

## Promotion of arts and audience outreach

### 1. Background

The new Culture Promotion Act has made the Swiss Arts Council Pro Helvetia responsible for the promotion of arts and audience outreach at national level. In order to clarify its role in this field, Pro Helvetia launched a four-year programme in 2009 and established contacts with the relevant cultural authorities as well as with practitioners and researchers. The resulting criteria for support were introduced at the beginning of 2012.

Pro Helvetia  
Schweizer Kulturstiftung  
Hirschengraben 22  
CH-8024 Zürich  
T +41 44 267 71 71  
F +41 44 267 71 06  
info@prohelvetia.ch  
www.prohelvetia.ch

### 2. Applicants

Applications can be submitted by:

- Artists, groups or art educators;
- Institutions and organisations, if projects for audience outreach are concerned which are not financially supported by their basic mandate or any performance agreement with municipalities or cantons.

### 3. Criteria for arts and audience projects

#### Principle

Pro Helvetia supports arts and audience projects in Switzerland that engage audiences in personal encounters with the arts 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, or if they focus on more than one linguistic region in Switzerland.

#### Quality and professionalism

- Pro Helvetia requires a well-balanced combination of theoretical expertise and artistic quality in the arts and audience projects it supports. 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.
- 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 need to be well aligned to one another. The concept is to reflect the relevant social factors involved.

#### 4. 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;
- projects that are already supported by other Federal institutions or that require no financial support.

#### 5. How to submit applications for support

- Pro Helvetia accepts applications exclusively via [www.myprohelvetia.ch](http://www.myprohelvetia.ch). Exceptions are made on request only.
- Applications for project contributions of up to CHF 25,000 must be submitted to Pro Helvetia at least eight weeks before the first event associated with the project takes place. Applications for project contributions of over CHF 25,000 must be submitted as of 1 March, 1 June, 1 September or 1 December. The application deadline selected must be at least four months before the first event associated with the project takes place.
- Pro Helvetia's guidelines for applicants and documents outlining the legal basis can be accessed on Pro Helvetia's website at [www.prohelvetia.ch/downloads](http://www.prohelvetia.ch/downloads).

Status: June 2014