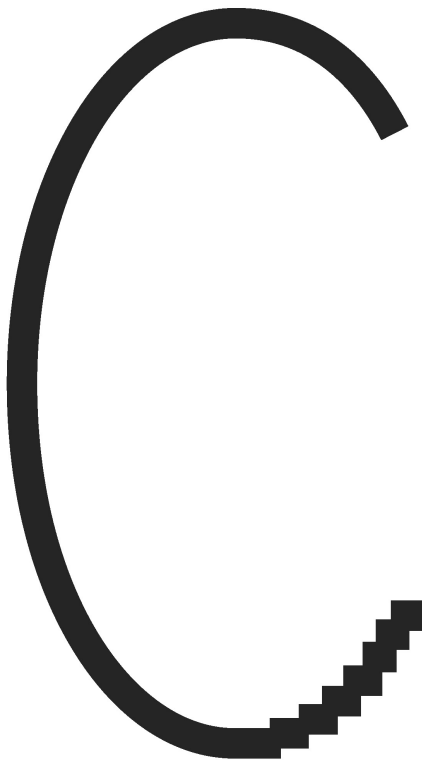


Explanatory Notes to the Spatial Design Action project canvas



**creative industries
fund NL**

**design
architecture
digital culture**

p.o. box 29066
3001 gb rotterdam

groothandelsgebouw
entrance c, 5th floor
weena 723, rotterdam

+31 (0)10 436 16 00
info@stimuleringsfonds.nl
www.stimuleringsfonds.nl

For preparing a canvas application within the Spatial Design Action Programme (ARO), the project canvas is used. This enables the advisory committee to quickly form an impression of the application. The project canvas can also provide a solid foundation when writing the complete project application and helps parties to formulate the project's challenges sharply in advance and ask the right questions.

Below follows a brief explanation per canvas component:

research question

Approximately 3,500 characters including spaces / 600 words

The problem analysis and the resulting research question are assessed in relation to the theme of the open call. It is important that the application gives confidence in an elaboration of the research question towards a complete project application.

positioning

Approximately 5,000 characters including spaces / 850 words

The committee assesses how the application, and thus the formulated research question, is positioned with respect to existing knowledge and discussion within (and outside) the field of expertise, and how that positioning is translated into an approach. Reciprocity and multiplicity are important aspects. How do you relate as a team and designer to the challenge and context, and how do you position yourself within this? What responsibility do you take in the challenge and how do you make yourself part of the story? This requires reflection. Are surprising and relevant questions being asked or new perspectives highlighted? Does the proposal question conventional ways of thinking and working or does it build upon them? Based on this, the committee determines whether the application gives confidence that with the complete project application it can make a relevant contribution to the theme of the open call.

collaboration

Approximately 2,000 characters including spaces / 350 words

The committee assesses whether the application in terms of the intended collaborative partnerships and the proposed forms of collaboration gives confidence that with the complete project application it can make a relevant contribution to the approach to the issue. This requires introspection: what is my own role and expertise and whom do I involve to strengthen the project?