INTRODUCTION

Initiated in Dundee by Scottish Screen in 2000, the Alt-w Fund is for artists and technologists based in Scotland to make and develop new artworks, devices and creative applications that challenge the notions of what new media creativity can be. The fund supports artists to explore experimental and interactive practice, make use of technology as both medium and message, and recognise the changing role that digital culture has in our society.

Since its inception the fund has supported over 150 projects in Scotland. The distribution of awards is managed by New Media Scotland. Cycle 13 of the fund has received investment from **Aberdeen Performing Arts** and **Creative Scotland**.

Got a great idea? The first steps for applying for funding are simple, just read through these guidelines and the application form, then e-mail the New Media Scotland team with any questions you may have or schedule an application surgery online for the 3rd May 2019 or in person at the Music Hall in Aberdeen on the 4th May 2019.

PROGRAMME GOALS

Cycle 13 of the fund will commission and curate work for presentation on the 4.5m high portrait LED screen that welcomes every visitor to the refurbished Music Hall in Aberdeen. Our curatorial focus is two-fold, long-form generative work that's infinite and algorithmic in nature, or programmes of short-form looping animation. Both should be silent and have immediacy for presentation where audiences are in a transient space with a limited dwell time. This opportunity is for both new or existing work. Lead applicants for a new commission should be based in Scotland but can collaborate with anyone from anywhere.
Applications for existing work can be from the UK and EU. This year’s Alt-w Fund programme is offering Production Awards for new work of £2,500 to £7,500 each and Exhibition Awards of £1,000 to £2,500 for existing work.

We are looking for proposals for projects that take full advantage of this unique context to dynamically engage audiences. We welcome proposals that use data sets in exciting ways. We are open to how this data is sourced and used, but please note that there is no camera or microphone currently fitted in the Stepping In Space.

We support high quality projects that expand and challenge the notion of what digital culture can be through the use of new and innovative formats. Alt-w will continue to reward diversity and the wide range of social, cultural and creative approaches that new media practitioners are taking today.

**GENERAL ELIGIBILITY/RESTRICTION INFORMATION**

You may be an emerging or established practitioner working in any of the creative industries including digital, film/video, the arts (music, literature, dance, drama, visual arts etc), and design (graphic, 3D, architecture, fashion etc). However your proposal should demonstrate a clear interest in and commitment to delivering a screen-based project which demonstrates dynamic thinking about new media.

Collaborative projects from groups are welcomed as well. The lead practitioner in a new production must be a resident of Scotland throughout the life of the award (commencement through completion). We welcome applications from all sections of the community.

**GENERAL APPLICATION AND DEADLINE INFORMATION**

Applicants must submit a signed application form plus supporting materials in a digital format by 6pm on the 30th May 2019 via email only to alt-w@mediascot.org. Late submissions will not be reviewed. Announcement of successful projects will be made by
mid-June. All projects/work must be completed no later than the 1st October 2019. We encourage you to attend an application surgery online or in person at the Music Hall.

**Alt-w Production Awards**

Alt-w production awards are for £2,500 to £7,500. Awards are intended for fully developed projects. Awards are to cover production costs including but not limited to artistic and technical fees, software/hardware costs, production expenses, travel etc. A full budget must accompany your application.

Projects must be specifically made for the LED screen of the Music Hall in Aberdeen. This is portrait, 1280 wide x 2304 high. The pixel pitch is 1.9mm. The lower 256 pixels are unseen. The work must be capable of being run on a PC.

Alt-w Production Awards do not support:

1. Existing projects that have taken place prior to the commencement of this award.
2. Practitioners in full-time undergraduate education.
3. A lead practitioner or collaborative group not based in Scotland.

The initial presentation will last no longer than three months. Aberdeen Performing Arts reserve the right to display the work on the screen again with the written consent of the artist. New Media Scotland is also able to offer ongoing exhibition opportunities plus advice on technical matters. New Media Scotland can also advise you of workshops, professional development and training opportunities delivered through it's network of programme partners across Scotland.

In order to assess how well the proposed project/application meets the fund’s outlined goals, applications in this area will be assessed on the following criteria:

1. It being a complete application that meets the guidelines.
2. The quality, creativity and originality of the proposed project.
3. The likelihood that your proposed idea can be delivered within your budget.
4. Evidence of the ability and commitment of those involved to deliver the project on time by the 1st October 2019.

Alt-w Exhibition Awards

Alt-w exhibition awards are for £1,000 to £2,500. Awards are intended for existing works only. Projects must be formatted for display on the LED screen of the Music Hall in Aberdeen. This is portrait, 1280 wide x 2304 high. The pixel pitch is 1.9mm. The lower 256 pixels are unseen. The work must be capable of being run on a PC.

Alt-w Exhibition Awards do not support:

1. New projects that have yet to take place prior to the commencement of this award.
2. Practitioners in full-time undergraduate education.
3. A lead practitioner or collaborative group based outside of the UK and EU.

The presentation will last no longer than three months.

In order to assess how well the proposed project/application meets the fund’s outlined goals, applications in this area will be assessed on the following criteria:

1. It being a complete application that meets the guidelines.
2. The quality, creativity and originality of the existing work.
3. The rationale of your budget.

HOW TO APPLY

Review these guidelines and the application form carefully. All applicants are encouraged to contact the New Media Scotland team for a free consultation. New Media Scotland will not accept applications that have been handwritten.

To strengthen the review of your application, applicants should submit appropriate supporting material. Good documentation may give the selection panel a clearer
indication of what is being proposed and/or the quality of the work of the practitioners involved.

Applicants must submit the requested materials as listed here by 6pm on the 30th May 2019 via email only to alt-w@mediascot.org.

YOUR APPLICATION

Your completed application will consist of:

1. An application form
2. A three-page project description
3. A budget
4. CV (maximum of two pages)
5. Visual documentation
6. Monitoring form (optional)

Please tell us in detail about your proposed project/idea. Although it is helpful to tell us about past projects/pervious experience, you should provide specific information/evidence about your ability to complete and manage the current project proposed. The description should tell us the who, what, where, when, how and why of the project/application. Use the headings below to help organise the different parts of your description and answer the questions as applicable.

Summary - At the beginning of your description write a two or three sentence summary of your project. This summary should layout the project in a clear and concise way which will let the reader understand what your project is, what the award will be spent on and briefly who is involved.

The Work - Please describe: What you want to do. Your idea behind the project, and how you plan to achieve it. Tell us about the concept, aesthetics of the project (look and feel),
structure, interaction/participation, and how it will be achieved technically etc. What you want to accomplish through the project, and how it fits in with your current practice and its ongoing development. Why the proposed project is important to you or your group. How the project is likely to affect the people who experience it or how it will affect contemporary practice in general. Where applicable, please also describe: The names, skills and experience of the practitioners and the other people involved. What you will do to ensure high-quality work through this project.

Managing the Project - Outline the draft stages in the production schedule. How you will manage and carry out the project to achieve its aims. Your previous experience of managing a similar project (scope and scale). The involvement of and support from any partners, including additional sources of income secured if applicable.

Engaging Audiences - Please describe: How the work will engage audiences conceptually, aesthetically, and technically. How will the public benefit from the project/application, or your work in general, either immediately or in the long term as a result of this project.

Budget - Please provide a detailed budget for your project. Match funding is not a requirement but if your project/application requires additional funding to complete you must show the sources in your budget and whether they are proposed or confirmed. If your project is ambitious and requires significant additional funding you need to be able to show a strong track record in achieving funding from appropriate sources.

CV - You should include professional summaries for key practitioners involved in the project. In total they should be no longer than two A4 sheets.

Visual Documentation - Select high-quality visual documentation that clearly illustrates the merit of your previous work and/or the work of the proposed project/application. There is space on the application form for URLs and this is the preferred method of submitting visual documentation for your proposed project/application as the panel will not receive paper copies prior to the meeting.
REVIEW PROCESS

All applications will be reviewed by New Media Scotland for eligibility. If the applicant fails to meet the eligibility requirements the proposal will not be forwarded to the panel. Once your application has been reviewed and accepted for eligibility, New Media Scotland will notify applicants via email.

Applications are reviewed by a panel drawn of specialists within and without Scotland. Panellists are selected based on their knowledge and familiarity with a diversity of media art practices and their technical requirements. Panellists will review and discuss the applications and score them based on the criteria published in these guidelines. Panellists will score each criterion on a 5 point scale (1 = low; 5 = high). Following scoring the panel will make their final recommendations for awards.

We will notify all applicants as to whether they have been successful or not. Feedback and comments may be provided to applicants upon request. Announcement of successful applicants will be made by mid-June 2019.

IF SUCCESSFUL

Awardees must complete a funding agreement in order to receive payment of award. If there are significant changes to your project you must notify New Media Scotland for approval of the changes (in writing). Awardees must acknowledge the Alt-w Fund and investors. A credit kit will be provided to awardees. Awards are issued in two payments 75% on completion of agreement and 25% on receipt of final report. Awards must be completed by the 1st October 2019.

A final activity report and supporting materials are required within 30 days of completion of the project/research. This should include an archive copy of the work or its documentation (as appropriate), a comprehensive selection of still images or HD video of the work (web and print ready), a definitive 100 word description of the project and 100 word biographies of all those involved.
NB: The practitioner(s) will own the copyright of the finished work. Aberdeen Performing Arts and New Media Scotland reserves the right to obtain permission or a license from the copyright holder to screen/exhibit/host the work prior or post any other screening/exhibition/upload.

Cliona Harmey | Aberdeen Ships (2019)