



# ASEAN Cooperation Project Proposal

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"Handbook on Proposal Development for ASEAN Cooperation Projects"  
which can be downloaded at*

## 1. PROJECT DETAILS

**Proposal Identification Code: CIN/CUL/18/017/REG**

**Project Title: KONNECT ASEAN – An ASEAN-ROK (Republic of Korea) Art and Culture Programme**

### **Brief Project Description:**

KONNECT ASEAN, the ASEAN-ROK (Republic of Korea) art and culture programme aims to create a sense of a pluralistic ASEAN identity amongst artists and cultural workers throughout Southeast Asia. It is a three-year programme (2019-2021) celebrating Asian arts using different platforms i.e. exhibitions, educational outreach, community arts workshops and exhibits, printed and digital documentation and in the process explore and discuss social, political, economic, and environmental. Furthermore, the programme intends to connect with three major stakeholder groups of government, business and civil society to achieve the vision of an ASEAN Community. KONNECT ASEAN offers a glimpse into the region's diverse contemporary art practices, and presents the possibility of understanding the countries as greater than the contents of their political and geographical boundaries.

KONNECT ASEAN brings together early career arts professionals from across ASEAN and ROK to share and discuss individual artists, groups, ideas and artwork that shape the contemporary art world. Contemporary art is defined as artworks created by living and working artists.

KONNECT ASEAN addresses the Strategic Plan for Culture and Arts 2016-2025 of the Senior Officials Meeting on Culture and Arts by contributing to realise strategic priority no. 4.1 which is to encourage a multi-stakeholder approach in promoting an ASEAN mind-set and identity to increase the appreciation for ASEAN's histories, arts, traditions and values. At the same time, the KONNECT ASEAN addresses the work plan of ASEAN-ROK Plan of Action, 2016-2020 by promoting cooperation in the area of culture and arts.

KONNECT ASEAN will also be used as a flagship project to celebrate the 30th anniversary of ASEAN-ROK dialogue partnership. Art and culture have certainly played a big part in strengthening the ASEAN-ROK Strategic Partnership which is based on the three pillars of "People, Prosperity and Peace". KONNECT ASEAN will celebrate and encourage the exchange of arts and culture from ASEAN and ROK, in hope that peoples of ASEAN and Korea will deepen their understanding of each other in this meaningful year so that the basis for furthering the ties may get stronger than ever<sup>1</sup>.

The "KO" in "KONNECT" is representative of "KOREA" and alludes to the project's overall effort to foster closer ties and explore linkages between the Republic of Korea and the ASEAN

<sup>1</sup> <http://www.koreaherald.com/view.php?ud=20190311000211>

Member States. Major existing organisations concerned with arts and culture in Korea use "KO" to represent the Republic of Korea such as the Arts Council Korea (ARKO) and Korean Foundation for International Cultural Exchange (KOFICE).

In this regard, the ASEAN Foundation and the Community Relations Division of the ASEAN Secretariat are interested to collaborate with ARNDT Fine Art Pte Ltd, Art Agenda SEA and Artsolute, organisations located in Singapore to develop KONNECT ASEAN, an ROK-ASEAN Arts and Cultural programme consisting of the following: (1) exhibitions, (2) educational outreach activities, (3) community art workshops & exhibits and (4) documentation, to explore the links connecting the diverse communities of Southeast Asia and ROK.

**Recurring Project:** Yes  No

If Yes, Previous Project Identification Code:

**Project Classification:***Indicate the Scope and Pillar***Scope:**      **Single Sector**       **Cross-Sector** **Pillar:****(Main) Blueprint:** ASCC**Connectivity** **IAI** **(Main) Characteristic:** A & E**Linkage:****Action Line(s):** A.2, E.1**Strategy:****Action(s):** A.2.vi, E.1.iii & v**Key Action(s):**

Information below to be completed by the ASEAN Secretariat:

*Nature of*      *Confidence Building* *Cooperation:* *Harmonisation* *Special Assistance* *Joint Effort* *Regional Integration / Expansion* *Type of*      *Policy Initiative* *Intervention:* *Establishment of Institutional Mechanisms* *Human Capacity Building* **Project Duration:** < 6 months     6-12 months     > 12 months **Proposed Commencement Date:** 1 November 2019**Proposed Completion Date:** 31 October 2021**Participating ASEAN Member States:** All 

If not all (or not all in the same way), please indicate reason:

**Sponsoring ASEAN Body****Sectoral Committee/Main Body:** ASEAN Senior Officials Meeting for Culture and Arts (SOMCA)

Meeting Number/Date: ad-referendum endorsement on 24 September 2019

**Working Group/Sub-Committee:** N/A

Meeting Number/Date: n/a

**Proponent's Name and Address:**

ASEAN Foundation

No. 2, Jl Sam Ratulangi, Menteng

Jakarta 10350

Contact Person and Contact Details:

Elaine Tan

Executive Director

Email: [elaine.tan@aseanfoundation.org](mailto:elaine.tan@aseanfoundation.org)**Implementing Agency's Name and Address** (if different from above):

ARNDT Fine Art Pte Ltd  
8 Temasak Boulevard #32-01, Suntec Tower Three  
Singapore 038988  
<http://www.arndtfineart.com>

Art Agenda SEA  
8 Selegie Road,  
01-14 Selegie House  
Singapore 8008  
<http://www.artagendasea.org>

Artsolute Asia  
\*SCAPE Co.Ltd 2 Orchard Link #04-01  
Singapore 23797  
<https://www.artsolute.asia/>

Contact Person and Contact Details:

For ARNDT Fine Art Pte Ltd, Mr. Benjamin Hempe  
Email address: [ben@arndtartagency.com](mailto:ben@arndtartagency.com)

For Art Agenda SEA  
Email address: [zineng@artagendasea.org](mailto:zineng@artagendasea.org)

For Artsolute Asia, Mr. Terence Tan  
Email address: [terence.tsp@artsolute.asia](mailto:terence.tsp@artsolute.asia)

**Date of Proposal Submission:** 18 June 2018

**Proposed Funding Source(s):** ASEAN-ROK Cooperation Fund (AKCF)

**Proposed Project Budget (total in USD):** USD 1,760,585.44 (including operational cost, evaluation, audit, contingency)

*Information below to be completed by the PCPMD of the ASEAN Secretariat*

**Recommendation of the ASEAN Secretariat**

Meeting No./Date : Ad-referendum on 30 September 2019

Action :  Endorsed  Not Endorsed

**Approval of Committee of Permanent Representatives to ASEAN (CPR)**

Meeting No./Date : 23 October 2019

Action :  Endorsed  Not Endorsed

## **2. PROJECT JUSTIFICATION, REGIONALITY AND BENEFICIARIES**

### **(a) Current Problem**

Developing an ASEAN identity and appreciation of the significance of an ASEAN Community is a regional challenge. A recent study on Southeast Asian Perceptions conducted by BlackBox Research based in Singapore in 2017 highlighted that 43% of those in region would describe themselves in the first instance as “Southeast Asian”. Over half (51%) are likely to characterise themselves as Asian first. In contrast, a majority do believe that Southeast Asians have “a lot in common” (58%) while 31% say people in the region have at least “a little in common”.

Developing a regional identity is of a special interest to ASEAN. The ASEAN Vision 2020 which was announced at the 30th Anniversary of ASEAN’s establishment in 1997 *“envision[s] the entire Southeast Asia to be, by 2020, an ASEAN community conscious of its ties of history, aware of its cultural heritage and bound by a common regional identity.”*

KONNECT ASEAN showcases the multi-ethnic, multi-lingual, multi-faith of Southeast Asia. It celebrates the sophisticated nature of Southeast Asian art and in the process strengthens ASEAN identity.

### **(b) Regionality**

Southeast Asia is marked by diversity as they are young nation-states. Yet, culturally, Southeast Asia possesses histories that intertwine and share similar social, religious and cultural practices.

Interestingly, contemporary art from the emerging economic powerhouse of Southeast Asia is currently earning widespread international attention that is unprecedented in the present situation. This is evidenced by establishment of spaces and setting-up of organisations dedicated to the arts, increasing exponentially in the region. In addition, new auction houses, galleries, art fairs and new museums have been set-up as well; confirming the artists’ impact on society and the great energy of the art sector.

KONNECT ASEAN offers a glimpse into the region’s diverse contemporary art practices, and presents the possibility of understanding the countries as greater than the contents of their political and geographical boundaries.

### **(c) Project History**

KONNECT ASEAN builds on the momentum of "ASSEMBLAGE: reflections on ASEAN", an exhibition celebrating ASEAN's Golden Jubilee at the ASEAN Secretariat (ASEC) in July/August 2017 that was organised by the ASEAN Foundation, the ASEAN Secretariat, Daya Dimensi and Art Agenda SEA.

While continuing to promote the ASEAN Gallery at the ASEAN Secretariat, this programme intends to expand by involving private art galleries, to increase outreach and promote awareness of ASEAN arts and culture to the general public and art enthusiasts, through the touring exhibitions in ASEAN and the Republic of Korea. This activity is also being

complemented by promoting ASEAN awareness through educational outreach activities and community arts workshops and exhibits to make the culture of ASEAN more accessible to young and old alike through the fusion of traditional and contemporary arts. The ASEAN Foundation has worked with Artsolute to organise cultural performances for ASEAN Day in 2015 and 2017 at the ASEAN Secretariat.

**(d) Beneficiaries**

There will be several layers of beneficiaries:

- a) ASEAN Contemporary Artists involved in the Art Exhibitions
- b) General public and/or arts enthusiasts attending the events at the ASEAN Gallery at the ASEAN Secretariat during ASEAN Day and the art exhibitions and the community art workshops and exhibits in the respective countries
- c) General public and/or arts enthusiasts attending the art exhibitions in Jakarta, Singapore, Bangkok, Manila and Busan
- d) ASEAN Community Artists e.g. puppeteers, musicians, photographers participating in the community art dialogues and exhibits in Jakarta, Singapore, Bangkok and Busan
- e) General Public and/or arts enthusiasts purchasing the publications

**3. PROJECT RESULTS**

**Project Objective/Outcome:**

Deepening understanding between ASEAN cultures leading to a stronger ASEAN identity in the region

**(1) Art Exhibitions**

<b>Outputs</b>	<b>Indicators (to measure the project's achievements)</b> <i>How will the project's achievement be measured? Please indicate feasible quantitative or qualitative factor.</i>	<b>Means of Verification</b> <i>How will information be collected to support these indicators?</i>
<p>a) <b>Increased appreciation of contemporary SEA and Korean art by art enthusiasts, through the organisation of:</b></p> <ul style="list-style-type: none"> <li>• Two touring exhibitions in ASEC (in 2020 and 2021) (30 days) coinciding with a major art fair (e.g. Art Jakarta) in Jakarta (in 2020 &amp; in 2021) (4 days each)</li> <li>• One exhibition at the ASEAN Cultural House (30 days) and one exhibition to coincide with a major art</li> </ul>	<ul style="list-style-type: none"> <li>• Number of curated art works featuring contemporary artists from Southeast Asia from 20 ASEAN artists and 10 Korean artists, available to the public</li> <li>• Number of attendees participating in the exhibitions</li> </ul> <p>Art Jakarta 2019 – 40,000            Art Fair Philippines 2020 – 40,000            Singapore Art Week – 180,000</p>	<p>List of artists participating</p> <p>Attendance list</p> <p>Analytics generated</p> <p>Media report</p> <p>Sales invoices</p>

<p>fair (e.g. Art Busan) (4 days) in Busan (2020)</p> <ul style="list-style-type: none"> <li>• One exhibition in Singapore to coincide with a major art fair (e.g. Art SG) in Singapore (2020) (4 days)</li> <li>• One exhibition at Ayala Museum (30 days) and one exhibition to coincide with a major art fair (e.g. Art Fair Philippines) in Manila in 2020 (4 days)</li> </ul>	<ul style="list-style-type: none"> <li>• Number of engagements in social media</li> <li>• Number of media coverage 50 surveys conducted 20 social media posts 100 web page views</li> </ul>	
<p>Main Activities:</p> <ul style="list-style-type: none"> <li>• Identify art works to be featured in the exhibitions</li> <li>• Shipment of the art works to the exhibition sites</li> <li>• Installation of art works</li> <li>• Travel arrangements for curators to be present</li> <li>• Development of publicity strategy including media and social media</li> </ul> <p>There will be <i>touring art exhibitions</i> in three cities in ASEAN with high art market activity, namely Jakarta, Singapore and Manila, over two years – 2020 &amp; 2021. These cities have been chosen because of their high concentration of art collectors, potential future programme partners, and robust art markets that can be leveraged to benefit the entire SEA region.</p> <p>As a result of discussions during the 54th ASEAN-COCI in Puerto Princesa, Palawan, artist selection will include inputs from AMS pending confirmation from respective government agencies responsible for Culture and Arts. In practice, this will consist of approval of proposed artist lists by curators, selection of artists directly proposed by AMS, or a combination of the two. This will be handled on a case-by-case basis.</p> <p>The artistic content will be sourced from all ten ASEAN countries by curatorial advisors in consultation with the SCC of COCI. At the same time, both ARNDT Fine Arts and Art Agenda SEA would be in a position to link up with art historians and curators to identify the artist whose work will be exhibited and work with them to design the exhibitions. An effort will be made to include young and female artists from SEA.</p> <p>A touring exhibition will be organised at the ASEAN Cultural House in Busan in 2020.</p> <p>The touring exhibition offers a physical platform for networking and interaction. However, the project encourages the use of a digital platform to broaden interaction among ASEAN and Korean artists and curators, encouraging information sharing, education, and learning that cut across demographic and socioeconomic lines. Encouraging the use of digital communication tools can certainly facilitate more engagement with artists, whether Korean or ASEAN.</p> <p>In addition to the touring exhibition in Busan, another seminar will be organised in 2020 similarly to the seminar that would be organised in 2019 to continue to</p>		

facilitate discussions of the KONNECT ASEAN overall concept and individual research interest, as well as the collaborative formulation of exhibition projects.

Results from this discussion will be incorporated into the educational outreach programme. A Korean language version of the coffee table publication can also be produced with an introduction from the Korean curator. The Korean curator will also be responsible for logistical matters pertaining to the Korean exhibition tour.

During the ASEAN Day celebrations in Jakarta in 2020 and 2021, a large-scale installation by both an ASEAN and Korean artist/arts group is proposed to be installed at the ASEC foyer. The work of the artists can be chosen to reflect ideas of sustainability from the ASEAN region either through the use of materials (i.e. recyclable waste) or technique/methodology (i.e. community art project). The main exhibition will be held in the ASEAN Gallery, located in ASEC. It will consist of contemporary (recent) artworks as well as modern (20th century) artworks. In tandem with the exhibition at ASEC, a booth display will be placed during Art Jakarta to drive audiences and build awareness for the overall project.

## (2) Educational Outreach Programme

<p>b) <b><i>Increased awareness &amp; understanding of SEA and Korean contemporary art from the general public through:</i></b></p> <ul style="list-style-type: none"> <li>Two educational outreach activities to be organised in ASEC, Jakarta in 2019 and 2020 (5 days each)</li> </ul>	<ul style="list-style-type: none"> <li>Notable artists/curators participating (at least 6 ASEAN participants and 2 Korean participants)</li> <li>Number of attendees attending (at least 50 participants and 50 participants, online)</li> <li>Number of people engaged (10 surveys conducted, 4 social media posts, 100 web page views)</li> <li>Number of media coverage (at least one article/show)</li> </ul>	<p>Attendance list</p> <p>Attendance list</p> <p>Analytics generated</p> <p>Media report</p>
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### Main Activities:

- Organise educational outreach activities
- Develop content e.g. identification of artists/curators to be featured
- Travel arrangements for artists/curators to be present
- Development of publicity strategy including media and social media
- Recording of sessions through digital formats

Two educational outreach activities will be commissioned to engage and expand the audience in 2019 and 2020 in Jakarta. In 2019, a gathering of curators/artists/academicians from ASEAN and ROK will be invited back to back with the education outreach. The gathering will consist at least one representative from each AMS and the ROK, and one artistic director. The representatives have two main responsibilities of (1) giving input, advice and direction for the artistic selection and presentation of touring exhibitions and (2) attend the education outreach activities at the ASEAN Secretariat in Jakarta. It is envisaged that art professionals who are



deeply imbedded in their communities, interested in developing an international network, and are excited by the idea of shaping and initiating further projects and collaborations between countries. These art professionals will need to demonstrate understanding of international curatorial practice either through work/projects, study or research. They would need to have excellent verbal and written communication skills in English and speedy responsiveness to communications.

Bringing together these group of people will facilitate discussions of KONNECT ASEAN overall concept and individual research interest as well as the collaborative formulation of exhibition projects. The co-curatorial model seeks to incorporate an “ASEAN Way” into the selection process of KONNECT ASEAN, hoping to discover new strategies for presenting artists and artwork from Asia to international audiences. The deliverables from the seminar will then be used as resources to reaffirm the importance of ASEAN and its ongoing contribution to the sustainability of the arts sector in the region.

As these educational outreach activities will be recorded, this will increase access of artists and curators from ASEAN or Korea to know about works from the region and Korea. There is also the possibility of using FB Live to engage audiences when the educational outreach activities are being conducted.

Inputs from education outreach activities in Jakarta 2019 will lean into the development of the touring exhibition project in 2020 in Busan. The participants will consist of ASEAN and Korean artists as well as curators, academics and community cultural workers to allow the development of friendship and inspiration from both ASEAN and Korea.

The education outreach activities will consist of seminars/panel discussions organised to allow for cultural thought leadership within ASEAN’s development concerns between artistic practitioners from ASEAN and Korea to ensure widespread inclusion and meaningful connection. Furthermore, issues pertaining to the development of a common ASEAN identity would be teased out in the discussions. Thematically they will focus on policy outcomes referencing ASEAN’s Strategic Plan for Culture and Arts 2016-2025 (i.e. economic effects, mobility, private investment) with a view towards building an eco-system for the future growth and successful implementation of programmes.

The sessions will be designed in such a way as to allow digital access from other ASEAN countries and Koreans, possibly via a digital classroom. The sessions will be recorded and kept live on ASEAN Foundation website creating an open educational resource for arts and culture. An end of project publication will be produced including recommendations for the development of future arts and culture initiatives in ASEAN will also be produced and kept as resource in the ASEAN library among other academic and outreach facilities (see below: *Documentation and Resources*). The programme will be timed after ASEAN Day to ensure the extension of audience outreach and overall attendance figures.

### (3) Community Art Exhibits

<p><b>c) Increased involvement of community artists in expressing their ideas in developing the ASEAN identity</b></p> <ul style="list-style-type: none"> <li>Two Community Art Exhibits in Busan (April 2020) (4 days) and Singapore (October 2020) (4 days)</li> </ul>	<ul style="list-style-type: none"> <li>Community Arts Exhibit (Singapore) Oct 2020: <i>20 Community Artists</i></li> <li>Community Arts Exhibit (ASEAN Culture House) Apr 2020: <i>10 Young Artists (Beneficiary)</i></li> <li>Commissioned community art projects (50)</li> <li>Number of attendees attending April 2020 – 10,000 October 2020 – 20,000</li> <li>Number of engagements on social media Survey - 800 respondents Social Media visibility 200 posts 20,000 views</li> <li>Number of media coverage 8 articles</li> </ul>	<ul style="list-style-type: none"> <li>List of community artists participating</li> <li>Document list</li> <li>Attendance List</li> <li>Analytics generated</li> <li>Media report</li> </ul>
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- Main Activities:
- Organise performances, displays,
  - Develop content with community artists and artists identified
  - Travel arrangements for community artists, consultants, exhibit designers, and managers
  - Marketing, media and social media coverage

Two Community Art Exhibits will be arranged for KONNECT ASEAN (April and October 2020). The 4-day exhibits will present an accumulation of artworks, artefacts and performances centred on the crafts, heritages, and lores of ASEAN's communities. The exhibit includes photos and explanation of the process, highlighting the relationships between artists and communities. The goal of these exhibits is to create an art market for traditions and community-focused practices that are not already recognised for their cultural value. Contemporary artists in Southeast Asia and Korea will be able to recognise the technical skills, ideas and ideals that come from long-standing traditions to feed into their understanding and appreciation of their artisanal roots. The Exhibits therefore intend to aid the sustainability and economic value of community work and community-focused artists in the wider context of the global art market. Although the techniques used maybe traditional arts and crafts, their realisation will be contemporary artworks linking them to the overall project. The programme will be timed after ASEAN Day to ensure the extension of audience outreach and overall attendance figures.

The April 2020 Exhibit will include Korean youth artists as assistants, so they may expand their knowledge and resume for future creative works.

#### (4) Community Art Workshops

<p>d) <b><i>Strengthened interaction and exchanges among community artists in ASEAN and Korea &amp; the general public through:</i></b></p> <ul style="list-style-type: none"> <li>• Three Community Art Workshops in Bangkok (November 2019) (4 days) in Busan (April 2020) (4 days) and in Jakarta (August 2020 and August 2021)</li> </ul>	<ul style="list-style-type: none"> <li>• Community Arts Workshop (ASEC Jakarta) Aug 2019: <i>10 Community Artists</i></li> <li>• Community Arts Workshop (Bangkok) Nov 2019: <i>10 Young Artists, 10 Community Artists (Mentor)</i></li> <li>• Community Arts Workshop (ASEAN Culture House) Apr 2020: <i>15 Community Artists (10 from ASEAN &amp; 5 from ROK)</i></li> <li>• Attendees <ul style="list-style-type: none"> <li>- Bangkok 2019 (600)</li> <li>- Busan 2020 (600)</li> <li>- Jakarta 2020 and 2010 (200)</li> </ul> </li> <li>• Conclusive report on ASEAN Community Art Workshops</li> <li>• Survey (200 respondents)</li> <li>• Social Media visibility 20 posts 2,000 views</li> </ul>	<p>List of participating community artists</p> <p>List of participating young artists</p> <p>Analytics generated</p> <p>Social Media report</p> <p>Summary of workshops with conclusions</p>
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#### Main Activities

- Organise workshops
- Travel arrangements for community artists and facilitators
- Marketing and social media coverage
- Archive, study and presentation of workshop outcomes to ASEC/COCI

Four Community Art Workshops will be arranged (Nov 2019, Apr 2020, August 2020 and 2021). The 4-day interactive workshops focus on developing a relationship between the public and artist, as well as promoting the positive social outcomes of community art in the modern world. Accompanying the workshops are displays of videos and artefacts of their work for the general public. Community artists will use the feedback received from public participants regarding the relevance of community art for future programmes and artworks. Although the techniques used maybe traditional arts and crafts, their realisation will be contemporary artworks

linking them to the overall project. The programme will be timed after ASEAN Day to ensure the extension of audience outreach and overall attendance figures.

The November 2019 workshop will be conducted by youth artists so as to develop and emphasise on the values and ideals of younger generation artists. The appeal of young artists will ensure KONNECT ASEAN’s public outreach includes younger ASEAN people as well.

**(5) Documentation and Resources**

<p><b>e) <i>Increased availability of documentation related to contemporary SEA arts through:</i></b></p> <ul style="list-style-type: none"> <li>● One coffee table publication of the art collection in the ASEAN Gallery</li> <li>● One KONNECT ASEAN end of project publication</li> <li>● One KONNECT ASEAN video documentation series</li> </ul>	<ul style="list-style-type: none"> <li>● Number of coffee table publication (1,500 copies)</li> <li>● Number of end of project publications (1,500 copies)</li> <li>● Dissemination of coffee table publication (20 distribution points across the globe)</li> <li>● Book Review in at least three media outlets in Jakarta, Singapore and Bangkok/Manila (thriving art cities in Southeast Asia)</li> <li>● Coverage per event            Jakarta (August 2019)            Bangkok (November 2019)            Busan (April 2020)            Jakarta (August 2020)            Singapore (October 2020)            Manila (February 2021)                Conclusive video                Video dissemination            Community Art Exhibits (38,000)            Community Arts Dialogues (1,500)            Webpage (200)            Social Media (22,000)</li> </ul>	<p>Invoice/PO</p> <p>List of recipients</p> <p>Published review</p> <p>Video footage</p> <p>Analytics generated</p>
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<p><b>Main Activities</b></p> <ul style="list-style-type: none"> <li>● Identity art pieces to be featured</li> <li>● Write-up of art pieces</li> <li>● Write-up of community art process and outcomes</li> <li>● Interviews with community artists</li> <li>● Travel arrangements of documentation artists</li> <li>● Graphic design, printing</li> <li>● Development of publicity strategy including media and social media</li> <li>● Promotion and conclusive video for KONNECT ASEAN</li> </ul>
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To accompany the art exhibitions, educational outreach activities and the community art workshops and exhibits, these materials will be produced: (i) coffee book (ii) end of project publication and (iii) video documentation series.

The coffee book is an inaugural publication highlighting the ASEC art collection currently on display at the ASEAN Gallery and maintained by the Community Relations Division. Such a publication would be an excellent catalyst for educating and creating awareness among art lovers and supporters of milestone events on the role of the ASEAN Gallery as a channel for bringing ASEAN closer to the people.

For publishing this coffee book, Distanz, a publishing company in Berlin has been proposed. Distanz releases books and exhibition catalogues on the visual arts as well photography, architecture, design and fashion of the 20th and 21st Century. Distanz publishing produces artist monographs and anthologies in collaboration with prestigious editors and authors. Distanz publishing cooperates with leading national and international museums and institutions. A local publisher could alternatively be used to keep costs down while ensuring quality content that could possibly be picked up later by international publishers.

For greater visibility, the coffee book can be distributed at these distribution points: ASEAN Secretariat (gallery & library), Art Stage Jakarta, ASEAN Centre Busan, A3 (Berlin & Singapore), National Gallery Singapore, Singapore Art Museum, Asia Society (Hong Kong, New York, Australia), Museum MACAN, MIIAM, Bangkok Art Centre, The Factory HCMC, and various commercial art galleries globally with an interest in Asian art.

The end of project publication will document the outcomes of the educational outreach programme and overall KONNECT ASEAN project. It may also contain submissions from a call for papers exploring themes relevant to contemporary SEA art. It will be produced as an accompaniment to the coffee book publication and will be translated in both Korean and English. The end of project publication is intended to be a research tool and empirical reference distributed to universities and state agencies, providing recommendations to further ASEAN's arts and cultural strategic plan and stimulate further programming initiatives across the region.

The video documentation series will capture the educational outreach, community art workshops, and exhibits in a visual manner containing info-graphs, slides, videos and presentations to document the "voices" of the cultural artists and arts workers on their journey in the KONNECT ASEAN programme. These can be uploaded to the ASEAN website and social media channels.

#### **4. PROJECT MANAGEMENT ARRANGEMENTS – 600 words max**

**(a) Management Arrangements** – *Describe briefly the management structure of the project, including responsibilities, coordination mechanisms, and reporting line. It should clearly identify the responsible implementing agency to receive the fund, achievement of project results and submission of the completion report.*

The ASEAN Foundation will be the overall coordinator of the KONNECT ASEAN programme. The day-to-day running of the programme will be overseen by a Project Officer who will be guided by Mr. Benjamin Hampe as Project Director/Adviser who is attached to ARNDT Fine Arts. The Project Director/Adviser will coordinate with Art Agenda SEA and Artsolute and the Project Officer of the ASEAN Foundation, to ensure the outputs listed will be achieved. The Project Officer will be guided by the Project Director/Adviser to work closely with ARNDT Fine Arts and Art Agenda SEA with regards to the organising of the art exhibitions, art fairs, and educational outreach. The Project Officer will be guided by the Project Director/Adviser to coordinate with Artsolute to organise the community art workshops and community art exhibits. Furthermore, the Project Director/Adviser will guide the Project Officer to work with service providers to deliver the documentation from the programme – coffee table book, end of project publication, and video documentation.

The ASEAN Foundation will convene regular meetings with the Project Director/Adviser and the ASEAN Secretariat whether CRD or CID, to ensure the outputs are met and that these organisations will contribute to outcomes. There will be regular meetings to ensure that activities are planned on schedule. With regards to the selection of artists and community artists from ASEAN, a list has been drawn up to be presented to CID/SOMCA for their approval. These artists are selected based on a peer review process and their CVs to be provided will be given to CID/SOMCA for sign-off. Alternatively, CID/SOMCA can provide recommendations as well. Similarly, for the Korean curators, artists and community artists, a list has been drawn up as well. Consultation will also take place with the Korean Ministry of Culture and Tourism.

The ASEAN Foundation is in the position to receive the funds from AKCF. It will transfer funds to the implementing organisations based on the agreed budget and completion of yearly financial and narrative reports. The organisations will be expected to report on the accomplishment of activities and provide information based on the indicators to assess results.

**(b) Human Resource Inputs** – *Specify type and number of personnel who are involved in the project. If applicable, please include the Terms of Reference of each position in the annexes.*

The ASEAN Foundation will ensure that a Project Officer be assigned to oversee the initiative with support from the programme, finance, and communications teams at the Foundation and under supervision of the Executive Director of the Foundation.

The Project Officer will be guided by the Project Director/Adviser (Benjamin Hampe) on the technical aspects of the programming. The implementing agencies will ensure that the names of the persons listed in the implementing agency section will be responsible to ensure that the outputs will be realised. A fixed project management fee is included to ensure that each activity has the necessary support to organise the activities.

**(c) Monitoring and Evaluation Arrangements** – *Describe the plan for how the monitoring and reporting will be carried out. Please note that a **progress report** is required for project which spans between two financial years and or more than 1 year, Please note that **project evaluation** is required for projects with budget of more than USD 1 million or more than 1 year duration, Project evaluation should be budgeted for accordingly. For more details on progress reports and project evaluations, see the “Handbook on Proposal Development for ASEAN Cooperation Projects”.*

This initiative will be regularly monitored and evaluated to identify the progress and achievement of the initiative. For each activity that is finished, a financial and narrative report will be submitted before the next tranche of funds will be released. Participants' assessment of the event and testimonies from the artists will be collected as well as monitoring of the social media activities and media relations. Monitoring visits will be conducted by one staff of ASEC and one staff of the ASEAN Foundation to assess satisfaction and progress of the events.

Since this programme is targeted for two years with a budget over USD 1 million, the ASEAN Foundation will conduct an independent evaluation of KONNECT ASEAN to verify the data from the analytics recorded, media reports and testimonies of artists and participants. The recommendations from the evaluation can be used to guide the implementation of future events and to highlight sustainability elements in KONNECT ASEAN.

## **5. PROJECT SUSTAINABILITY – 300 words max**

*State how the output(s) of the project will be sustained after the project is completed.*

KONNECT ASEAN is unique because it attempts to connect three major stakeholder groups of government, business, and civil society in the programme. The programme leverages on existing arts exhibitions in high market art cities – Jakarta, Bangkok, Singapore, Manila in ASEAN and Busan to cross support each other's growth. The four cities in ASEAN have high concentration of art collectors, potential future programme partners and robust art markets. Other cities in ASEAN could likely be included in the future but the selection of the city would have to meet the criteria of high concentration of art collectors and robust art markets for it to flourish.

The art exhibitions will be made up of a combination of new and loaned works, many will be available for sale. This will ensure that project partners can recoup any additional costs as well as contribute to directly sustaining artist careers. By including marketing and PR initiatives and the inclusion of high-profile arts events (i.e. art fairs Art Jakarta<sup>2</sup> and possibly Art Busan) other arts and non-arts related organisations will become aware of the project. This will lead onto other opportunities to expand the scope of the project in the future.

Additionally, the initiation of KONNECT ASEAN can lead to the establishment of a sustained ASEAN arts and cultural programme that can involve private arts institutions and museums that can coordinate with ASEAN either as a venue partner or by contributing expertise, public programme participants, and other resources.

At the minimum, this programme would have connected a group of community artists in the region to sustain their networking efforts to collaborate with one another.

The publications and programmes will also act as a tool for contributing writers and curators to share their capabilities, network them to new communities, and further their career development. Also, specific recommendations will be made with a view towards policy

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<sup>2</sup> ART Jakarta has successfully built a bridge between Indonesia and the international art world which has helped to cement Indonesia's global reputation and position as the most active and biggest art scene in Southeast Asia. For its 2017 edition, the fair drew 52,240 visitors over four days. Similarly, projects are timed to coincide with Art SG (Nov 2019), Art Busan (April 2020) and Art Fair Philippines (Mar 2021).

outcomes ensuring the future sustainability for arts and cultural programmes in Southeast Asia. The deliverables from the art activities will then be used as permanent resources to record why ASEAN matters and its ongoing contribution to the region's growth, prosperity and stability

**6. GENDER AND OTHER CROSS CUTTING ISSUES – 300 words max**

**(a) Gender** - *Please indicate how gender-related issues aspects will be taken into account in the project implementation, such as how the project will ensure equal opportunity to participate in the project.*

The gender perspective will be applied to the process of identifying and selecting the contemporary artists, speakers, community artists, participants for the project. Gender issues can also be reflected in the discussion at the educational outreach programme and documentary/publication.

**(b) Other Cross Cutting Issues** - *If applicable, state how other crosscutting issues have been adequately taken into account i.e. Environment, IT, Human Rights, etc.*

Similarly, issues on environment and human rights can be reflected in the selection of the paintings or discussed at the educational outreach programme and documentary/publication.

**7. POTENTIAL RISKS**

*State the significant potential risks or threats within the proponent’s control that would affect the success of the project, such as lack of capable human resources, security, political, etc.*

<b>Risk / threat</b>	<b>Mitigation strategy</b>
Selection/participation of artists to participate in the programme	To work closely with relevant government bodies
Availability of the community artists to participate in the programme e.g. they can't be away from their day jobs/family business for too long	To give community artists advance notice or to ensure there is an alternate who can take over
Loss or damage of transported artwork	Provide insurance for the artwork during shipment and installation
Activities not implemented per time lines	Regular coordination with the different parties by ASEAN Foundation and the Project Director/Adviser.

**Annex 1 – Budget Proposal**

*Using the budget format provided by ASEC, provide the cost for each of the inputs under the sub-headings. Include a budget for project evaluation for projects with budget of more than USD 1 million or more than 1 year duration. For more details on project evaluations, see the “Handbook on Proposal Development for ASEAN Cooperation Projects”.*



## **Annex 2 – Indicative Work Plan**

*Using the work plan format provided by ASEC, develop a work plan with time frame for each main activity. The work plan should cover the whole period of the project.*

## **Annex 3 – Notation on Additional Supporting Documents**

*List any relevant additional supporting documents submitted together with the project proposal (report, memorandum of understanding, etc.), which helps understanding the proposed project and its strategy.*

- List of Artists and their works (as examples, to be consulted with SCC of COCI)
- List of Community Artists (as examples, to be consulted with SCC of COCI)
- CVs of Korean Curator (as examples to be consulted with the Ministry of Culture, ROK) and Project Managers of Implementing Agencies
- Profile of the Implementing Organisations and the CVs of individuals as project managers
- Timetable of the Events