**REGULATION - WAF 2025**

**WAF - Women in Art Fellowship**

**WAF - Women in Art Fellowship** is an initiative of the following organisations:

1. **VIA Outlets centres in Portugal - Freeport Lisboa Fashion Outlet and Vila do Conde Porto Fashion Outlet**, managed by **VIOUTLETS PORTUGAL MANAGEMENT, UNIPESSOAL, LDA**, a sole proprietorship company with registered offices at Avenida Euro 2004 (Entrada Principal), no. 1298, parish and municipality of Alcochete, holder of the single legal person and registration number 514142588, with a fully paid-up and subscribed share capital of €5,000.00 (five thousand euros);
2. **Elenco Exemplar, LDA**, hereinafter referred to as Portugal Manual, with registered offices at Rua Diogo Cão, nº 18, 6º Esq., 1300-181 Lisboa, with share capital of €5,000 (five thousand euros), registered at the Commercial Registry Office under the registration and legal person number 516 536 834;
3. **SOTA - Agência de Arte. S.A**., hereinafter referred to as SOTA - State of the Art, with registered office at Av. Clotilde, Centro de Congressos do Estoril 4º C, 2765-211 Estoril, with share capital of €100,000 (one hundred thousand euros), registered at the Cascais Commercial Registry Office under the single registration and legal person number 508 914 361.

Hereinafter referred to as ‘**WAF**’ or promoting organisations.

Wherein:

1. Created to strengthen the female presence in art and culture, WAF has created a scholarship consisting of financial support, mentoring and visibility for women artists living in Portugal.
2. WAF is part of the VIA Outlets Group's sustainability strategy, aligned with the pillar of resilient communities, promoting lasting positive impact in the cultural sector.
3. WAF will have a guest sponsor who is a renowned artist and who will act as a mentor, following the process and supporting the selected artist, thereby increasing the project's visibility.
4. In this first edition, we have the honour of having Joana Vasconcelos as our mentor. As one of Portugal’s most internationally recognised contemporary artists, her work deals with themes such as identity, feminism and popular culture.

**1. GOAL**

WAF was conceived in order to:

1. Create concrete opportunities for women artists in the cultural sector.
2. Support artistic creation and production, guaranteeing financial and training resources.
3. Provide mentoring and specialised support, connecting the selected artists with professionals in the sector.
4. Create an exhibition and promotion space, increasing the visibility of the participants and their work.

With a total investment of €27,000, WAF provides direct funding, mentoring and exhibition support, guaranteeing the artist selected under these Rules of Procedure the necessary means to develop and present her work.

**2. WAF’s STRUCTURE**

WAF is organised in **two phases**:

**Phase 1: selection of 10 finalists and participation in masterclasses**

10 finalists will be selected who will have access to an exclusive masterclass programme designed to strengthen their artistic vision and positioning in the cultural sector.

The masterclasses, each lasting 2 hours, will be as follows:

* 1. Positioning and artistic identity;
  2. How to make a professional presentation and portfolio;
  3. Communication and social networks for artists;
  4. Pricing and financial sustainability.

**Phase 2: presentation of projects and selection of the winner**  
  
Only artists who complete all the masterclasses will be able to submit a final project proposal for evaluation.

After assessing the projects, one artist will be selected to receive the WAF grant.

**3. ELIGIBILITY**

**3.1. Who can apply**

1. Women aged 18 or over who are developing projects in the field of visual arts.
2. Adult artists of any age, recognising that creation can arise at different times in life.
3. Artists working in any artistic field.
4. Artists who have never been funded by other grants or patrons.
5. Artists who are not represented by galleries.
6. Residents of Portugal for at least 3 years, regardless of nationality.
7. Applicants must be fluent in Portuguese (spoken and written) to ensure full participation in all grant activities.

The grant is open to all forms of visual and fine arts.

Group applications will not be accepted.

**3.2. Application criteria for the second phase**

1. The proposed project must be original and specifically conceived for WAF.
2. It must demonstrate originality, conceptual coherence and feasibility of execution.
3. Materials and techniques are freely chosen, as long as they align with principles of **sustainability and cultural impact**.
4. The project shall culminate in an exhibition showcasing the work developed throughout the WAF fellowship period.

The artist must commit to **fully participating in the masterclasses** if selected as one of the 10 finalists.

**3. CALENDAR**

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| **Phase** | **Description** | **Deadlines** |
| **WAF launch** | Publicising the grant and introducing the mentor | 9th May |
| **Opening and closing of Applications** | Announcement of the programme and submission of applications. | 9th May to 8th June |
| **Selection of the 10 finalists** | Assessment of applications (CV, portfolio and letter of motivation) | 9th June to 30th June |
| **Announcement of the 10 finalists** | Official announcement of the artists chosen to move on to the next phase | 30th June |
| **Masterclasses** | The finalists will take part in **masterclasses** aimed at strengthening their skills in developing artistic projects. | July/August and September |
| **Project submission & Pitch** | In-person presentation or submission of a video pitch. | 30th September |
| **Announcement of the winner** | Official communication and start of mentorship. | 15th October |
| **Mentorships** | Training and support for artwork production. | 4th quarter of 2025 |
| **Final exhibition** | Public presentation of the created works. | February/March |

**4. APPLICATION PROCESS**

**4.1. Application period for the 1st phase**

Applications will be open from **9** **May to 8 June 2025 (both dates inclusive).**

**4.2. Required documentation**

Each applicant must submit:

1. Completed application form (available on the official platform).
2. Digital portfolio (up to 10 images of previous works).
3. Letter of motivation detailing the impact the grant will have on their artistic journey (max. 1000 characters).
4. Curriculum vitae and artistic biography (max. 700 characters).

**4.3. Submission of application**

Applications must be sent to the following email address:

[waf.portugal@gmail.com](mailto:baff.portugal@gmail.com)

exclusively in PDF format.

**5. SELECTION PROCESS**

**5.1. Evaluation criteria for the first phase**

Applications will be evaluated based on the following criteria:

* Artistic quality of the portfolio 30%
* Innovation and creativity 20%
* Impact of the grant 20%
* Career trajectory and potential 15%
* Suitability to the profile of the grant 10%
* Clarity of the documents 5%

**5.2. Selection of the 10 finalists**

10 finalists will be selected to participate in the mandatory masterclasses.

Full attendance of the masterclasses is a requirement to advance to the second phase.

**5.3. Evaluation criteria for the second phase of the WAF selection**

Each finalist must present a **project dossier** containing the following elements:

**Detailed proposal of the final project** (define character count).

1. Concept and objectives of the project
2. Methodology and creation process
3. Materials and techniques to be used
4. Connection of the project with the themes explored in WAF (identity, feminism, innovation and sustainability)

**Execution plan and timeline**

1. Development stages of the project
2. Key dates and deadlines for each phase of the work

**Detailed budget**

1. Distribution of the direct financial grant amount (€5,000)
2. Production needs and anticipated expenses

**Visual presentation of the project** (*up to 10 images or explanatory diagrams*)

1. Sketches, visual references, moodboard and other graphic representations that can help the jury understand the concept and feasibility of the project

**Descriptive report and connection to the applicant's artistic practice**

1. Reflection on how the project interacts with the applicant's artistic journey
2. Expectations of how receiving the WAF grant would impact their career

**Presentation video (optional, up to 3 minutes)**

1. Brief explanation of the proposal, artistic approach and motivation for the project

The jury, composed of a representative from each of the three promoting entities, namely Catarina Tomaz, Filipa Belo and Astrid Sauer, together with the mentor Joana Vasconcelos, will select one winning artist who will receive the WAF 2025 grant. No appeals are permitted.

**5.4. Criteria and selection of the winner**

Only the finalists who complete the masterclasses will be eligible to submit a final project for evaluation.  
  
 **a. Artistic quality and originality of the project** (25%)

* Creative development and depth of the artist's personal language.
* Aesthetic and conceptual innovation within the field of visual arts.

**b. Potential for exhibition and audience engagement** (25%)

* Proposal for the public presentation of the submitted project.
* Strategies for activating the viewer’s experience.

**c. Impact of the project on the artist’s career and on the cultural sector** (20%)

* Potential of the work to transform the artist’s trajectory and generate new opportunities.
* Ability of the project to establish connections with the artistic and cultural community.

**d. Coherence and feasibility of the proposal** (20%)

* Detailed and well-founded structure of the presented concept.
* Realistic planning considering the deadlines and resources provided.

**e. Sustainability and innovation in materials and processes** (10%)

* Responsible and ethical use of materials and techniques.
* Exploration of new approaches within artistic production.

The jury's decision is final and irrevocable, and no appeals are permitted.

**6. BENEFITS OF THE GRANT AND PAYMENTS**

The winning artist will receive:

* **Funding in the amount of €27,000**, distributed as follows:

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| --- | --- |
| **Budget Line** | **Amount in €** |
| **Direct financial grant** | 5,000 |
| **Mentorship and training** | 7,500 |
| **Communication package** | 7,500 |
| **Final exhibition** | 7,000 |
| **Total** | **27,000** |

The grant will be paid in three phases, via bank transfer, 30 days after the submission of an invoice or green receipt, according to the progression of the project.

1. **First instalment – 40% of the direct financial grant (€2,000)**  
   to be paid after the signing of the contract and formalisation of the selected artist's participation.
2. **Second instalment – 40% of the direct financial grant (€2,000)**  
   to be paid after the submission of a progress report and completion of the mandatory mentorship sessions.
3. **Third instalment – 20% of the direct financial grant (€1,000)**  
   to be paid after the submission of the final project and participation in the official WAF exhibition.

The invoices or green receipts must include the following description: "WAF 2025 Grant + corresponding instalment."

The winning artist must comply with all legal and tax obligations related to the receipt of the grant under this initiative.

The amounts related to mentorship and training, communication and the final exhibition are managed directly by the promoting entities, ensuring that the selected artist has access to appropriate infrastructure, resources and visibility throughout the process.

* Specialised support and mentorship throughout the execution of the project.
* Exhibition space for the presentation.
* Support in communication and project promotion through official and partner channels.
* Access to networking opportunities.

**7. COMMITMENTS OF THE FINALISTS AND OF THE WINNING ARTIST**

**7.1. Of the 10 finalists**

Mandatory participation in all masterclasses.

Availability for interviews.

**7.2. Of the winning artist**

* Adherence to the established timeline for the completion of the project.
* Active participation in mentorship and training.
* Provision of communication materials for the promotion of the grant and the final exhibition.

If the commitments are not fulfilled, the promoting entities may, at their discretion, re-evaluate the granting of the scholarship.

**8. CONDITIONS FOR DISQUALIFICATION**

**8.1. During the application phase**

* Failure to meet eligibility requirements, including gender identity, minimum age or residence in Portugal.
* Incomplete or incorrect submission of required documentation, including portfolio, application form, letter of motivation, curriculum vitae and artistic biography.
* Submission of applications after the stipulated deadline.
* Plagiarism or improper use of third-party copyright or other intellectual property rights.
* Violation of the provisions in clause 9 below (Impediments to participation).

**8.2. During the masterclass phase**

* Failure to fully participate in the mandatory masterclasses shall prevent progression to the final phase.
* Withdrawal of the artist without justification accepted by the promoting entities.

**8.3. During the development phase of the selected project**

* Failure to comply with the timeline and obligations established in the grant plan.
* Misuse of the allocated funds, including any expenses that are not aligned with the project’s objectives.
* Failure to submit the mandatory progress reports or the final project for exhibition.
* Failure to participate in communication and exhibition activities promoted by the promoting entities.

**8.4. At any phase**

The promoting entities shall exclude and report any participants who engage in illegal activities, including messages or images that incite xenophobia, racism or any other form of discrimination or prejudice of any kind, as well as those who create or circulate, by any means, messages or images of an offensive, violent or sexual nature.

Participants will also be excluded from participation in this initiative, without prior notice, if they use false, altered, inaccurate or incomplete registration data, or if there is evidence or suspicion of infringement of copyright or other intellectual property rights of third parties.

**8.5. Final decisions**

WAF reserves the right to review each case individually and decide on the exclusion of the application or the termination of financial support, ensuring that the decision is well-founded and formally communicated to the candidate in question.

**9. IMPEDIMENTS TO PARTICIPATION**

The following individuals will not be eligible to participate in this initiative:

* Employees, representatives, collaborators or assistants of any company within the Via Outlets Group, or of the other promoting entities;
* Employees, representatives, collaborators or assistants of any other companies, promotion agencies or advertising agencies that are directly or indirectly involved in the realisation or execution of this initiative;
* Direct family members (i.e. parents, siblings or children) of the individuals mentioned in the previous clauses;
* Spouses of the individuals mentioned in the previous clauses.

Any non-compliance with the conditions set out in these Rules of Procedure may result in the exclusion of the participant and the refusal of the grant by the promoting entities.

**10. COPYRIGHT**

**10.1** The competitors retain ownership of the moral rights to their proposals.

**10.2** The authors of the finalist proposals and the winner retain their copyright, including property rights.

**10.3** While respecting the corresponding moral copyright, WAF may use the images contained in the finalist proposals, as well as other elements collected as part of this initiative, for reproduction, dissemination, promotion, editing, publication, museological or other purposes, in any format or medium, always mentioning the authors in order to ensure the authorship of each project.

**10.4** The participants provide a guarantee to WAF that they are the creators of the works submitted to the competition and that these do not infringe any third-party copyright.

**10.5** The authors undertake to WAF to pay any pecuniary compensation and/or indemnity that may be awarded, judicially or extrajudicially, to third parties for infringement of the copyright arising from the work submitted to the competition or any other rights that these third parties claim.

**10.6** The authors also undertake to indemnify WAF for any losses and damages resulting from the infringement of third-party copyright arising from the work submitted to the competition, including compensation for any costs incurred by WAF for any alterations to the work submitted to the scholarship that may result from such infringement.

**11. PERSONAL DATA PROTECTION**

**11.1** Candidates must ensure that all the information they provide is true and valid, and guarantee full compliance with all applicable legal provisions, including, but not limited to, those relating to the collection and processing of their personal data.

**11.2** Individuals applying for the WAF - Women in Art Fellowship acknowledge that the processing of their personal data by the promoting entities, as data controllers, is based on the execution of pre-contractual measures at their request, with a view to the potential conclusion of a contract, as stipulated in Article 14, paragraph 1 of the Copyright and Related Rights Law. They also acknowledge having received the necessary information from the promoting entities in compliance with Article 13 of the General Data Protection Regulation (Regulation (EU) 2016/679 of 27 April 2016).

**11.3** The promoting entities ensure the security and confidentiality of the personal data provided within the scope of this grant and will proceed with the payment of the amount allocated to the winner immediately after the date of the decision.

**12. GENERAL CONDITIONS**

**12.1** Participation in the grant implies the full acceptance of the terms set out in these Rules of Procedure by the participants.

**12.2** The violation by participants of any of the items set out in these Rules of Procedure, as well as the omission or inaccuracy of the information provided within the scope of their participation, will automatically result in the cancellation of any funds that may have been awarded to them.

**12.3** WAF reserves the right to terminate the grant or alter its conditions at any time if any illegal or fraudulent activity occurs, or if any factor affects the clear understanding and/or proper functioning of the grant. Any decision by WAF in this regard will be immediately communicated inwww.freeportfashionoutlet.pt and www.viladocondefashionoutlet.pt

**12.4** WAF reserves the right to alter, suspend or cancel this grant for operational reasons or in the event of force majeure without granting participants any right to compensation or indemnification.

**12.5** WAF cannot be held responsible for any interruption of the grant due to technical issues or problems beyond its control. In the event of an interruption of the initiative due to any of these reasons, the promoting entities will make every effort to continue the initiative or conclude it in a fair manner for all participants.

**12.6** WAF will not be responsible for the inability to contact participants due to incorrect data provided, nor for lost, late, incomplete, invalid, misdirected, corrupted, unreceived, unrecognised or incorrectly received entries, which will not be considered for participation in this initiative.

**12.7** WAF cannot be held responsible for incomplete electronic transmissions or those that have experienced failures, as well as for any technical failures of any kind, including but not limited to malfunctions of any network, hardware or software, unavailability of the internet service or the website related to this initiative.

**12.8** These Rules of Procedure may be altered without prior notice for reasons related to the evolution and logistics of the grant. The new conditions will be applicable from the moment of their publication in www.freeportfashionoutlet.pt and www.viladocondefashionoutlet.pt.

**I.** Any omissions in these Rules of Procedurewill be resolved by WAF, and no appeal may be made regarding this decision.