

THE SAIMA AWARD FOR ARAB CONTEMPORARY CREATION



2016 Edition

The Friends of the AWI (la Société des Amis de l'IMA, 'SAIMA') is an 'association loi 1901' (a non-profit association), created in to support the mission of the Arab World Institute (AWI).

The association aims to:

- broaden the AWI's reach and promote its missions in France and abroad, particularly through its network of Friends;
- and provide moral and financial support in order to contribute to the enrichment of the AWI's collections and the development of its activities.

Working alongside the Arab World Institute, the Friends of the AWI help promote awareness and understanding of Arab culture as a whole and in all its diversity. SAIMA is active in France and abroad thanks to its network of Friends throughout Europe, in the Arab world, Asia, and the United States.

The Friends of the AWI help disseminate culture and serve as ambassadors for an institution that promotes the development of social, economic, political, and cultural relations between France and the Arab world.

They participate in all the AWI's key events: inaugurations, previews, festivals, conferences, and so on.

The Friends of the AWI also enjoy an exclusive programme of events: private visits (in the AWI and various cultural institutions), trips to the Arab world, weekend trips in France, and so on.

The SAIMA also organizes conferences on the Arab world that are open to everyone.

The fruit of a partnership between France and the twenty-two member states of the Arab League, the Arab World Institute is a private law foundation whose mission is to promote awareness—or greater awareness—among the French and European public of the Arab world's contribution to world civilization, and to promote dialogue between the East and the West.

Under its statutes, the AWI's mission is to:

- Expand and intensify the study, knowledge, and understanding of the Arab world (its language, civilization, and development) in France.
- Promote cultural exchange, communication, and cooperation between France and the Arab world, particularly in the fields of science and technology.
- Participate in the flourishing relationship between France and the Arab world, by contributing to closer relations between the Arab world and Europe.

When it opened in 1987, the Arab World Institute rapidly became part of the capital city's rich cultural fabric. From the outset, the AWI comprised an Arab-Muslim art museum, a library, an Auditorium, and a bookshop. Over the years, the Institute has always maintained a highly diversified programme of cultural

events, which has incorporated every aspect of Arab art and culture, including music, film, dance, the plastic arts, photography, and activities for young people; it has also furthered the debate of ideas and intellectual exchange through numerous symposiums, seminars, and conferences, and the publication of a quarterly review, *Qantara*. The Institute also offers courses in Arab language and culture.

France Médias Monde, the group in charge of French international broadcasting, comprises the news channels France 24 (three languages), the international radio station RFI (thirteen languages) and the Arabic-language radio station Monte Carlo Doualiya. From Paris, France Médias Monde broadcasts to the world in 14 languages. Its journalists and correspondents offer viewers, listeners and Internet users comprehensive coverage of world events, with a focus on cultural diversity and contrasting viewpoints via news bulletins, reports, magazines and debates. 66 nationalities are represented among the group's employees. Every week, RFI, France 24 and Monte Carlo Doualiya attract more than 90 million listeners and viewers (measured in less than one third of the countries where France Médias Monde broadcasts). France Médias Monde new media platforms attract 23.4 million visitors a month (2014 average) – 27.6 million in March 2015 – and around 24 million followers on social media (March 2015). France Médias Monde is also a shareholder and partner of the French-language general interest TV channel TV5MONDE.

I. THE 'SAIMA AWARD FOR ARAB CONTEMPORARY CREATION'

In order to promote creativity in the Arab world, the Friends of the AWI created the 'SAIMA Award for Arab contemporary creation'.

The aim of this Award is to reward artists in the states of the Arab League whose work and oeuvre are still relatively unknown.

The Award also aims to contribute to the development and dissemination of the AWI's cultural activities: it will be organised each year in conjunction with a specific event in the AWI's programme.

The 'SAIMA Award' may be awarded for any form of artistic expression that features in the AWI's programme of events.

The winner will be selected as part of a call for projects and will be offered a grant for the creation of a work, which will then be presented at the AWI.

II. THE 2016 EDITION OF THE 'THE SAIMA AWARD FOR ARAB CONTEMPORARY CREATION'

The 2016 edition of the 'SAIMA Award for contemporary creation' will be organized in conjunction with the exhibition 'Jardins d'Orient', which will be inaugurated in April 2016 at the AWI.

Visitors will discover a large garden of Arab inspiration on the AWI's forecourt; anamorphosis will be created with 'the cube' as its viewpoint. Visitors will then enter the AWI building and discover a heritage and artistic exhibition that will retrace the origins and history of the 'Arab garden', and the role it currently plays in the societies of Arab countries.

The exhibition will shed light on major issues such as ecology, urban planning, and territorial development in the towns and cities of the Arab world.

Participants will therefore need to present a project that addresses one of the following themes:

- The role of gardens in traditional Arab towns and cities
- The role of Arab gardens in contemporary town planning
- Arab gardens and sustainable development

More information on the exhibition are available online: <http://www.imarabe.org/exposition/les-jardins-arabo-musulmans>

III. SPECIFICATIONS

a. PARTICIPATION CONDITIONS

Participation in the competition is exclusively reserved for candidates who fulfil the following conditions:

- They must be nationals of one the following countries: Algeria, Saudi Arabia, Bahrain, the Comoros, Djibouti, Egypt, the United Arab Emirates, Iraq, Jordan, Kuwait, Lebanon, Libya, Morocco, Mauritania, Oman, Palestine, Qatar, Somalia, Sudan, Syria, Tunisia, or Yemen;
- they must have less than ten years' experience as a practising artist;
- and their artwork must never have featured in a monograph.

The candidates will be required to submit to the panel an art project associated with one of the following disciplines: painting, sculpture, drawing, photography, video, or an installation.

b. APPLICATION DOSSIER

Candidates will be required to complete an application form written in French or English, comprising the following elements:

- The completed registration form;
- A CV;
- A copy of their ID card;
- A presentation of the project that includes a detailed statement of intent, visual content, and any other elements that support the candidate's application;
- A detailed breakdown of the budget required to produce the work of art in question ;
- A schedule for the production of the work.

The application dossiers must be sent to the address below and must arrive no later than 15 December 2015 by email or by regular post:

The Society of the Friends of the AWI (SAIMA)
1, rue des fossés Saint Bernard – Place Mohamed V
75236 Paris Cedex 5, FRANCE
amsima@imarabe.org

The Society of the Friends of the AWI reserves the right to refuse application dossiers that are incomplete or that arrive after the above-mentioned application deadline.

The Society of the Friends of the AWI will inform each candidate by e-mail if their application has been retained and it will be presented to the panel within 15 days of the expiry of the application deadline.

c. SELECTION PROCESS AND ASSESSMENT CRITERIA

The dossiers will be submitted to a panel comprising ten members, consisting of experts and figures from civil society.

The panel will be responsible for selecting—based on the quality of the applications—the project that wins the Award.

The panel will judge each of the projects presented according to the following criteria:

- The project's quality;
- creativity;
- its conformity with and pertinence to the selected theme: the role of the Arab garden in the urban environment and its significance in sustainable development and urban planning policies;
- and budget feasibility.

IV. THE PRESENTATION OF THE AWARD

The Award will be presented during a ceremony that will be held at the Arab World Institute. The Award winner will be invited to travel from their place of residence (flight and accommodation costs will be covered) and stay in Paris for two days.

The Award winner will receive an activity grant that will be used exclusively to create the work that was presented as a project to the panel.

This grant will be a maximum of €5,000. It will be allotted in accordance with the detailed breakdown of the budget presented by the candidate.

Half of the sum shall be given to the Award winner within fifteen (15) days of the Award presentation ceremony and the remainder upon completion of the project. The organisers reserve the right to ask the artist to provide them with detailed proof of their expenses.

The work in question will feature in the exhibition—for the duration of the event—entitled 'Jardins d'Orient', which will be organised by the Arab World Institute from April to September 2016.

This provision is deemed to have been accepted by the candidate/artist, who hereby accepts that the AWI will present the work in question in this framework, and without hindrance or claim. In this regard, the candidate/artiste shall transfer to the AWI the public representation and reproduction rights relating to the work created for the entire period of the event.

The resulting work must faithfully reflect the project presented to and selected by the panel; the AWI, as the initiator and creator of the exhibition 'Jardins d'Orient', will verify that the work is in compliance with the above-mentioned exhibition, with which it is closely connected.

V. TIMETABLE

- Launch of a call for projects: September 1st 2015
- Application submissions: September 1st 2015 to December 15th 2015
- Announcement of the winner and the Award presentation: January 2016
- Production of the work: January–March 2016
- Inauguration of the exhibition: April 2016

CONTACT

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