

People in **Action**, Performing Arts in **Revolution**!



Time Schedule of the Project Call

Start of the call for projects	28 September 2015
Deadline for project applications (at the latest)	31 October 2015
Start of crowdfunding-phase (at the latest)	25/31 November 2015
Deadline of crowdfunding-phase (at the latest)	7 January 2016
Deadline for the final reports of the funded projects	15 December 2016

The five most compelling submissions will have the opportunity to present their projects live at the Crowdarts launching event in the end of November 2015 in Florence (Italy).

The pitches will be transmitted via the Crowdarts live streaming channel to an audience of Performing Arts partners and community.

1) Definitions

“Performing Art” is a performance presented to an audience within a fine art context, traditionally interdisciplinary. Performance may be either scripted or unscripted, random or carefully orchestrated; spontaneous or otherwise carefully planned. Performing arts include a variety of disciplines but all are intended to be performed in front of a live audience.

The performance can be live or via media; the performer can be present or absent. It can be any situation that involves four basic elements: time, space, the performer's body, or presence in a medium, and a relationship between performer and audience.

Performance art can happen anywhere, in any type of venue or setting and for any length of time. The actions of an individual or a group at a particular place and in a particular time constitute the work.

“Project in Production ” is a project ideas that have not yet been fully produced in the context of the Production Crowdfunding Services.

“Creator” means a User who wants to submit a created a Project to upload on Crowdarts Website.

“User” means the Website’s user and, upon registration, the user of the Services offered by Crowdarts, including the Creator.

“Reward” means the reward decided and made available by the Creator to Users who support his Project.

“Crowdfunding Service”

Crowdarts offers, through the Website, the opportunity for artists, professionals and anyone involved in the Performing Arts market, including labels, promoters, event organizers, foundations videomakers, photographers, ect..., to launch crowdfunding campaigns for projects in production involving, and/or connected to Performing Arts.

The Crowdfunding Service consents the Creator to collect from Users, so called raisers, the required amount of money to realize its Project; the Users, in fact, by disbursing an amount corresponding to the economic

2) Open Call

The Open Call is dedicated to artists, professionals and anyone involved in the Performing Arts market, including promoters, event organizers, foundations, videomakers, photographers, ect...

Those entities must have a Performing Arts idea of project to produce and develop and they must want to create a crowdfunding campaign on Crowdarts to finance their idea.

3) Projects Eligibility

Though this open call we welcome and support project ideas in production in the Performing Arts sector.

It is possible to participate as an individual or as a group.

Your project must fit into one of our Performing Arts classes to be accepted.

It must have a specific purpose: a show, a festival, a web documentary, an exhibition, an application, ect ... in Performing Arts.

Crowdarts selects projects based on some fundamental criteria: innovation, originality, interdisciplinary, achievability and transparency.

The Open Call is available in English and French and Italian for now, and we accept project from anywhere in the world.

You must have at least 18 years old to submit a project in your own name and raise funds for your campaign on your bank account.

We reject homophobic, racist and pornographic projects and personal projects (holidays, honeymoons, birthdays, loan financing ...) without meaning of creativity or innovation and originality .

We will contact selected projects throughout all the duration of the open call.

We will plan a Skype call with the selected project owners to arrange the details of each crowdfunding campaigns that will be support on Crowdarts.

4) Crowdarts Streaming Channel

Crowdarts host on our platform a free streaming service that will be available for Creators of project campaigns on Crowdarts to create live events in order to establish a better connection with community, backers and all users around their project campaign.

5) Duration of the campaign

A campaign on Crowdarts can last up to 75 days. You are free to set the time that you feel you need to reach your goal.

6) Crowdarts Rates

On crowdfunding campaigns for project in production we offer two rate models:

- a) The “All-Or-Nothing” model involves the Creator/s setting a fundraising goal and keeping nothing unless the goal is achieved. When fundraising for an all or nothing crowdfunding campaign, you will only receive the pledges that you have accumulated

throughout the duration of the campaign if you meet your fundraising goal before the clock winds down.

For example, if you have a fundraising goal of \$10,000 and have only raised \$9,000 by the end of your 30day campaign, you will not receive any funds and your backers will not have their credit cards charged.

When the campaign is successful, the amount collected goes directly to the bank account of the creator/s less 5% commission (add 3% banking fee), totalling 8% included taxes for Crowdarts.

- b) The “Keep-It-All” model involves the creator/s setting a fundraising goal and keeping the entire amount raised.

When fundraising for a flexible funding campaign, you will receive the pledges that you have accumulated throughout the duration of the campaign even if you do not meet your fundraising goal.

For example, if you raise 4,000 euros in 30 days with a 5,000 euros goal, you would still be allowed to keep the 4,000 euros and your backers’ credit cards would be charged.

If the campaign is no successful, the amount collected goes directly to the bank account of the Creator/s less 7% commission (add 3% banking fee), totalling 10% included taxes for Crowdarts.

7) Rewards

Crowdarts is a reward-based crowdfunding platform.

That means that the sums required from Users is divided into thresholds established by the Creators, subject to the Crowdarts prior approval.

Each Reward corresponds to a different threshold.

Rewards are strictly non-monetary in nature, with little economic value and can no longer be modified once the Project is uploaded on the Website.

Each User is free to decide the amount payable for the Project chosen and, therefore, the type of Reward.

In some cases the User shall be requested to provide additional personal information (such as mailing address or t-shirt size) to allow the delivery of Reward by the Creator.

The Creator is fully responsible for the delivery of Rewards to the Users

and shall bear any related costs.

No reimbursements shall be given to Users should they fail to choose the targeted Reward.

8) Banned rewards

Incentive to potential benefits, lottery, alcohol, tobacco, drugs, figuration (disguised employment) ... and everything that is not allowed by law.

9) Rule for the amount of the campaign

There is no rule for the amount of the campaign, but we advise the project creator to fairly budget their campaign considering the needs of their projects. They must also take into account the size of their community composed of personal and professional network, or fans who can contribute.

There is no maximum limit set for the goal of the campaign. Do not hesitate to exceed this goal!

If a project reaches its goal before the date the campaign continues until the date initially fixed and can therefore exceed its original purpose. It will only be a bonus to the project creator!

10) Final report

Our community is built on trust, knowledge and clear communication.

For this reason, we will ask to the owners of the successful project campaigns to report their work experience and the objectives achieved after the crowdfunding campaigns on Crowdarts.

The report documentation will be the following:

Online final report: minimum of 2,500 words

Visuals: at least 15 photos of the development of the project or a video of 3 minutes.

** Don't put other money to create new photos and video for the report.*

Use the materials that you have produced thanks to crowdfunding campaign or find creative ways to report your experience.

People that supported you during your campaign will be very happy to know about your project evolution!

11) Ownership

The selected projects will remain property of the artists who created them or of their legitimate owners.

12) Rights, Acceptances & Copyright

Every artist or person submitting images to Crowdarts retains copyright of the works, images and texts he or she uploads, but gives Crowdarts the authority to use indefinitely the same above mentioned visual and textual materials for communication and promotion purposes, to use in Crowdarts's websites and as promotional material only in case of the selection of the project for crowdfunding campaign on Crowdarts.

Artists who submit works to Crowdarts declare and accept that they are the authors of the images they upload and possess all rights to use these images in the competition and onsite in Crowdarts.

Artists or persons uploading images of artwork guarantee that they have received permission and authorisation, as required by law, from persons either represented in their photographs, videos or artwork, or from their legal representatives.

Crowdarts as organiser is not and cannot be held responsible for any dispute among artists, other persons or third parties who might claim author's rights over images of a work submitted in Crowdarts.

Thanks to our local partners and collaborators that every work to build a strength Performing Arts Community!



Thanks to: Romaeuropa Festival, Short Theatre Festival, Il Vivaio del Malcantone, Fosca, Attodue, Murmuris, PAV, TeC, Policardia Teatro, Argot Studio, On the Move, Spazio K, Skillevo, Teatro Lux, Carrozzerie n.o.t, Persinsala, Attraversamenti Multipli, 369°, The Hub, il Circo Verde, I macelli di Certaldo, Point Culture.



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The European Commission supports Crowdarts.

