

# ALTERNATIVE EXPOSURE

ROUND III, 2009

Southern Exposure's Grant Program Deadline to Apply: November 6, 2009

**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 that contribute to their communities 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 one of San Francisco's oldest artist-run spaces, Southern Exposure seeks to support the energy of the Bay Area visual arts community and support artists' work in a direct and accessible way. The *Alternative Exposure* Grant program responds to the value that inclusion of the artist voice in developing creative activities is critical for the health of the arts community.

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

Southern Exposure's *Alternative Exposure* grant program was launched in 2007 in response to the vibrant, under-the-radar work we were seeing developed and supported by individuals and small groups working in the San Francisco Bay Area. Southern Exposure established *Alternative Exposure* with support from The Andy Warhol Foundation for the Visual Arts. In the first two rounds of the program Southern Exposure granted \$95,000 of direct financial support to 33 Bay Area visual arts groups and projects including:

**2008 Grant Recipients:** Black Boots Ink, Hamburger Eyes, Home is something I carry with me, Hot and Cold, Invisible Venue, News of Common Possibility, Plastic Antinomy Magazine, Practice + Practice, Project Bunch, Receiver Gallery, Right Window, Rowan Morrison Gallery, Teaching from Old Textbooks, The Garage Biennale, The Present Group, The Spare Room Project, Triple Base Gallery, and the Underground Art Crew.

**2007 Grant Recipients:** [2nd floor projects], 31 Rausch, 667 Shotwell, Bay Area Magazine for Meaningful Arts, Blankspace, Clarion Alley Mural Project (CAMP), Dirty Drawers, Ethsix, Fabricators, Fecal Face Dot Gom, Femina Potens, Neighborhood Sign Club, Shelters, Shotgun Review, and Stretcher.

To learn more about these groups and their projects go to [www.soex.org/alternativeexposure](http://www.soex.org/alternativeexposure)

## **Regional Regranting Beyond the Bay Area**

SoEx's *Alternative Exposure* Grant Program was a pilot program in a newly established national network of regional regranting programs supported by the Warhol Foundation. The Foundation aims to support vibrant, under-the-radar artistic activity by partnering with leading cultural institutions in communities across the country. By working with organizations like SoEx, it allows them to reach the sizeable population of informal, non-incorporated artist collectives and projects.

Houston was the second regional regranting program established through this program. Three Houston organizations including Aurora Picture Show, Diverse Works, and Project Row Houses, collaborated to create The Idea Fund, [www.theideafund.org](http://www.theideafund.org).

# Guidelines

## BASIC INFORMATION

*Alternative Exposure* grants provide direct support to visual arts projects that contribute to their communities and provide frameworks of support for artists to create and continue their work. The program seeks to support on-the-ground, self-organized, independent artistic activity. *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.

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

*Alternative Exposure* supports visual arts and related projects. The work of media and performing arts are eligible when the visual arts are a central 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. A guiding principal of the organization is to offer the opportunity to artists to work in formats and contexts that extend and challenge artists' creative development.

## WHO SHOULD APPLY FROM MY COLLECTIVE?

Please choose one person to serve as the lead applicant for the project. List up to five additional collaborators on the application with contact information and short biography for each one.

## GRANT AMOUNTS

- *Alternative Exposure* will support projects at levels ranging from \$500 to \$3,000.
- Grantees are also eligible for an additional award of up to \$500 to seed a future project upon successful completion of the project and evaluation/final report.

## 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 must be completed by June 30, 2011.
- Past *Alternative Exposure* grantees must wait two rounds before being eligible to apply again as lead applicants. For example, Round I Grantees will not be eligible to apply until 2010. Past grantees may participate in an application as collaborators only for a different project that has not yet received funding.

## WHAT ALTERNATIVE EXPOSURE DOES NOT SUPPORT

- Work that is not "visual arts" (see the above description for "visual arts").
- Individual artists seeking support to make solo 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 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 pm on Friday, November 6, 2009** (this is not a postmark date). Hand deliveries will be accepted. We do NOT accept electronic submissions.

## NOTIFICATION

Applicants will be notified by no later than **Monday, December 7, 2009** and SoEx will post selected applicants on our website by 5 pm that day. Please *do not* call Southern Exposure before this date.

## INQUIRIES

Southern Exposure will host one informational session to provide more detailed information on the application process to answer questions of eligibility, how to complete the application, effective uses of the grant funds, and to answer related questions.

## Information Session Time and Location:

**Wednesday, September 30, 2009**

**6:00 PM - 7:30 PM**

**Receiver**

1415 Valencia Street  
San Francisco, CA 94110  
[www.receivergallery.com](http://www.receivergallery.com)

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

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

If you have questions regarding eligible projects or the application process, please attend the Info 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.

## HOW TO SUBMIT YOUR PROPOSAL

Use the following application coverage or download a coverage from [www.soex.org](http://www.soex.org). Additional hard copies are also available at Southern Exposure and at other arts organizations and venues around the Bay Area. Please mail or deliver your completed proposal to: Alternative Exposure, Southern Exposure, 3030 20th Street, San Francisco, CA 94110. We do NOT accept electronic submissions.

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, 27, 33, 48 and 49, MUNI bus lines.

# Application

Your application must include each of the following items.

## 1. PROJECT DESCRIPTION

In *one page* or less, describe the project that you would like to develop, including:

- Project Summary: Summarize your project in no more than a short paragraph.
- Brief description of your project including:
  - Describe what form your project will take (i.e. 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 project timeline that includes milestone dates relevant to your project

## 2. VISUAL SUPPORT MATERIALS

Submit up to *TWO* forms of support material:

- Up to 15 digital images – formatted as JPEG files. (May not exceed 800 x 600 pixels, 180 dpi). Each image file should be labeled or saved with your name and a number that corresponded to an annotated image list (see below). *We are not accepting slides.*
- One DVD with up to three works or three excerpts of works. We will view up to FIVE minutes of work total.
- Print materials including brochures, publications, books, etc.
- For websites, please submit a list of URL's.

\* *Do not submit original artwork*

## 3. ANNOTED LIST OF VISUAL SUPPORT MATERIALS

Indicate artist name or organizer's name, title, year, medium, and brief description of each work (digital image, video, publication, website) to correspond with visual support materials.

\* *Sample available online*

## 4. BUDGET

Submit a brief project budget that estimates all anticipated costs. Please include projected expenses anticipated income (indicate if you have any applied for, or secured additional funds for this project and list the amounts) and the total project budget.

\* *Sample available online*

## 5. BIOGRAPHY

- Please submit a short biography (not to exceed one page) about yourself, your group, collective or organization.
- Submit short biographies (one short paragraph) for all key participants in your group.

\* *Do not submit resumes*

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

If you wish to have your materials returned please include a self-addressed stamped envelope (SASE) large enough to return submitted materials and containing the correct amount of postage.

**Materials without a SASE will not be returned and will be discarded after 2 months if the applicant has not contacted Southern Exposure.**

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# Application Coveragepage

## APPLICATION CHECKLIST

Your application must include each of the following:

- Application Cover Page and Checklist
- Project Description
- Support Materials
- Annotated Descriptive List of Support Materials
- Budget
- Biography of Group/Key Individuals
- SASE Self- Addressed Stamped Envelope (Optional)

## CONTACT INFORMATION

NAME OF LEAD APPLICANT

FOR COLLABORATIVES, NAME OF GROUP

PLEASE SUBMIT ONLY ONE ADDRESS FOR LEAD APPLICANT  
STREET ADDRESS

CITY/STATE/ZIP CODE

PHONE MOBILE PHONE

EMAIL WEBSITE

NAMES AND CONTACT INFORMATION FOR UP TO FIVE ADDITIONAL COLLABORATORS FOR COLLECTIVE GROUPS

1. FIRST NAME/LAST NAME

PHONE

E-MAIL

2. FIRST NAME/LAST NAME

PHONE

E-MAIL

3. FIRST NAME/LAST NAME

PHONE

E-MAIL

4. FIRST NAME/LAST NAME

PHONE

E-MAIL

5. FIRST NAME/LAST NAME

PHONE

E-MAIL

6. FIRST NAME/LAST NAME

PHONE

E-MAIL

HOW DID YOU HEAR ABOUT THIS OPPORTUNITY?