

# Perspectives

## Pitch Guidelines

The MAP Academy's *Perspectives* is a digital publication on art, art history, and visual culture in South Asia. We seek to present original and nuanced observations and analyses based on research and reportage. *Perspectives* provides readers an entry point to explore South Asia's art and cultural histories more critically, evaluating existing assumptions, biases, power dynamics, and contexts. We commission thoughtful, unique, and interdisciplinary editorial pieces in three main formats:

**Features (~2,000 words):** Longform essays with a central argument or idea that is based on rigorous research. Features should prioritise considered interpretations and original angles supported by vetted sources, visual analysis, and sometimes, reportage. They should ask big questions bolstered by clear evidence; they may have a contemporary hook, but may equally explore historical subjects, especially previously understudied sub-histories and genres, forgotten artworks and processes, or fresh perspectives on existing art.

**Interviews (~1,600 words):** Longform conversations with art experts and practitioners — from artists, designers, and curators to archivists, art scholars, and art historians — that focus on their work, ideas, and practice. Interviews can span the length of the subject's career, or focus on a specific dimension of their work. The questions must respond to the answers, and should not be overly pre-determined, formulaic, or rigid.

**Dispatches (~600 words):** Brief commentaries and meditations on visual culture with a singular subject that make an engaged *and* engaging case for why they merit a closer look. This includes, but is not limited to, writing on new artists, exhibitions, fairs, and interesting topical takes, but also unique perspectives on established art and art practices, built forms, books, sentences, works, places, and so on.

## How to Pitch

You can pitch us over email with the subject line "PITCH: [Story Title]," a 200-word brief, and a projected word count. Your brief should address the 'what' and 'why' of your story, with examples and an explanation for why you should write this piece or conduct this interview. Please also mention visual elements (photographs, artwork, digitised ephemera) that can be used to illustrate your story, and provide a few links to your past work.

All accepted contributors are paid. The fees for published stories will depend on the level of research, complexity of the subject matter, and story length — ranging from INR 5,000 to INR 20,000. Please note that while we read every pitch we receive, we are unable to respond to each one.