

MAF - Madness and Arts Festival 2010, Haarlem, the Netherlands

Call for Proposals – June 2009

The Madness & Arts Festival (MAF) is an international and interdisciplinary festival on arts and madness, to be held in Haarlem, the Netherlands in 2010. You are kindly invited to submit your projects for consideration of the programme committee. We are specifically looking for music, theatre and dance performances for the festival venues and smaller events/performances/presentations for the festival camp.

What = MAF

The Madness & Arts Festival (MAF) is a reoccurring international and interdisciplinary manifestation about art and madness, which will be held in Haarlem, the Netherlands in 2010, after Toronto, Canada (2003) and Münster, Germany (2006). The festival focuses on the interaction between art and madness, through presentation of high quality art with an international appeal. MAF gives stage to different perspectives from people with and without a psychiatric background, artists, scientists and the public. With an ambitious and inspiring programme of nationally and internationally renowned artists and projects, MAF aims to bridge the gap between art and its traditional audience, and various aspects of psychiatry. MAF will be a compact, high quality festival with international appeal.

MAF will take place from September 24th until October 3rd, 2010.

Who = MAF

MAF is organised by The Madness & Arts Foundation, artistic director Meta Knol, and by festival bureau Deneuve Cultural Projects, in close cooperation with the art institutes of Haarlem. Equally important is the partnership with various Dutch organisations for mental health care (GGZ InGeest, Roads, RIBW K/AM). With MAF the City of Haarlem will promote itself as a city with a well-developed infrastructure for both culture and mental health care. The City of Haarlem earlier adopted the regional cultural festival 'Kwartiermakersfestival', www.kwartiermakersfestival.net, that aimed to improve the public perception of psychiatry (2002, 2003, 2004 and 2006).

Where = MAF

Haarlem has a well-developed cultural infrastructure, with theatres, museums, pop institutes and other presentation platforms. The participating institutes are (amongst others):

Frans Hals Museum (www.franshalsmuseum.nl)/De Hallen (www.dehallenhaarlem.nl)

Teylers Museum (www.teylersmuseum.nl)

Toneelschuur (www.toneelschuur.nl)

Patronaat (www.patronaat.nl)

Stadsschouwburg/Philharmonie (www.theater-haarlem.nl)

Mondiaal Centrum Haarlem (www.mondiaalcentrumhaarlem.nl)

De Nieuwe Vide (www.nieuwevide.nl)

Galerie 37 Spaarnestad (www.spaarnestadphoto.nl/)

More information about these locations can be found on www.mafhaarlem.nl.

The interdisciplinary collaboration of the cultural institutes in Haarlem also offers the opportunity to present disciplines in an unexpected context (like a musical performance in a museum). You are invited to think outside the box!

Programme MAF

The programme will consist of a number of existing international performances and presentations, new co-productions made especially for the occasion, and a selection of the best Dutch productions on the subject of madness and art.

Curator Meta Knol (Curator Modern and Contemporary Art, Centraal Museum, Utrecht) is the artistic director of MAF. She will monitor the overall quality and coherence of the programme and will act as intermediate between the various locations involved.

Selection Criteria MAF

1. Projects that deal with madness and arts, whether it is about 'madness' or by people with a mental disorder
2. Projects that seek to inform, inspire, entertain and involve the widest possible audience by offering a high-artistic-quality event
3. Projects that present works of art and performances that illuminate any of the broad range of issues in the world of psychiatry: ethical questions, conflicts and dilemma's
4. Projects that are likely to de-stigmatize madness and people with a psychiatric disorder

Marketing Services

One of the key aims of the festival is to develop audience awareness of the subject of madness and arts. Our marketing and communication activities focus on highlighting the diversity and quality of the events taking place during the festival. We will provide services to our participants and promote their events as part of the festival programme.

Application Process MAF

Please submit your proposal in digital format (preferably PDF) to Meta Knol at proposal@mafhaarlem.nl, including your contact details.

July 31, 2009	Deadline for submissions
September 30, 2009	Submissions reviewed and applicants notified

All proposals are reviewed and selected by the artistic director in collaboration with the festival organisers.

Proposals should include:

- A presentation of the proposed event/project, with visual documentation
- A description of the relevance to the theme of the festival
- Information on how the project has been conceived by its audience and press
- Resume of the main artists/performers/director and/or information about the involved organisations
- A summary of the technical requirements for the proposed event, the required planning of the event and costs involved

Important information

- MAF cannot provide full financial support to its participants, other than provide the participants with an appropriate venue in Haarlem, free of charge. For all other costs involved financial support needs to be sought. The festival will make an effort, but your assistance might be needed in finding the support to realise your project
- MAF is responsible for the festival organisation, communication and sales of tickets to these venues

www.mafhaarlem.nl