



French May Arts Festival 30th Anniversary Open Call for Associated Projects 2023

Join French May Arts Festival as we celebrate our 30th anniversary! We welcome proposals of creative projects in visual arts, music and performing arts, screenings, fashion and design to be integrated into the festival programme.

French May Arts Festival embraces a diverse array of artistic disciplines in the aim of promoting French culture and initiating synergy with French and Hong Kong artists while reaching wider audiences.

The proposed projects should have close links to the French May Arts Festival's key focus: the harmony and exchange between French and Hong Kong cultures. The format is encouraged to be cross-cultural and cross-disciplinary, which could be—but not limited to—exhibitions, concerts, opera, ballet, performances, orchestra, contemporary circus, screenings, fashion & design, and gastronomy, etc. The selection of the Associated Projects will be made by the French May artistic team. The Festival may further advise on programme content, venues and organisation.

Despite the continued development of the pandemic, French May strives to select and offer a various mix of high-quality cultural events for the local community.

For the Associated Projects 2023 edition, we encourage candidates to also produce some digital elements based on their original programme, as well as some educational content (e.g. digital exhibition tour, videos and/or online masterclass etc.).

The number of projects selected may vary dependent on the quality and relevance of the submitted proposals. Each proposal will be assessed, taking into consideration the intrinsic quality, feasibility, and affinity with the guidelines of the 2023 edition of French May. Cross-disciplinary, cross-cultural, and digital contents are favourable, and experiences in digital programmes would be a big advantage.

Join us in May and June 2023 to bring arts and creativity to the Hong Kong community!



Selection Process & Schedule:

Description	Deadline
Open call kick-off	19 th September 2022
Reminder for registration	17 th October 2022
Open call deadline	30 th October 2022
Shortlist announcement	4 th November 2022
Interviews (via Zoom)	7 th – 9 th November 2022
Result announcement via email confirmation	11 th November 2022
Submit final publicity materials (content and images)	5 th December 2022

Benefits of being a part of French May:

Communication & Press

The selected projects will be promoted across the communication campaigns of the 2023 edition of French May, offering maximal exposure and an extensive visibility.

French May will contribute to promote the selected projects through communication channels (both online and offline), including but not limited to: 2023 Festival brochure (half-page inclusion with total brochure circulation of 20,000 copies); French May official website (one page inclusion), social media (two posts), e-newsletter etc.

Partnership

Aligning the programme with the French May Arts Festival and the Hong Kong arts scene, we strive to offer our partners the highest exposure alongside valuable accreditation of the programme quality and status.

Our close partnership enables additional collaboration opportunities such as attendance of French May VIP guests at key events, product sponsorship as well as wider promotional support outside of the festival period.

Guidelines:

- Projects are funded entirely by the presenter/organiser. French May will NOT provide financial grants for the project.
- All selected proposals must adopt and follow the French May Arts Festival's visual brand guideline for all communication materials, as well as carry their status as Associated Project. French May shall validate all communication materials prior publishing.
- A dedicated two-page spread for French May shall be offered in the partners' house programme (if applicable) and website.
- An event report regarding the associated projects must be submitted to French May **within a maximum of 1 month** after the end of the event. *Please note that it will affect future cooperation if it is not followed.*
- To have an effective communications and material exchange, please respect the schedule above. *The programme may not be listed on the brochure if the information is incomplete by the deadline.*
- A certain quota of ticket invitations must be attributed to French May Arts Festival:

Performing Arts

Venue capacity less than 250 seats: **8** complimentary tickets

Venue capacity 251-799 seats: **20** complimentary tickets

Venue capacity more than 800 seats: **30** complimentary tickets

Films

At least **16** complimentary tickets to be provided by the presenter/organiser.

Visual Arts – Exhibitions

To organise dedicated guided tours at French May's request (date and number of guests to be confirmed with the approval of the organisers).

Workshops

To be negotiated between French May and the presenter/organiser.

*** French May Arts Festival reserves the right of final decision.



Open Call Application:

Interested parties please apply through the form below. *Please note that the proposed event has to take place throughout the Festival period during May – June 2023.*

Apply here: [For Performing Arts](#) | [For Visual Arts](#)

Application deadline: On or before 30th October 2022

For enquiries regarding this project call, please contact:

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