



MALE' WATER & SEWERAGE COMPANY PVT. LTD.

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CALLING ALL DHIVEHI ARTISTS

TERMS OF REFERENCE

Are you artistically inclined? Do you find inspiration in the local culture and traditions of the Maldives? You may be just who we're looking for.

MWSC is giving the opportunity to Maldivian artists to exhibit their work in our upcoming product this coming 2021.

What is this product that we speak of? We cannot reveal names yet, but a milestone project is underway, a project that will see the production of an authentic Maldivian product. A product that will appeal to visitors to the country and will promote the beauty of this archipelago.

One of the aims of this production will be to involve local talent from all around the Maldives in characterizing the skin of the product. Hence WHY we are CALLING ALL DHIVEHI ARTISTS!

SCOPE OF WORK

MWSC is seeking experienced creatives to create and deliver the artwork for the first year of the project. The main scope of the project includes:

- Proposing style & design sample as per the guidelines provided by MWSC
- Producing 3 separate artworks for themes provided by MWSC for the selected series of the product (there will be 2 series in one year).
- Work closely with the MWSC Marketing & PR team and deliver the artwork as per the deadlines.

Eligibility: All Maldivian artists, including those living abroad are encouraged to apply! Works from all visual mediums are welcome.

REQUIREMENT

- 1) Applicant must have completed at least 15 art projects (any medium) which are included in the individual's portfolio. Whether you're a professional designer or someone who likes to sketch in your free time, we'd love to see what you've got!
- 2) Applicant must have an art page on Instagram with minimum of 200 followers
- 3) Previously selected artists will have to wait minimum 5 years after completing the project to be qualified for the next selection process.

BENEFITS TO THE ARTIST

- Financial incentive of MVR 30,000.00
- Artist profile will be published on the website with their artworks displayed. The website will be a main tool to promote the product
- Exposure to the international platforms, as the target market is visitors to the Maldives.

DOCUMENTS TO BE SUBMITTED

- Completed application form
- Portfolio, inclusive of minimum 15 art projects.
- Completed form, highlighting 3 projects.

EVALUATION

The artists will be evaluated based on 3 highlighted projects and overall portfolio submitted by the artists.

Project 1	25%
Project 2	25%
Project 3	25%
Overall portfolio	25%

SELECTION PROCESS

- Following evaluation, shortlisted artists may be invited for a walk-in interview before a final decision is made.
- 2 artists will be selected, who will both work independently.

SUBMISSION DEADLINE

All proposals must be submitted by 31st January 2021 before 1500 hours via email to mohamed.ihthisam@mwsc.com.mv

