

FOR IMMEDIATE RELEASE

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*Design by Stevie Sokolouski*

## PROJECT ANNOUNCEMENT: Alternative Exposure Round 16 Applications Open

July 18, 2022

San Francisco, CA, July 18, 2022—Southern Exposure is thrilled to announce the opening of the 16th round of Alternative Exposure grants. Alternative Exposure helps Bay Area artists and arts workers find new ways to come together and to support each other in achieving their art project dreams. Since 2007, Alternative Exposure has distributed a total of more than one million dollars in direct funding for Bay Area artists and projects!

### What We Fund

Southern Exposure's Alternative Exposure grant program supports Bay Area artists working independently to present visual art programs that are accessible and open to the public. Awards of up to \$5,000 foster artist-led activities, providing seed funding to spark an idea or bring a project into the world.

Projects from any of the nine Bay Area counties will be selected by an impartial jury of national and local artists, curators, and arts workers. In recognition of the ongoing precarity that so many continue to face, funding priority will be given to projects that create compelling, experimental platforms while equitably distributing funding to those who need it most, with prioritization given to Black, Indigenous, and POC-led projects. Members of the SoEx staff, board of directors, and Curatorial Council are not eligible to apply as lead artist of a project.

Projects may be in person or virtual, and may include:

- Exhibitions
- Publications, zines, or print series
- Festivals or events that have a visual component
- Workshops or other public learning opportunities for visual artists
- New or ongoing projects
- Non-institutional spaces for art and artists
- Performances, dances, film screenings
- Web-based projects
- And so much more!

What We Don't Fund

- An individual artist's studio practice or exhibition
- A project or exhibition that is part of an established arts organization's programming
- Work that is not related to the field of visual arts
- Projects that are not accessible to the public

#### INTRODUCING THE JONATHAN BERNBAUM MEMORIAL AWARD

Southern Exposure is honored to present the first Alternative Exposure Award in memory of Jonathan Bernbaum. A multi-media and video artist, Bernbaum tragically died in the 2016 Oakland Ghost Ship Fire at the age of 34. The award will honor his work and his commitment to the Bay Area artistic community by supporting a project that focuses on performance or multi-media. The recipient will be chosen from the pool of Alternative Exposure applicants. Eligibility rules apply.

#### A Brief History of Alternative Exposure

Alternative Exposure was launched in 2007 in partnership with The Andy Warhol Foundation for the Visual Arts to recognize and support the movement of independently organized, public-facing, artist-centered activity that animates local and regional art scenes but that lies beyond the reach of traditional funding sources. Since then, The Andy Warhol Foundation has invested in the creation of a growing national network of 32 regional regranteeing programs, administered by nonprofit visual art centers across the United States that work in partnership with the Foundation to fund artists' experimental projects and collaborative undertakings.

To learn about the many projects funded by Alternative Exposure, visit [www.soex.org/alternative-exposure](http://www.soex.org/alternative-exposure).

APPLICATION DEADLINE

Monday, September 12, 2022  
11:59 PM PT  
APPLY ONLINE AT SOEX.ORG

FECHA LIMITE DE SOLICITUD  
LUNES, 12 de septiembre DE 2022  
11:59 p.m. Hora del Pacífico  
SOLICITE EN LÍNEA EN SOEX.ORG

#### HOW TO APPLY

The online application process opens on July 18, 2022. Visit [soex.org](https://soex.org) to begin your application. Applications are available to submit in English and Spanish.

#### NOTIFICATION

Applicants will be notified of their status in early November 2022.

#### INFORMATION SESSIONS

These free information sessions provide more details about the application process, questions of eligibility, appropriate uses of grant funds, and more. While attending an information session is encouraged, attendance is NOT required to apply for the Alternative Exposure grant.

Information Session #1  
Saturday, August 20, 2022  
3:00–4:30 PM  
Via Zoom  
RSVP at [soex.org](https://soex.org)  
With Live Spanish Translation

Information Session #2  
Saturday, September 10, 2022  
3:00–4:30 PM  
Via Zoom  
RSVP at [soex.org](https://soex.org)  
With Live Spanish Translation

#### PROJECT + EVENT INFORMATION

What: Alternative Exposure Grant  
When: APPLICATION DEADLINE, Monday, September 12, 2022  
Location: Application Link: <https://soex.submittable.com/submit>

#### LAND ACKNOWLEDGMENT

Southern Exposure respectfully acknowledges that we reside upon the ancestral, unceded, occupied lands of the Ramaytush Ohlone peoples. As an organization that has been based in the Mission district of San Francisco since 1974, we honor and recognize the Native people who have stewarded this land for thousands upon thousands of years and who continue to do so. We further acknowledge that we, as an organization, have benefited from the use and occupation of this stolen land. Given the ongoing, damaging injustices of colonization, Southern Exposure is committed to supporting our Bay Area community of diverse artists and Indigenous-led partnerships that extend Indigenous self-determination in San Francisco. We aspire to be good stewards of arts, culture, and generative conversations while always mindful of greater equity and justice.

This living statement represents an ongoing dialogue with the Association of Ramaytush Ohlone.

—end—

#### ABOUT SOUTHERN EXPOSURE

Southern Exposure (SoEx) is an artist-centered nonprofit organization committed to supporting visual artists. Through our extensive and innovative programming, SoEx strives to experiment, collaborate and further educate while providing an extraordinary resource center and forum for Bay Area and national artists in our Mission District space and off site, in the public realm.

An active presence in the Bay Area since 1974, SoEx is continually evolving in response to the needs of artists and the community while engaging the public in artists' work. Central to our mission is to remain the most accessible space for visual artists to produce and present new work, learn, and connect. SoEx provides visual artists with the tools and resources they need to experiment in an open and supportive environment. We also work to advocate to new, diverse audiences and build an ever-growing community of enthusiasts and supporters of the visual arts.

For more information and images, contact Emma Rosenbaum at (415) 863-2141 x102 or [emma@soex.org](mailto:emma@soex.org). Southern Exposure is located at 3030 20th Street (at Alabama), San Francisco, CA 94110. Office hours are Monday to Friday, 10:00AM to 6:00PM.

Website: <https://soex.org/>

Instagram: @southernexposuresf

Southern Exposure is generously supported by The Andy Warhol Foundation for the Visual Arts, California Humanities, the California Arts Council, the Creative Work Fund, The Fleishhacker Foundation, The Gelfand Family Foundation, the National Endowment for the Arts, The Nicholson Family Foundation, The pH Foundation, The Phyllis C. Wattis Foundation, San Francisco Grants for the Arts, San Francisco Arts Commission Cultural Equity Initiatives, The Violet World Foundation, the Walter & Elise Haas Fund, and The Zellerbach Family Foundation.