

Open Call
2024

Petrona Program:
Promoting the
internationalization of
Uruguayan visual arts

FIRST EDITION



Ministry
of Education
and Culture
URUGUAY



National Directorate
of Culture

INAV NATIONAL
INSTITUTE OF
VISUAL ARTS



Uruguay
Culture
Foundation

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1. Introduction

The Petrona Program to support the internationalization of the visual arts of the National Directorate of Culture; the Uruguay Culture Foundation, which aims to promote the internationalization of Uruguayan culture in its different modalities, and the Uruguay XXI Agency, are calling for artists, gallery owners, managers, gallerists, etc. to register their requests for financial support in this Open call.

In order to promote the exportation of works produced by the visual arts sector, generating incomes for artists and gallery owners, the Program seek to promote the visibility and commercialization of national art by supporting foreign art galleries that organize solo or group exhibitions of Uruguayan visual artists; and to achieve greater participation of Uruguayan art galleries in international fairs to contribute to the consolidation and opening of new markets.

The initiative takes the name of the painter Petrona Viera (1865-1960) with the aim of remembering and reflecting on the valuable trajectory of the Uruguayan artist.

2. Open call

The National Directorate of Culture, through the Uruguay Culture Foundation, will receive requests for financial contributions to fully or partially support, the organization of exhibitions of living Uruguayan artists in art galleries abroad and the participation of Uruguayan galleries in international art fairs.

3. Application modalities

- a. Organization of expositions of living Uruguayan artists or Uruguayan legal citizens in foreign art galleries.
- b. Participation of Uruguayan art galleries in international art fairs abroad

For both modalities, the maximum amount to request will be of \$ 200,000 (two hundred thousand Uruguayan pesos).

It will not be possible to register applications that include or manage, at any stage, any other type of economic contribution from the Ministry of Education and Culture, with the exception of the Cultural Incentive Fund.

4. Applicants

Foreign galleries duly established in their countries or artists who already have exhibition contracts in force with foreign galleries, duly established in their countries, may participate in modality A and Uruguayan galleries duly established in the country in modality B, submitting only one proposal per owner.

5. Restrictions on applicants

May not register applications or participate in the proposals submitted:

- a. Those who have functional or contractual relations of an employment nature with with Executive Units 001 (General Secretariat Directorate) and 003 (National Directorate of Culture) of the Ministry of Education and Culture and/or Uruguay XXI, whatever their nature.
- b. Those who are related by consanguinity or affinity up to the second degree with or with officials involved in the management of this open window.
- c. Those who have failed to comply with agreements signed with the National Directorate of Culture of the MEC.

6. Application requirements and deadlines

Inscriptions of applications may be made only and exclusively through the platform culturaenlinea.uy

The primary inscription period goes from January 31, 2024, to **March 20, 2024, at 5:00 PM.**

For the purposes of registration, the following must be completed:

- a. Register as user/agent (tutorial available online).
- b. Having logged in with your user name, select the "Opportunities" tab.
- c. Search and select the "Opportunity" Open call - Petrona Viera Program, 2024 edition.
- d. In this "Opportunity" with your user/agent you must "Register" to start filling out the online application form.
- e. Complete the requested information (procedure that may be carried out in stages, saving the corresponding progress).
- f. Attach a single pdf file with identity document of the applicant (including front and back).
- g. Attach a single pdf file (up to 20 mb) containing:
 1. Personal data of the applicant, attaching resume detailing actions and/or projects of the applicant's professional career related to the activity to be carried out.
 2. If applicable, data on the members of the work team, attaching resumes team members, attaching a résumé detailing actions and/or projects and/or projects of the professional trajectory linked to the to the activity to be carried out.
 3. Descriptive synthesis of the proposal, identifying: (i) background, (ii) main and specific objectives, and (iii) expected results, (iv) target audience (iii) expected results, (iv) target audience for the proposal.
 4. Work schedule, identifying: (i) activities to be developed and (ii) expected outputs.

5. Justification of the proposal, detailing mechanisms and criteria for the selection of the artists to be and details of the commercial proposal.
 6. A. Letter of commitment signed by the gallery and the artist (for Modality A) B. Letter of invitation from the fair to participate/exhibit (for Modality B)
 7. Overall budget of the proposal, identifying: (i) the total amount being requested; (ii) the main items and components of expenditure; (iii) quotations evidencing the corresponding amounts; (iv) other confirmed sources of financing and their corresponding commitment notes.
 8. Amount of the financial contribution requested and its justification.
- h. Having completed the online form, you must "Submit registration".

In the case of materials or documentation in audiovisual formats, the public link to such productions must be provide. It is suggested to use the repositories [youtube.com](https://www.youtube.com), [vimeo.com](https://www.vimeo.com) and/or [archive.org](https://www.archive.org)

7. Adjudication

The Uruguay Culture Foundation, in coordination with the National Directorate of Culture, will analyze the applications received and will suggest the corresponding amounts.

The National Directorate of Culture may grant all or part of the amount requested.

The National Directorate of Culture will establish, with the selected project, an agreement for the transfer of resources for the payment of the of the project's expenses, which will be transferred from the Uruguay XXI Agency within the framework of the agreement signed between both institutions.

8. Granted contributions

The payment of the economic contribution will be processed through the Uruguay XXI Agency.

Once the support has been confirmed a contract will be signed with the Uruguay XXI Agency in which the beneficiary will be obligated to carry out the proposal presented and, and once the proposal has been finalized, the amount granted must be rendered to the Uruguay XXI Agency by submitting an Accountability Report based in Ordinance 77 of the Court of Auditors and Pronouncement 20 of the Association of Accountants.

The amount of the financial contribution may be paid in up to two items:

- ➔ 50% of the total amount in consideration of the invoice, for foreign companies and official receipt, for national companies,
- ➔ 50% upon delivery of the final proposal report and presentation of the corresponding invoice or receipt.

The beneficiary must submit scanned invoices and receipts, (if necessary, originals may be requested) corresponding to the expenses incurred in accordance in accordance with point 3 of these instructions.

In addition, an Impact Report must be submitted detailing the activities carried out and the results obtained according to the initially proposed objectives. It should describe the actions carried out, quantifiable and non-quantifiable and results obtained, both quantifiable and non-quantifiable, printed or digital materials, audiovisual or photographic record of the proposal, press clippings and details of the institutions with which contact was made and with which they participated.

In all cases, the communication and press products and activities to be developed as part of the and press products must include the mention "With the support of the National Directorate of Culture / Uruguay Culture Foundation", as well as the

corresponding logos in all graphic, digital or audiovisual materials. (MEC, DNC, INAV, Uruguay Culture Foundation, Uruguay XXI), according to the application manual.

9. Inquiries

The period for inquiries ends at 1:00 PM on March 20, 2024.

- ➔ Instruction Manual: artesvisuales.dnc@mec.gub.uy (Subject: Petrona Program).
- ➔ Technical Support: culturaenlinea@mec.gub.uy

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