



ARTS  
COUNCIL  
MALTA

# OPEN CALL

for **Designs for the Stand**

of Arts Council Malta  
at the Malta Book Festival 2025

ISSUED: JUNE 2025

# 1 | Introduction

Arts Council Malta (ACM) is issuing a call for one artist, illustrator, and/or graphic designer, to design the ACM stand at the 2025 Malta Book Festival, showcasing the key strategic areas of the Council. The Festival will be taking place between 5–9 November at the Malta Fairs and Conventions Centre (MFCC) in Ta' Qali.

The ACM stand at the Malta Book Festival forms part of the ongoing strategic collaboration between the two entities that seeks to create more opportunities for artists to pursue their interests in publishing-related artistic work both locally and abroad. The stand includes one panel that will each feature the design of the selected artist. The design needs to address strategic areas and priorities of ACM, outlining the role of the Council in serving the Cultural and Creative Sector.

We are committed to fostering a thriving artistic ecosystem where different voices and styles can shine. This project aims to not only highlight the strategic priorities of Arts Council Malta but also to celebrate the rich tapestry of Malta's creative talent.

We are seeking an artist, illustrator, and/or graphic designer with a distinct and diverse style to contribute to this dynamic project, creating a design for a stand that will captivate, inspire, and reflect the multifaceted nature of our arts community. Whether your work is bold and contemporary or rooted in traditional techniques, we want to see your interpretation of our strategic themes and the Council's vision of accessibility, inclusion, and support for the arts.

## 1.1. PROJECT DETAILS

For the ACM stand, we would like to invite:

**1 design**  
from **1 artist**

*illustrating the themes of*

- Internationalisation
- Education and Development
- Community and Diversity
- Creative Entrepreneurship
- Public Investment
- Research and Evaluation

*renumerated at* €800 excl. VAT

*Proposals are to consider that the backdrop of the stand measure 6m (width) x 2.4m (height).*

The design will need to be finalised by the first week of October 2025.

## 1.2. TIMEFRAMES

DEADLINE	RESULTS	TIMEFRAME
14th July 2025	5 <sup>th</sup> August 2025	6 <sup>th</sup> August – 10 <sup>th</sup> October 2025

## 1.3. ARTS COUNCIL MALTA STRATEGY

Arts Council Malta (ACM) promotes innovation within the Maltese cultural and creative sectors while also safeguarding the dynamic development of the cultural characteristics of the country. We have built a sustainable creative economy for artists and practitioners, facilitating participation and continuing to serve as a strategic leader and catalyst within the sectors. Furthermore, ACM also works to increase the accessibility of cultural and creative activities within Malta's cultural ecosystem.

ACM has designed Strategy 2025 together with the people it will impact the most. Our participatory approach to the creation of the Strategy is already being practised with immediacy. Culture is where new narratives and mindsets develop and new societal shifts occur. Importantly, it is an enabler of long-term sustainability. Our mantra is *Care, Create, Flourish*, best capturing how ACM will enable and position the sustainable and inclusive growth of Malta's cultural and creative sectors as being integral to the well-being of all. Sustainability and inclusivity are being endorsed holistically and comprehensively in policy directions, funding and investment. [Check out the Strategy 2025 here.](#)

Applicants are required to consider the [Right to Culture – Resource Pack](#) when developing their proposal, particularly in relation to how they aim to engage with communities and how their work may address the considerations of everyone's cultural rights. The resource pack is aimed at increasing awareness regarding inclusivity and supporting the implementation of cultural rights in our day-to-day practice.

Applicants are also required to consider the [Charter for the Status of the Artist](#) which may position their proposal more appropriately, as well as engender better and stronger methods of operation and programming as they create. This is particularly pertinent in the larger context of ensuring acceptable and decent working conditions for artists and creative practitioners which embraces artistic freedom, accessibility, formal/informal/non-formal skill recognition, decent socio-economic conditions, non-discrimination and equity, ethical considerations and adherence to intellectual property rights and international labour law. The Charter for the Status of the Artist is meant to provide a dynamic frame of reference for any legislation, policy, or initiative which directly or indirectly impacts artists and cultural and creative sectors, ensuring that any action is aligned with the ultimate long-term vision of elevating the status of artists in Malta in parallel with their tangible value to society.

## 1.4. THEMES TO BE ILLUSTRATED

### 1. **Internationalisation**

This area focuses on positioning Maltese artists and cultural practitioners on the international stage. It emphasises the importance of cross-border collaborations, global networking opportunities, and participation in international platforms to enhance visibility and recognition of Maltese art and culture.

### 2. **Education and Development**

This strategic area promotes lifelong learning in the arts, from early education to professional development. It supports initiatives that encourage artistic growth, skill acquisition, and educational opportunities for individuals at all stages of their creative journey.

### 3. **Community and Diversity**

Diversity, equity, and inclusion are essential to arts, culture, and community well-being, fostering participation, removing barriers, and ensuring everyone can contribute and thrive, thus promoting human rights and individual potential.

### 4. **Creative Entrepreneurship**

ACM champions creative entrepreneurship to drive sustainable and inclusive growth in Malta's cultural sectors, emphasizing how attitudes toward risk, innovation, and diverse business models shape responses to technological, social, and workplace challenges.

### 5. **Public Investment**

Arts Council Malta values the public impact of arts and culture, viewing cultural engagement as a right, and aims to expand its support by diversifying funding and investment to enrich lives and communities.

### 6. **Research and Evaluation**

Research has been central to our work for the past decade and will continue guiding the Council's efforts, particularly in ACM strategic planning, where it fosters a culture of openness, critique, and analysis to inform decisions on operations, partnerships, and future growth.

## 2 | Eligibility

- Open to artists, illustrators, and graphic designers based in Malta and who possess a registered VAT number.
- Artists are encouraged to submit a **CV and portfolio** showcasing their work.

### a. SUBMISSION REQUIREMENTS

- **CV:** Detailing relevant experience and qualifications.
- **Portfolio:** A selection of previous work demonstrating your illustration skills.
- **Concept:** A concept outline of the design, clearly outlining the design's link to the Council's Strategic areas.
- **Proposal:** Sketches demonstrating the initial idea for the design.

## b. SELECTION PROCESS

Submissions will be evaluated based on artistic quality, style diversity, and relevance to the strategic themes of Arts Council Malta, as highlighted in Section 1.3 and 1.4. The selected artist will be notified by 5<sup>th</sup> August 2025.

## c. EVALUATION CRITERIA

This evaluation criteria will ensure that the selection is made based on artistic merit, relevance to the project's strategic areas, and the potential for creative diversity.

Submissions will be evaluated based on the following criteria:

**1. Artistic Quality and Originality (40 points)**

This criterion assesses the overall quality of previous works presented in the portfolio, including technical skills, creativity, and originality. Emphasis will be placed on the unique artistic language of the artist.

**2. Relevance to Strategic Themes (30 points)**

This criterion evaluates how well the submitted portfolio and concept outline align with the strategic areas of Arts Council Malta (Internationalisation, Education and Development, Community and Diversity, Creative Entrepreneurship, Public Investment or Research and Evaluation).

**3. Style Diversity and Innovation (20 points)**

This criterion evaluates how distinctive and innovative the artist's style is, and how well it brings diversity to the project. The project seeks a range of visual styles that can communicate Arts Council Malta's strategic areas in unique ways.

**4. Professional Experience and Qualifications (10 points)**

This criterion reviews the CV, focusing on relevant experience, education, and past projects. Priority will be given to artists with experience in projects aligned with the arts and cultural sector.

## 3 | Submitting the application

Follow these steps to apply:

1. Read these guidelines and regulations of this Call very carefully.
2. Check whether you are eligible to apply.
3. Follow this [link](#) to access the online application system.
4. If you do not have a profile, create your profile with Arts Council Malta by clicking on 'Register' and filling in the requested details. Applicants are required to register a profile on the ACM's CRM at least two weeks prior to the deadline of the call.
5. From the Open Calls section, select the application for the Call for Artists.
6. Fill in all the required information from the online application and attach the supporting documentation.
7. Submit the application. You will be receiving an automated acknowledgement following the submission. If you do not receive such a notification, contact us on [applyforfunds@artscouncil.mt](mailto:applyforfunds@artscouncil.mt).

Applicants are required to register a profile on the ACM CRM at least two weeks prior to the deadline of the call.

In case of difficulty, or if you would like to consult us regarding this fund, you can call us on 2334 7230 Monday to Friday between 09:00 and 16:00 or email us on [fundinfo@artscouncil.mt](mailto:fundinfo@artscouncil.mt).

Applications handed in after 12.00 (noon) of the respective date of the deadline cannot be accepted.

## 4 | Project Implementation

Following the selection of the artist, ACM will enter into an agreement to carry out the implementation during the following timeframe:

<b>6<sup>th</sup> August 2025 – 12<sup>th</sup> September 2025</b>	Artist to work on the design
<b>12<sup>th</sup> September 2025 – 26<sup>th</sup> September 2025</b>	Discussion between ACM and the artist to finalise the design
<b>26<sup>th</sup> September 2025 – 10<sup>th</sup> October 2025</b>	Artist to provide the final design to ACM

The total amount due will be disbursed after the submission of the design by the artist, following approval by the Council.

## **Need advice?**

Arts Council Malta offers pre-submission consultation services to help secure support for your project. We are there every step of the way. We can help you determine whether the core concept and profile of your project are in line with the targeted support mechanism, and provide feedback on the way you plan to present your project. Plan ahead and get in touch with us at least four weeks before the submission deadline, to make the best of our services.

You are welcome to call us on 2334 7230 on weekdays between 09:00 and 16:00 or to send us an email on [fundinfo@artscouncil.mt](mailto:fundinfo@artscouncil.mt).

Guidelines updated on **10<sup>th</sup> June 2025**.