REGULATION | ACCELERATOR CÂMPULUNG
Mentorship and production program for emerging artists ACCELERATOR CÂMPULUNG

Regulation - conditions, selection procedure, obligations ACCELERATOR CÂMPULUNG

The mentorship and production program for emerging artists is an extended mentorship program that starts from the premise of the importance that a strategic approach to the professional path can have for emerging artists and from the understanding of this approach as a means used both by them and by their partner institutions to educate as wide an audience as possible, not just the specialized one. In the current cultural context in Romania, there is still a lack of acute communication between artists and the public generated by the absence of a common language between the two parties. Through this program, the **Asociația Culturală Eastwards Prospectus (ACEP)** and the **Municipality of Câmpulung**, its institutional partner, aim to create a context in which artists and the public will engage in dialogue. We take into account the lack of information among emerging artists about the professional environment in contemporary art as an ecosystem in which the artist is not just a creator, but the core of processes of collaboration with other professionals in the field and direct communication with the public, which require knowledge complementary to those of creation. Through this program, ACEP aims to develop and update the skills and abilities of emerging artists active in cultural and creative sectors, adapted to a continuously changing environment.

ACCELERATOR CÂMPULUNG selects **10 emerging artists** and puts them in contact with Romanian professionals in the field of arts for 4 months. Throughout the program, the artists will be constantly coordinated and supported by a team of professionals consisting of the mentorship program manager, Andrei Breahnă, and the program coordinator, Georgia Țidorescu, whose main goal will be together with the program mentors to ensure a framework for professional development through a strategic and coherent approach and to provide artists with the necessary tools for developing presentation, organization, and communication skills of their practice.

Through **ACCELERATOR CÂMPULUNG**, we aim to provide artists with insights and pragmatic solutions to effectively manage their professional trajectory. Participants will gain knowledge about aspects such as the functioning of the contemporary art system, the internal workings of an organization in the field of contemporary art, production budgets, setting prices for artworks, presenting their practice, adapting and commissioning works in situ, and the relationship with the curator. Through this project, we will also support the production of artworks and their exhibition in various locations throughout the city. **ACCELERATOR CÂMPULUNG** is not a typical series of courses or workshops focused on artistic creation. The premise from which we start is that artists today are required to juggle various roles in relation to the public and other actors on the art scene. Therefore, **ACCELERATOR CÂMPULUNG** focuses on the real involvement that artists must have today in organizing an

exhibition, managing production costs, establishing connections with cultural managers, curators, and critics, and communicating about their artistic practice, among other things. A mentorship and production project aimed at emerging artists, **ACCELERATOR CÂMPULUNG** addresses the gaps in formal education and low cultural participation.

ACEP develops and implements a mentorship program aimed at supporting emerging artists in both directions and encouraging them to develop skills through which they can blend artistic practices and personal creations with specific communication strategies of contemporary art, addressing not only a specialized audience but also a wider and more diverse audience. Practically, artists will be supported in the full production of a work that will be exhibited in a new and well-defined cultural context in the city.

To select the 10 emerging artists from across the country who will participate in the mentorship program, taking place from March 11th to March 15th, 2024, in physical format and subsequently in one-to-one mentorship sessions (online) from March 25th to March 31st, 2024. In April, the focus will be individually on the production of new works, followed by the presentation of the works in the city from May 10th to June 30th, 2024.

ACEP launches nationally the Open Call for applications on Wednesday, February 7th, 2024, which will remain open until Sunday, February 18th, 2024, at 23:59. All emerging artists are invited to submit via email to accelerator@eastwardsprospectus.com, specifying in the subject line "Open Call for Emerging Artists Câmpulung", an application dossier consisting of:

1. CV in Romanian
2. Letter of intent, in Romanian, reflecting the intentions of the emerging artists per the project structure and proposed activities, along with a project idea related to Câmpulung (max. 400 words)
3. Artist portfolio with a maximum of 10 works (maximum file size: 20 MB; for video works, include links and, if necessary, passwords). Each candidate will receive a confirmation email upon receipt of the application dossier, and for any additional questions that may arise during the call regarding the application process, all candidates are invited to email accelerator@eastwardsprospectus.com.

Eligibility criteria for artists to apply:

- They are emerging artists. By "emerging artists", we mean artists with less than 10 years of professional experience. We opted for the term "emerging" instead of "young" because we accept applications from those who have made a career change or have decided to prioritize artistic activity in recent years, regardless of age.
- They are over 21 years old, with no requirement to have graduated from specialized studies.

- They have continuous experience of up to 10 years in the field of visual arts. We define this professional experience through various activities, from residencies and participation in group exhibitions to solo exhibitions and presentations of works at art fairs.
- They are Romanian citizens.
- They can participate in the workshops in Câmpulung (March 11th - March 15th, 2024) and continue online training (March 25th - March 31st, 2024).
- They can participate in meetings organized by the exhibition curator for the production of new works (April 2024) and for the organization of the exhibition in the designated locations in Câmpulung (May - June 2024).

The validation of the application dossiers will be carried out by the project team designated by the Eastwards Prospectus Cultural Association, and only dossiers that meet all eligibility criteria will enter the jurying process. From March 1st to March 4th, 2024, the jury consisting of professionals in the field will select 10 emerging artists invited to participate in the mentorship project. For the selection, a jury consisting of Ioana CHIRA and Georgia ȚIDORESCU has been formed. Each selected emerging artist will receive a gross honorarium of 5,000 lei, paid in two installments.

The main selection criteria established by the Jury:

- The letters of intent will be analyzed, evaluating the strength of the motivation to participate in the project and the consistency between the author's professional objectives and the project content.
- The portfolios and CVs included in each application will be analyzed, evaluating the artistic quality of the works included in the portfolios, the professional experience of the candidates, and how they present their artistic activity.

The final results will be announced on Monday, March 5th, 2024, both publicly on the website https://accelerator-mentorat.ro/, on the Facebook page, and on the Instagram page of the ACCELERATOR program, as well as individually, with each artist receiving an email with the result.

Obligations of the selected emerging artists:

- The selected emerging artists must inform ACEP, within a maximum of 2 days from the date of announcement of the final results, of their availability to participate in the ACCELERATOR CÂMPULUNG program. Mentorship and production program for emerging artists, held from March 2024 to June 2024.
- Emerging artists are required to physically attend three workshops led by three mentors on the topics: Contemporary art market and funding opportunities;

Curatorship - artist-curator collaboration; In-situ works and adaptation possibilities, taking place in Câmpulung from March 11th to March 15th, 2024. In this regard, all selected emerging artists who do not live in Câmpulung will be required to cover their transportation and accommodation expenses from their funds. The workshops will continue online in the form of one-to-one sessions from March 25th to March 31st, 2024.

- Emerging artists are obligated to work individually on the production of works for the exhibition project from May to June 2024 in Câmpulung.
- Emerging artists are obligated to participate in the creation of the digital content project "MEET THE ARTISTS" dedicated to their professional activity on the website to be developed by the Eastwards Prospectus Cultural Association for the ACCELERATOR CÂMPULUNG project.

Obligations of the Eastwards Prospectus Cultural Association:

- ACEP is obligated to respect the regulation for organizing the open call dedicated to the ACCELERATOR CÂMPULUNG project. Mentorship and production program for emerging artists and to ensure the entire community carries out a transparent process of organization and selection, in which all principles of equal opportunities and non-discrimination will be respected.
- ACEP is obligated to grant the three emerging artists selected after the jurying process three honoraria totaling 5,000 lei gross, for each stage of the project - mentorship program and production of works.
- ACEP is obligated to organize the 10 selected emerging artists' mentorship program according to the established regulations and the framework in which it was announced to take place.