



# ALTERNATIVE EXPOSURE

ROUND V, 2011

**Southern Exposure's Grant Program**  
Deadline to Apply: September 14, 2011

**Southern Exposure's *Alternative Exposure*** grant program seeks to fuel the energy of the Bay Area visual arts community by supporting the vibrant artistic activity that occurs on the ground level – the collective, collaborative communities artists have formed for decades. Alternative Exposure grants provide direct support to projects and provide frameworks of support for artists to create and continue their work.

Alternative Exposure provides monetary awards to artists or groups of artists making and presenting work in a committed but informal way. It gives grants of up to \$3,500 to support the work of unincorporated groups, burgeoning art venues and gathering spaces, publications, collectives, and events. Projects can include an exhibition or exhibition series, a public art project, a one time event or performance, the ongoing work of a venue or collective, the publication of writing directly related to the visual arts, an online project or publication, an artist residency, a series of screenings, and more. It seeks to support the public presentation of new work with the resulting project activities accessible and presented to the public. As the most vital, independent hub for the visual arts in San Francisco, Southern Exposure seeks to support the Bay Area visual arts community and artists' work in a direct and accessible way.

## **A Brief History of *Alternative Exposure***

Southern Exposure's Alternative Exposure grant program was launched in 2007 in partnership with the Andy Warhol Foundation for the Visual Arts in response to the desire to support the independent, under-the-radar work of artists and small groups that is a defining feature of the San Francisco Bay Area art community. Now entering its fifth year, SoEx has awarded \$220,000 in direct funds to 69 Bay Area projects through the first four rounds of Alternative Exposure. Southern Exposure is committed to continuing to serve as a resource for the independent visual arts community through Alternative Exposure and our other programs.

To learn more about the many projects funded by Alternative Exposure visit [www.soex.org/alternativeexposure](http://www.soex.org/alternativeexposure).

### **A National Network**

Since developing Alternative Exposure with SoEx, The Andy Warhol Foundation has invested in the creation of a growing national network of regional re-granting programs – supporting The Idea Fund ([www.theideafund.org](http://www.theideafund.org)) in Houston, Texas; the Propeller Fund ([www.thepropellerfund.org](http://www.thepropellerfund.org)) in Chicago, Illinois; and Rocket Grants ([www.charlottestreet.org/opportunities/rocket-grants/](http://www.charlottestreet.org/opportunities/rocket-grants/)) in Kansas City, Missouri. The Foundation aims to support the independent creative activity of artists by partnering with leading artist-centered, visual arts organizations across the country. Groups like Southern Exposure allow them to reach the sizeable population of informal, non-incorporated artist collectives and projects. To find out more about the network of regional re-granting programs beyond the Bay Area visit [www.warholfoundation.org/grant/regranting.html](http://www.warholfoundation.org/grant/regranting.html).

# Guidelines

## BASIC INFORMATION

Alternative Exposure grants provide direct support to visual arts projects that provide frameworks of support for artists to create and continue their work. The program seeks to support on-the-ground, self-organized, independent arts activities. Alternative Exposure is focused on supporting projects that present the work of more than one artist. Both individuals and groups are eligible to apply. If applying as a group, the artistic group can be long-standing or created specifically for this project.

## GRANT AMOUNTS

- Alternative Exposure will support projects at levels ranging from \$500 to \$3,000.
- Grantees will receive an additional award of up to \$500 to seed a future project upon successful completion of the project and submission of the final report.

## WHAT DO WE MEAN BY "VISUAL ARTS"?

Alternative Exposure supports visual arts and projects strongly related to the visual arts. The work of media and performing arts are eligible when the visual arts are a central and essential element of the finished work. Southern Exposure is committed to new, diverse and risk-taking forms of visual art and helping to define new practices. If you have questions about whether your project is eligible please attend one of the information sessions.

## WHO SHOULD BE THE LEAD APPLICANT?

If your project has more than one organizer or you are applying as a collective, please choose one person to serve as the lead applicant. The lead applicant will be the primary contact for the project during the application and granting process. You can choose to list up to six additional collaborators on the application. The collaborators you list should be people who share organizing responsibilities on the project. Artists who are supported through your project, but do not have organizing responsibilities, do not need to be listed in the collaborators section.

## ELIGIBILITY

- The lead applicant to Alternative Exposure must live in San Francisco or Alameda counties. For groups, additional collaborators may live outside San Francisco or Alameda counties but the majority of collaborators in the group must live in eligible counties.
- The resulting project activities must be accessible and presented to the public and in the San Francisco Bay Area.
- 501c3 non-profit organizations are NOT eligible to apply.
- Projects may not be part of the primary programming of an established 501c3 non-profit arts organization.
- Projects should not begin before November 1, 2011.
- Projects must be completed by June 30, 2013.
- Applicants that have received Alternative Exposure grants are NOT eligible to apply again as lead applicants in Round V. Past Alternative Exposure grantees may participate in an application as collaborators only for a different project that has not yet received funding.
- Applicants may be a lead organizer on more than one application, however only one project can be selected for funding.

## WHAT ALTERNATIVE EXPOSURE DOES NOT SUPPORT

- Work that is not "visual arts" (see the above description for "visual arts").
- An individual artist seeking support to make their own work.
- Individual artists whose work includes groups of people in its creation, but the finished work is solely the artists, not the collaborators.

## REVIEW PROCESS AND SELECTION CRITERIA

Southern Exposure's review process will take approximately six weeks. All proposals are evaluated based on criteria including:

- The artistic and creative strength of the proposed project
- The potential for the proposed project to create a framework of support for other artists to create and continue their work
- The overall vision of the applicant(s)
- The capacity of the applicant(s) to realize the project
- The accessibility of the resulting project to the public
- The project's demonstration of community support and commitment to serving a local constituency

Proposals will be reviewed by a panel of three jurors made up of artists and arts professionals currently working in the visual arts field. This panel will work with Southern Exposure staff and will make recommendations to Southern Exposure.

## APPLICATION DEADLINE

Materials must be received at Southern Exposure's office by 6:00pm on Wednesday, September 14, 2011 (this is not a postmark date). Hand deliveries will be accepted.

## NOTIFICATION

Applicants will be notified no later than Friday, October 28, 2011. Selected applicants will be posted on the SoEx website by 5:00pm that day. Please do not call Southern Exposure before this date.

## HOW TO APPLY

Please follow the instructions in the Application section and mail or deliver your completed application to:

Attn: Alternative Exposure  
Southern Exposure  
3030 20th Street  
San Francisco, CA 94110

We DO NOT accept electronic submissions. Proposals must be received at Southern Exposure's office by 6:00pm on Wednesday, September 14, 2011 (this is not a postmark date). Hand deliveries will be accepted.

Southern Exposure is accessible via public transportation and is located less than a mile from both the 16th Street and 24th Street BART stations, as well as within several blocks from the 9, 14, 12, 22, 27, 33, 48 and 49, MUNI bus lines.

## INFORMATION SESSIONS

Southern Exposure will host three information sessions to provide more detailed information on the application process, questions of eligibility, appropriate uses of the grant funds, and to answer any other questions.

### Information Sessions Times and Locations:

Monday, August 1, 2011, 6:00 PM - 7:30 pm  
Southern Exposure, 3030 20th Street, San Francisco, CA 94110

Wednesday, August 24, 2011, 6:00 PM - 7:30 pm  
Royal Nonesuch Gallery, 4231 Telegraph Avenue, Oakland, CA 94608  
[www.royalnonessuchgallery.com](http://www.royalnonessuchgallery.com)

Wednesday, September 7, 2011, 6:00 PM - 7:30 pm  
Southern Exposure, 3030 20th Street, San Francisco, CA 94110

Sign up to attend at [alternativeexposure@soex.org](mailto:alternativeexposure@soex.org) or call 415.863.2141. RSVP's are optional.

*Note: Attendance at an information session is NOT required to apply for the Alternative Exposure grant. The information sessions are optional and FREE to all who attend.*

## INQUIRIES

If you have questions regarding eligible projects or the application process, please attend an information session. Otherwise, please submit your question in writing by email to [alternativeexposure@soex.org](mailto:alternativeexposure@soex.org) and we will do our best to answer your questions.

# Application

## 1. COVER PAGE

Please use the downloadable Cover Page Form provided at [www.soex.org/alternativeexposure](http://www.soex.org/alternativeexposure). A hard copy of this form is also available at Southern Exposure.

## 2. PROJECT DESCRIPTION

In one page or less, describe your project. This one page should include both a summary and a full description that addresses the points below.

- A) Project Summary: Summarize your project in no more than one short paragraph.
- B) Full Project Description:
- Describe what form your project will take (e.g. exhibition, public art project, event, performance, publication, website, etc).
  - Explain the location of your project. (your project must take place at a venue other than Southern Exposure.) If you have not secured a venue, or your project does not require a venue, please explain. If your project is a print or internet-based publication, please talk about your plans for distribution.
  - Motivations for the work and concepts behind the project.
  - Anticipated impact in local community and plans to support local artists.
  - A brief description of your project timeline that includes milestone dates relevant to your project.

## 3. VISUAL SUPPORT MATERIALS

Submit up to TWO forms of support material:

- Up to 15 digital images – formatted as JPEG files submitted on CD or Flash Drive (may not exceed 800 x 600 pixels, 180 dpi). Each image file should be labeled or saved with your name and a number that corresponds to an annotated image list (see below). For example, the first jpg submitted by applicant Jane Smith should be labeled Smith\_Jane\_01.jpg. We DO NOT accept slides or URLs for images hosted online.
  - One DVD with up to three works or three excerpts of works. We will view up to FIVE minutes of work total. Please indicate on the DVD when the jury should start watching.
  - Print materials including brochures, publications, books, etc.
  - Web based projects as support material, please submit a list of URL's (up to 3 URL's).
- \* Do not submit original artwork.

## 4. ANNOTATED LIST OF VISUAL SUPPORT MATERIALS

Submit a list that corresponds with each item in your visual support materials. Indicate artist name or organizer's name, title, year, medium, and brief description of each image (digital image, video, publication, website, etc.). \* Sample available at: [www.soex.org/alternativeexposure](http://www.soex.org/alternativeexposure)

## 5. BUDGET

Fill out the downloadable budget form with a project budget that estimates all of your anticipated expenses and income. Download the Budget Form at [www.soex.org/alternativeexposure](http://www.soex.org/alternativeexposure). A hard copy of this form is also available at Southern Exposure.

## 6. BIOGRAPHY

Please provide a short narrative biography about yourself, your group, collective or organization. Please also submit short biographies (one paragraph each) for all key participants or collaborators in your group. \* Do NOT submit resumes

## 7. SASE-Self-Addressed Stamped Envelope (optional)

To have your proposal materials returned please include a self-addressed stamped envelope (SASE) with your application that contains the correct amount of postage. Proposals without a SASE will be discarded after 2 months if not retrieved by the applicant.

### Mail/Deliver applications to:

Attn: Alternative Exposure  
Southern Exposure  
3030 20<sup>th</sup> Street  
San Francisco, CA 94110

S O U T H E R N  
E X P O S U R E

3030 20<sup>th</sup> Street  
San Francisco, CA  
94110

t 415 863 2141  
f 415 863 1841  
e [alternativeexposure@soex.org](mailto:alternativeexposure@soex.org)  
w [www.soex.org](http://www.soex.org)  
w [www.soex.org/alternativeexposure](http://www.soex.org/alternativeexposure)

**Generous lead support for Alternative Exposure is provided by the Andy Warhol Foundation for the Visual Arts. Additional support is provided by Grants for the Arts/San Francisco Hotel Tax Fund.**

Southern Exposure is a non-profit, visual arts organization dedicated to presenting diverse, contemporary art, arts education, and related programs in an accessible environment. Established in 1974, SoEx supports artists and youth — whether they are teaching, exhibiting, curating, or learning — in developing and presenting new work and ideas. SoEx evolves in response to the needs of artists and the community, engaging the public in the artists' work. Activities range from the commissioning and presentation of local, regional, and international visual artists' work through exhibitions, public art projects, arts education programs, grants, residencies, lectures, discussions, performances, and workshops.

### Coverpage

Submit this cover page with your application. You can fill it out digitally before printing (using Adobe Acrobat or Preview) or handwrite the information.

#### CONTACT INFORMATION

NAME OF LEAD APPLICANT

---

NAME OF GROUP/COLLECTIVE (OPTIONAL)

---

LEAD APPLICANTS CONTACT INFORMATION:  
STREET ADDRESS

---

CITY/STATE/ZIP CODE

---

PHONE/ ALTERNATE PHONE NUMBER

---

EMAIL

---

WEBSITE (OPTIONAL) •

---

AMOUNT YOU ARE REQUESTING (DO NOT INCLUDE THE \$500 SEED FUNDS IN THIS AMOUNT)

\$

---

HOW DID YOU HEAR ABOUT THIS OPPORTUNITY?

#### APPLICATION CHECKLIST

Please make sure that your application includes each of the following:

- Cover Page (use downloadable form)
- Project Description
- Support Materials
- Annotated Descriptive List of Support Materials
- Budget (use downloadable form)
- Biography of Group/Key Individuals
- SASE Self- Addressed Stamped Envelope (optional)

#### For groups/collectives: The names and contact information for up to six additional collaborators (optional)

1. NAME	
PHONE/ ALTERNATE PHONE NUMBER	EMAIL
2. NAME	
PHONE/ ALTERNATE PHONE NUMBER	EMAIL
3. NAME	
PHONE/ ALTERNATE PHONE NUMBER	EMAIL
4. NAME	
PHONE/ ALTERNATE PHONE NUMBER	EMAIL
5. NAME	
PHONE/ ALTERNATE PHONE NUMBER	EMAIL
6. NAME	
PHONE/ ALTERNATE PHONE NUMBER	EMAIL

