the advisory committee decides to that effect.

In its assessment, the committee may consider whether the application has been submitted in the correct category. Depending on that assessment, an application may be rejected or be granted within a different category.

The committee may be asked to consider the necessity of an application. If the applicant venue has previously been awarded a grant for an ongoing programme, the committee will be asked to critically assess this factor.

Unfortunately, due to limited funds, not all positive recommendations can be honoured. The Mondriaan Fund board therefore asks the advisory committee to consider the positive recommendations in relation to each other and indicate which should be given highest priority. Here, the plurality of the total group of art venues to be supported will be taken into consideration, in order to ensure that contemporary visual art in the Netherlands is representative and varied. This means that it may happen that an application is positively assessed, but the venue unfortunately does not receive a grant.

When the results are known, all assessments and advisory texts concerning the Programmes Art Platform grant will be published online.

Checklist Pro

In order to process your application, the Mondriaan Fund requires information. You can fill in this data on the application form and upload relevant documents together with the application. Here below is a checklist that follows the layout of the application form. We recommend that you collect all the information before you start filling in the online application form. All attachments should be uploaded as PDF files. Important: wherever a maximum number of pages is indicated, do not exceed that number. Excess pages will not be included in the application sent to the advisory committee!

Recent and valid (less than 1 year old) proof of registration with the Kamer van Koophandel (KvK, Chamber of Commerce)

Bank details
If your application is granted, we need a bank account number in order to transfer funds. If your bank account number is new to the Mondriaan Fund, or if it has changed, upload a recent bank statement, in PDF format, which clearly states the name of the account holder and the

IBAN (International Bank Account Number).

Annual Account

Upload an annual account for the previous year, approved and signed by the accountant. The annual accounts show the financial situation of the organization.

Profile of the art venue (3 pages maximum)

Provide a concise description of the mission, vision and profile of the organization, the people involved, and a reflection on the activities developed over the past 2 years, with an emphasis on innovative artistic and organizational developments. Also mention the professionalism of the operational management, as well as audience acquisition and reach.

Programme plan (25 pages maximum, including images)

In the proscribed space in the application, provide a brief summary of the planned programme, with a relevant selection of the artists and activities involved (maximum number of characters: 1375).

The programme plan contains the following components:

- a well thought-out and relevant artistic programme;
- the artists, curators and collaboration partners involved;
- a presentation plan explaining how a significant audience will be reached, beyond the professionally associated public. Include the (desired) audience facilities and offer a convincing audience strategy that shows insight into target groups;
- the expected number of participants and visitors;.
- a clear vision of the local context, as well as a strategy aimed at relevance in a national framework;
- a clear vision on marketing and communications;
- optional: relevant visual documentation.

Please combine all of this in a single PDF file.

Application codes (3 pages maximum)

Applicants must have a policy and a step-by-step plan relating to the Fair Practice Code (click here to see a Fair Practice Code animation for information and tips), the Governance Code Cultuur (Governance Code for Culture) and the Code Diversiteit & Inclusie (Code for Diversity & Inclusion). The plan should endorse, express an actively implemented policy, reflect on and identify points for improvement concerning these codes, and have a step-by-step plan on how to tackle these points for improvement. Compliance with the Fair Practice Code automatically means that your organization follows the guidelines on artist fees.

Specified budget with coverage plan

The Art Platform Pro grant is in the amount of € 175,000 per year for the period covering 2022 through 2024. Upload a total, specified budget, including a coverage plan. The budget contains an overview of income and expenditure for each calendar year. At least 50% of your budget must be covered by financial contributions from third parties, such as other government authorities, private funding and/or the organization's own income for structural running costs.

State the total amount of artists' fees that you have budgeted.

Letters of Confirmation
Include all letters in which third parties confirm their financial contributions to the programme in a single PDF file.

Questions Pro?

If something is not entirely clear, please contact a staff member of the Mondriaan Fund. Mondriaan Fund contact persons for the Programmes Art Platform Pro grant are: Bonnie Dumanaw (020-5231600), Carmen Muskee (020-5231511) and Douke IJsselstein (020-5231660).

This explanation is based on the Mondriaan Fund sub-regulation on the Deelregeling Programma's Kunstpodia (in Dutch).

Art Platform Broad

Art venues with (annual) programmes open to the public can apply for a Programmes Art Platform grant. These are for programmes planned for 1 to 4 years, experimental or not, for a broad or a specific audience. This varies per category. There are 4 categories of art venues which, in combination, must ensure that contemporary visual art in the Netherlands is broad and varied.

For whom
Art Platform Broad is intended for professional contemporary art organizations with higher budgets than those in the Art Platform Pro category, and who wish to develop ambitious plans towards significant audience expansion, beyond the professional or already engaged public. The organization must be set up and equipped to focus on a significant and demonstrable broadening of their audience reach over the upcoming four years. It must have an existing practice that offers sufficient confidence that the organization can achieve this goal.

For what
The grant is intended for ambitious programmes of artistic substance with which your organization can attract new audiences, beyond regular programming.

How much
The grant is for € 275,000 per year, for 4 calendar years.
Maximum number of grants to be awarded: 1 in the period from 2021 through 2023

Terms and Conditions Broad

- Applicants must have an extensive and exemplary policy and management, and an actively implemented vision concerning the Fair Practice Code (click here to see a Fair Practice Code animation for information and tips), the Governance Code Cultuur (Governance Code for Culture) and the Code Diversiteit & Inclusie (Code for Diversity & Inclusion). The actively implemented policy vision must reveal what the organization's position is in relation to the codes, outline the points for improvement in relation to its own performance in regards to the codes and how the set objectives are achieved.

- Applicant organizations need to not only show the work of artists, but also regularly contribute to the development and production of new work.
- Institutions for professional art education and organizations that are directly financed by the Dutch government (through the Basisinfrastructuur plan, the other public national culture funds or sector and umbrella organizations) are not eligible to apply.
- At least 50% of the budget must be covered by financial contributions from third parties and/or the organization's own earnings toward structural running costs.

Please read the general terms and conditions of the Mondriaan Fund here.

Assessment Broad

All applications, together with the necessary PDF attachments, will be checked by Mondriaan Fund staff for completeness. The application will then be presented to a committee that advises on the awarding of Art Platform Broad grant. Click here to follow what happens to your application.

The advisory committee assesses your application on the basis of:

- Your description of the mission, vision and profile of the institution, the people involved, and a reflection on the activities developed over the past 3 years, with emphasis on innovative artistic and organizational developments.
- Your programme plan, containing the following elements:
  – an artistically substantive programme that is well thought out and of high production quality;
  – a presentation plan with an explanation of how, in addition to the regular audience, a new and broader public will be reached, taking into account how the perception of the programme connects to target groups that are currently not or insufficiently involved in the arts sector;
  – a clear strategy on how the extra €100,000 on an annual basis – compared to the Pro category grant – will be used to achieve a significant increase in the audience and a broadening of the regular range of arts venues;
  – a clear strategy with regard to the local, national and international contexts;
  – a clear and convincing vision on marketing, communications and audience participation, and a convincing financial commitment focused on audience information and expansion, evidenced in an ambitious plan for distinctive, audience-friendly facilities;
  – a comprehensive and actively implemented policy vision of the Fair Practice Code (click here to see a Fair Practice Code animation for information and tips), the Governance Code Cultuur (Governance Code for Culture) and the Code Diversiteit & Inclusie (Code for Diversity & Inclusion).
- A total budget with a funding plan.

The advisory committee weighs the following criteria:

- The artistic vision, mission, and profile of the organization: the coherence between the artistic principles of the arts venue and the way in which they are expressed in its activities. What goals are formulated in the mission statement and how is an attempt made to achieve these goals? How does the applicant profile and position their organization, both nationally and in their city or region? In what way are vision, mission and profile shaped in the activities and collaborations?
- The artistic and content-based quality of activities in the recent past: the role, position and working method of the venue in the recent past and the way in which these relate to the current context and/or other disciplines.
- The quality of the activities in the plan: the coherence between the artistic and content-related principles of the organization and the way in which these are expressed in its activities. Is the programme plan convincingly exemplary, distinctive or special for another reason?
- Innovative qualities: how does the programme relate to developments in society? Does the programme contribute to artistic development and innovation?
- Public outreach: How will your arts venue use the extra € 100,000 per year in this Broad category of Programmes Art Platform grant, in addition to its regular offering, in order to significantly involve audience groups that are currently not or are insufficiently reached within the arts venue circuit?
- Local and regional embedding: the stimulating role of your arts venue for the existing cultural infrastructure and the alliances and commitments the venue enters into in order to realize its activities, exchange knowledge and work together.
- The quality of the organization and professionalism of the management: is there professional management and a qualitatively strong organization? The policy, its implementation and the propagation of the Fair Practice Code (click here to see a Fair Practice Code animation for information and tips), the Governance Code Cultuur (Governance Code for Culture) and the Code Diversiteit & Inclusie (Code for Diversity & Inclusion) are all examined. These codes affect the functioning of the entire organization and several of the assessment criteria mentioned above.

An Art Platform Broad grant can only be awarded if the advisory committee decides to that effect.

In its assessment, the committee can consider whether the application has been submitted in the correct category. Depending on that assessment, it is possible that an application is rejected on these grounds, or is awarded in a different category.

The advisory committee may be requested to consider the necessity of an application in its assessment. If the applicant has been awarded a grant in previous years for an ongoing programme, the committee will be asked to critically assess this factor.

Unfortunately, due to limited funds, not all positive recommendations can be honoured. The Mondriaan Fund board consequently asks the advisory committee to weigh up the positive recommendations against one another and indicate which should be given highest priority. Here, the plurality of the total group of art venues to be supported will be taken into consideration, in order to ensure that contemporary visual art in the Netherlands is representative and varied. This means that it is possible for an application to be positively assessed, but unfortunately not be awarded a grant.

When the results are known, all assessments and advisory texts concerning the Programmes Art Platorm Broad grant will be published on the Mondriaan Fund website.

Checklist Broad

In order to process your application, the Mondriaan Fund needs information. You can fill in this data on the application form and upload relevant documents together with the application. Here below is a checklist that follows the format of the application form. We recommend collecting all the information before you start filling in the online application form. All attachments should be uploaded in PDF format. Important: wherever a maximum number of pages is indicated, do not exceed that number. Excess pages will not be included in the application sent to the advisory committee!

Recent and valid (less than 1 year old) proof of registration with the Kamer van Koophandel (KvK, Chamber of Commerce)

Bank details

If your application is granted, we need a bank account number in order to transfer funds. If your bank account number is new to the Mondriaan Fund, or if it has changed, please upload a recent bank statement with your application, in PDF format, which clearly states the name of the account holder and the IBAN (International Bank Account Number).

Annual Accounts

You must upload an annual account for the previous year, approved and signed by the accountant. The annual account shows the financial situation of the organization.

Profile of the art venue (3 pages maximum)

Give a concise description of the mission, vision and profile of your organization and the people involved, as well as a reflection on the activities developed over the past 3 years, with emphasis on innovative artistic and organizational developments. Also mention the professionalism of the management, as well as and audience acquisition and reach.

Programme plan (25 pages maximum, including images)

In the proscribed space in the application, provide a brief summary of the planned programme, with a relevant selection of the artists and activities involved (maximum number of characters: 1375).
The programme plan must contain the following elements:

- A well thought-out, artistically broad programme, of high production quality and distinctive in nature.
- The artists, curators and collaboration partners involved.
- A presentation plan which addresses how the arts podium will use the extra investment in

the broad category outside of its regular offering to significantly involve audiences that are currently not or insufficiently reached within the arts venue circuit.

- The expected number of participants and visitors.
- A clear strategy with regard to the local, national and international context.
- A clear vision on marketing, communications and audience participation, as well as a convincing financial commitment aimed at public information and audience expansion, as demonstrated by audience-friendly facilities.
- Optional: relevant visual documentation.

Please include all of the above in a single PDF document.

Application codes (3 pages maximum)

All applicants should have an extensive and exemplary policy and an actively implemented vision with regard to the F Fair Practice Code (click here to see a Fair Practice Code animation for information and tips), the Governance Code Cultuur (Governance Code for Culture) and the Code Diversiteit & Inclusie (Code for Diversity & Inclusion). They should endorse the codes, have an actively implemented policy vision that sets an example, reflect on and identify points for improvement, set goals and describe how you are going to achieve and disseminate these goals.
Compliance with the Fair Practice Code automatically means that your organization follows the guidelines on artists' fees.

Specified budget with coverage plan

The Art Platform Broad grant is in the amount of € 275,000 per year for the period covering 2022 through 2025. You must upload a specified total budget, including a funding plan. The budget must contain an overview of income and expenditure for each calendar year. At least 50% of the budget must be covered by financial contributions from third parties, such as other government authorities, private funding and/or the organization's own income for structural running costs. State the total amount of artists' fees that you have budgeted.

Letters of Confirmation

Collect the letters in which third parties confirm their financial contributions to the programme. Combine these in a single PDF file.

Questions Broad?

If something is not entirely clear, please contact a staff member of the Mondriaan Fund. Mondriaan Fund contact persons for the Programmes Art Platform Broad grant are: Bonnie Dumanaw (020-5231600), Carmen Muskee (020-5231511) and Douke IJsselstein (020-5231660).

This explanation is based on the Mondriaan Fund sub-regulation on the Deelregeling Programma's Kunstpodia (in Dutch).

latest update: 03.05.2021