

Strategies for Funding Artistic Projects: An Artist's Perspective

Tibi Chelcea



BUSINESS *of* ART
C O N F E R E N C E
————— 2024 —————

Funding your (art)work

Sources of support:

- Project Grants
- Fellowships and Awards
- Support from Individual Donors
- Support from Government Agencies/Departments
- Support from Corporate entities
- Earned income/Self-subsidy

Grants

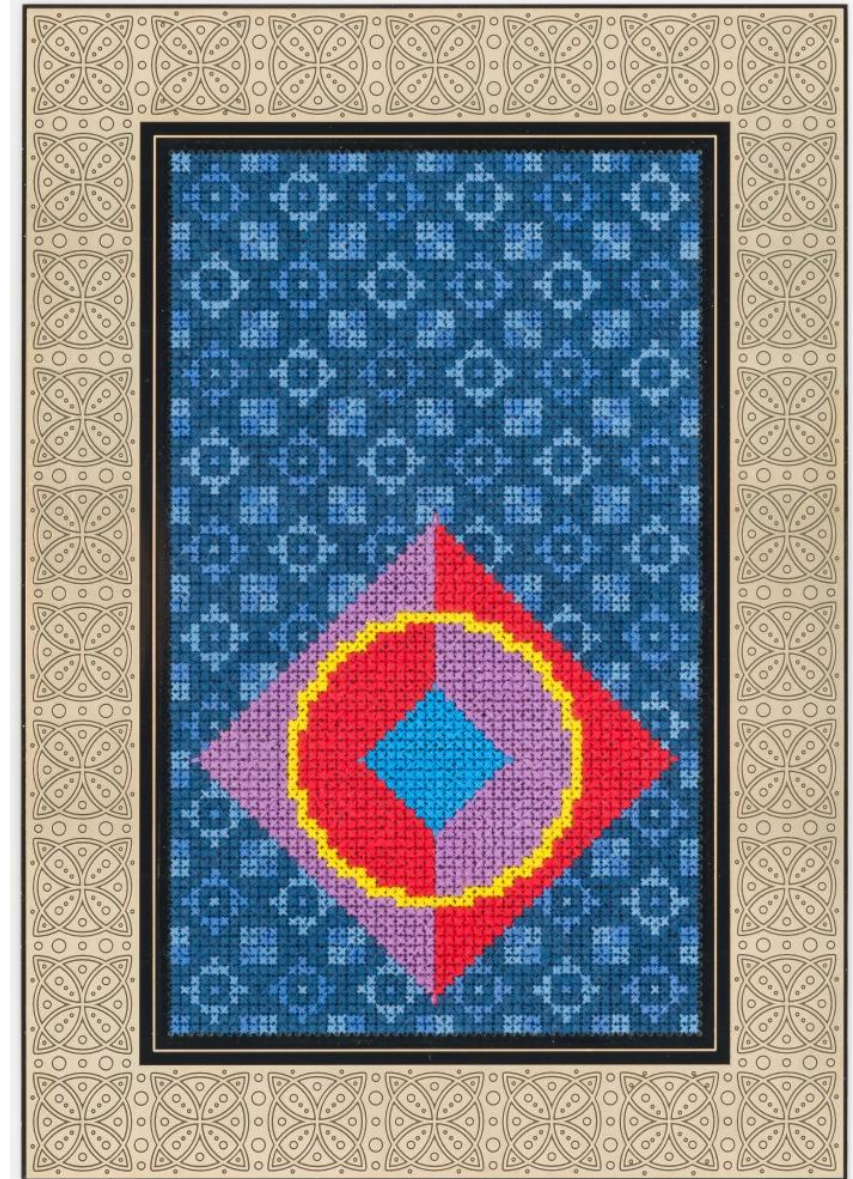
- May come from **governmental bodies, foundations, and even private companies**:
 - Nationally: National Endowment for the Arts
 - In Iowa, the Iowa Arts Council administers grants (later presentation)
 - Foundations (Creative Capital, Sustainable Arts Foundation)
 - Nonprofits: (Art + Technology at LACMA)
 - Companies (Google had grants for AI+Art)

Grants/Fellowships (General Notes)

- **Research the opportunity**
 - Some grants are open to any group, while others to target groups
 - E.g. Iowa Artist Fellowship: only to artists living in Iowa
 - Creative Capital grants: open to any artist living in the US
 - Elizabeth Greenshields Grant: open only to figurative artists
 - Sustainable Arts Foundation: only for artists with young kids
 - LACMA's Art+Technology: artists working with technology
- **Look at past recipients:**
 - Stage in the career
 - Themes/styles/ideas

Grants/Fellowships (General Notes)

- Application: **make it really good**
 - Make the materials the best they can be
 - Clear, professional, adequate images
 - No sculpture images for a painting competition
 - Writing: clear and direct
 - Budget: make sure it adds up
- **How?**
 - If possible, hire professional photographer
 - Have friends read through the application
 - Both artists and non-artists
 - Do your homework on budget items
 - Shows you have a plan on how to implement project



Grants/Fellowships (General Notes)

- Application: **think of the jury**
 - They may be reading hundreds of applications
 - Avoid writing too heavy on jargon
 - Make it clear and concise
 - Not too informal
 - Also show you're passionate about the project
 - Bad images tend to influence opinion of the rest
 - You want the **jury to be wowed** and to make it easy for them to be so
- My experience:
 - Tends to be clear who invested time in the application and who completed it at the last moment

Fellowships and Awards

- Work either by **nomination** or through an **application process**
- Offer support and recognition for one's whole work/career
 - Not for a specific project
 - Artist is free to use the award for a project, should they wish so
- For applications:
 - **Work samples** are extremely important
 - Good images of your work
 - Artist statement/bio
 - Be ready to **make the case for yourself**

Iowa Artist Fellowship (2020)

- Offered by the Iowa Arts Council, division of Iowa Arts & Culture
- \$10k, not project oriented
- Additional support:
 - Business of art classes with Creative Capital
 - Professional promotional videos
 - Promotion on their various platforms
 - Artist talk events around the state



Pollock-Krasner Foundation Grant (2018)

- Grants cover **living and work expenses** for a year
- Allows for more concentrated time in the studio
- Requires:
 - Cover letter
 - Resume
 - Images of current work
- Application process takes a **fairly long time** (8 months)
- Enabled me to purchase powerful computers for AI experiments



Project Grants

- Centered around an **art project**
- Funds can be used only towards that project
- Limited in time too:
 - Project must be implemented within a timeframe (usually a fiscal year)
 - Funds cannot be used towards funding ongoing events (e.g. annual festival)
- **Additional restrictions:**
 - Depends on the granting authority
 - For example:
 - Iowa Arts Council funds projects that take place in Iowa
 - Adobe Creative Cloud grants: use Adobe's online tools

Project Grants (Example)

- “Festival of Personal Geographies” (2019, Ames)
- Supported by:
 - Project grant from the Iowa Arts Council
 - Discover Ames Community Grant
- What:
 - Group exhibition
 - Workshops
 - Interactive activities

Festival of Personal Geographies



Festival of Personal Geographies (Application)

5. Proposal Summary* (1000 characters)

“Festival of Personal Geographies” is a project that explores how art can be used to create personalized maps. The festival includes an exhibition (to be scheduled at Design on Main Gallery in Ames, IA) and four workshops held in Ames, IA. These workshops will teach various ways of creating personal maps using computer programming, robotics, sound mapping, and walking. The requested funds will go towards organizing the exhibition and the workshops, and towards providing artist fees for the workshop leaders and exhibiting artists. The implementation goals are organizing the exhibition and successfully completing the workshops. Both the exhibition and the workshops will be free and open to the public. We desire to invigorate the arts in Iowa with a project that provides participants with novel ways of creating maps, and with new venues for creative involvement in their community and surroundings.

- What
- Where
- Budget usage
- Why

Festival of Personal Geographies (Application)

5. Project Description* (3000 characters)

“Festival of Personal Geographies” is a project that explores how art can be used to create personalized maps. The project includes an exhibition (to be scheduled at Design on Main Gallery in Ames, IA) and four workshops held in Ames, IA. These workshops will present various ways of creating personal maps using computer programming, robotics, sound mapping, and walking. Today, due to existing large online mapping platforms, it's easier than ever to view maps; however, these platforms are uniform, reflecting the choices of their software makers. The exhibitions and workshops of these festival propose an art-based alternative to this uniformity – a way to personalize maps and mapmaking (one of the oldest human activities) to make them more meaningful for participants.

As mentioned, one of my long running series of works is inspired both by mapping and by my background as an electronics engineer. The proposed project came from my seeking out and finding other artists that are interested in deeply personal ways of constructing maps; the festival also stems from my interest in learning new strategies for mapmaking, which can lead to new works in this long series of works.

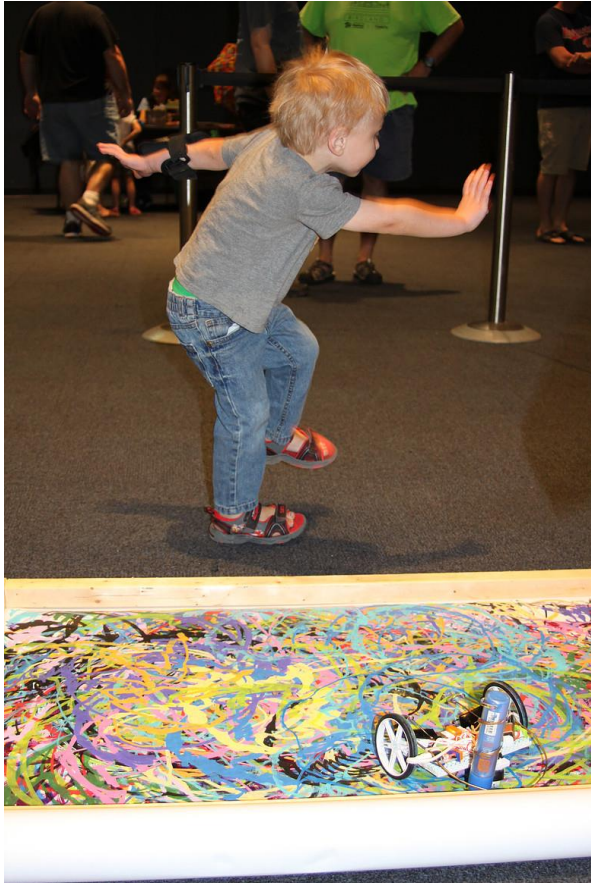
The project will be realized in Spring 2019. The exhibition includes 5 artists (Diana Behl, Mary Jones, Sage Dawson, Kristen Greteman, and myself), each of whom developed highly personal ways of creating maps which talk about the passage of time and examine places seen, overlooked, or imagined. The exhibition consists of 2D works incorporating printmaking, drawing, and collage. In particular, Behl will show maps documenting her artistic process, Jones will show works based on city maps and her solitary walks, Dawson will show maps based on abandoned houses, Greteman will show maps based on the history of land divisions in Iowa, and I will show maps derived from discarded circuit boards.

In addition, the festival contains 4 different workshops:

1. Workshop #1, taught by Mary Jones, a Des Moines artist, focuses on conducting participatory walks around the urban spaces of Ames, and using that experience to create art maps.
2. Workshop #2, taught by myself and held at Little Woods gallery, focuses on creating online personal maps using a mapping platform called Leaflet.js. As a goal, the students will learn how to create a map from their personal images.
3. Workshop #3, taught by Amanda Tate-Corso at Design on Main Gallery, introduces participants to her robotics project Manibus. This robotic device is acting in part as the artist's hand to render a painted work of art. The goal of the project is to create a large, participatory painting based on the movement of the workshop participants.
4. Workshop #4, taught by Alex Braidwood, design professor at Iowa State University, is organized as a tour documenting various city infrastructure features. The workshop urges participants to admire these unnoticed and ignored elements of urban spaces, to create new mental maps of the city.

- More details
 - Who?
 - Where?
 - Exhibition details
- Some reiteration, but more elaborate description

Festival of Personal Geographies (Supporting Images)



Exhibition: The Graphic Language of Maps

The exhibition that will be part of this festival is tentatively named "The Graphic Language of Maps". It includes five artists: Diana Behl, Tiberiu Chelcea, Sage Dawson, Kristen Greteman, and Mary Jones. These artists use mapping conventions to talk about the passage of time, and to examine the essence of places seen, overlooked, or imagined. All five artists combine historic and contemporary printmaking methods in unconventional ways in their works.

The graphic language of mapping, as used by these artists, is symbolically and visually rich. Their maps present themselves as puzzles to solve and provide means of finding one's way through complex information. These artists distill information data into patterns and textures that are engaging to the eye while creating new meanings; the viewers, by decoding the visual vocabulary of their maps, are delving into the imagination of the mapmaker.

Of the five artists, three are local, Iowa based artists, and the other two are from out-of-state. Mary Jones, who is going to present a workshop too, is based in Des Moines. Kristen Greteman is based in Ames and studies at Iowa State University. Tiberiu Chelcea is based in Ames, and will also present one of the workshops. Diana Behl is based in Brookings, SD; she currently serves as Assistant Professor in the School of Design at South Dakota State University. Sage Dawson is a Saint Louis, MO based artist, curator, and educator. She teaches at Washington University, and directs STNDRD—a gallery project that examines the power of flags as cultural objects.

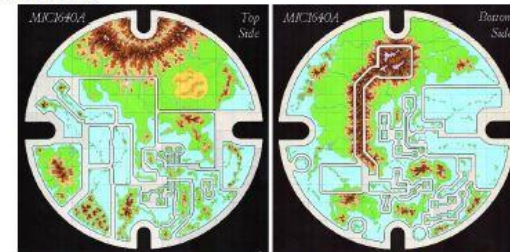
On this page you can find some images of the works that would be included in this exhibition.



Diana Behl "and branching"



Sage Dawson "Demo: Roof, Aerial View"



Tiberiu Chelcea "Map of the Curiously Shaped, Two-Sided, Flat World MIC1640"



Kristen Greteman "Glynn Village #7"



Mary Jones "The Map of Friends"

Festival of Personal Geographies (Budget)

5. Proposal Summary* (1000 characters)

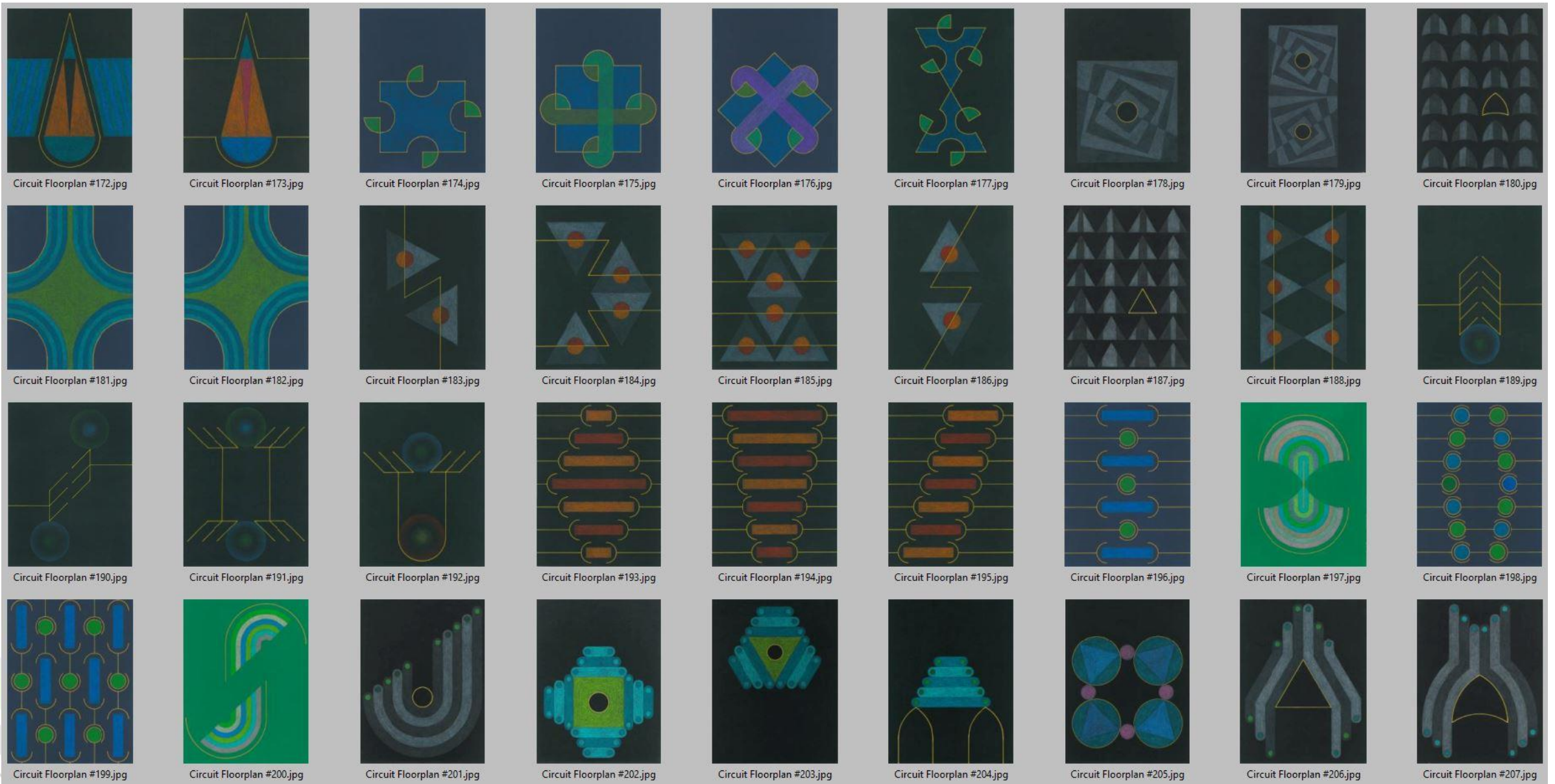
“Festival of Personal Geographies” is a project that explores how art can be used to create personalized maps. The festival includes an exhibition (to be scheduled at Design on Main Gallery in Ames, IA) and four workshops held in Ames, IA. These workshops will teach various ways of creating personal maps using computer programming, robotics, sound mapping, and walking. **The requested funds will go towards organizing the exhibition and the workshops, and towards providing artist fees for the workshop leaders and exhibiting artists.** The implementation goals are organizing the exhibition and successfully completing the workshops. Both the exhibition and the workshops will be free and open to the public. We desire to invigorate the arts in Iowa with a project that provides participants with novel ways of creating maps, and with new venues for creative involvement in their community and surroundings.

Exhibition & workshop artist fees	2100
Materials for Mary Jones' workshop	50
Materials for Amenda Tate's workshop	100
Materials for Alex Braidwood's workshop	200
Space rental for Tiberiu Chelcea's workshop	600
Van rental for Alex Braidwood's workshop	200
Exhibition Reception Refreshments	250
Workshops Refreshment	25
Posters and Postcards for the Exhibition	150
Posters and postcards for the Workshops	150
Travel expenses for out-of-town Artists	50
Artwork shipping for out-of-town Artists	150
Gallery attendant fees for workshops	100

Corporate sponsorship

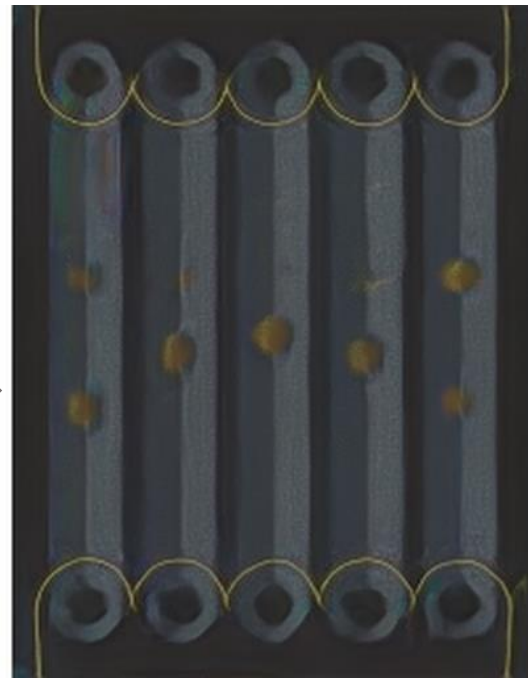
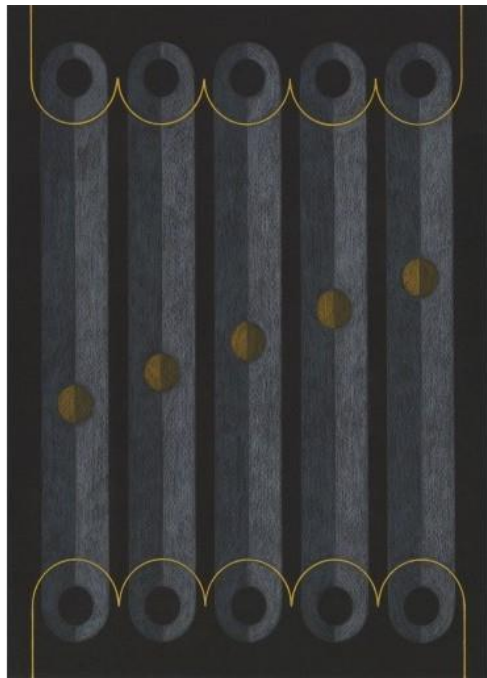
- Fairly **broad category**:
 - A theater play: local business can advertise in your playbill
 - An in-kind donation of materials (e.g. wood to build stand/stage)
- My experience:
 - Access to specialized hardware from Google for a project called “**AI Artistic Collaborator**”
 - Create an AI system that
 - Can learn from my drawings
 - Can create new drawings in my style
 - Can inspire me to create new drawings based on the generated ones

My Drawings: "Circuit Floorplan" series, inspired by electronic symbols 277 so far, each one: 13x10", ink and pencil on paper



Results

Trained AI model on my drawings
Used to generate new images



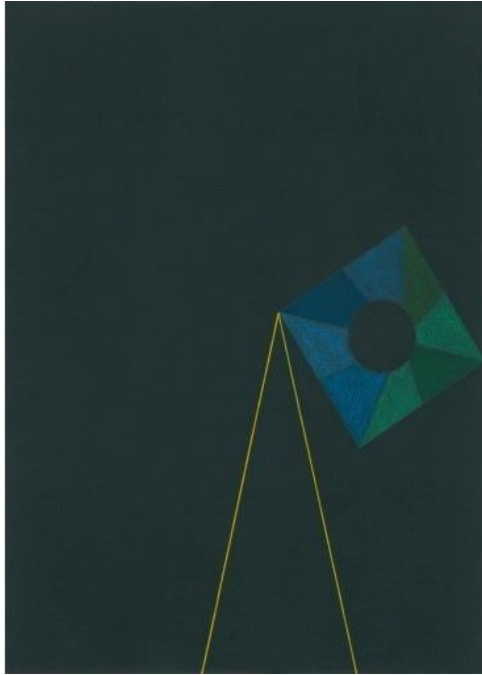
Original drawing

AI drawing

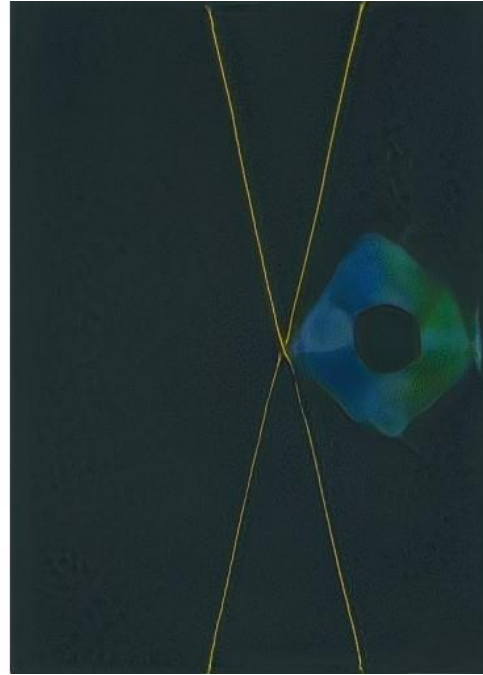
New drawing
*copying the AI
drawing*

New drawing
*inspired by the AI
drawing*

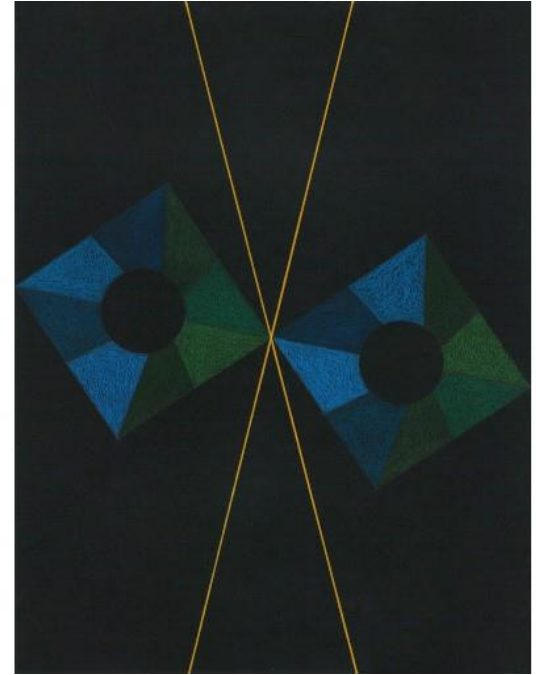
Results #2



Original drawing



AI "drawing"



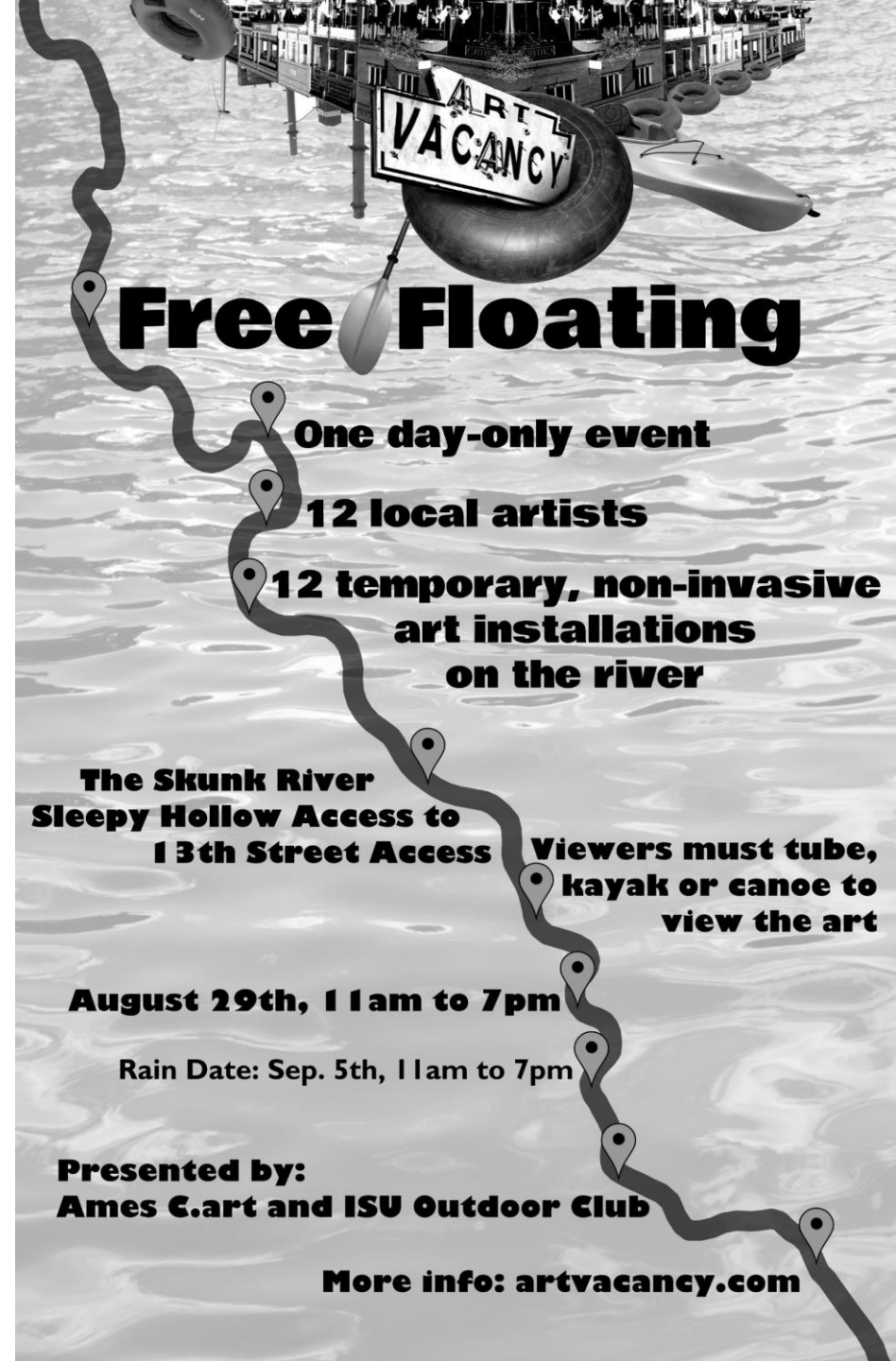
New drawing
*inspired by the AI
drawing*

Corporate sponsorship

- Google's **Tensor Processing Unit**
 - Speeds up AI computations
 - Introduced internally in 2015, made available externally in 2019
- Google had a program to give early access to TPU's for various AI projects
- Applied with my AI assistant idea
- Received **30 days free access to TPU machines**
 - Equivalent to \$3024 dollars for paid access

Corporate sponsorship #2

- “**Art Vacancy – Free Floating**” (2015)
- Organized by Lyndsay Nissen, Kristin Roach, and I
- Art **exhibition on the Skunk River**
- Accessible only by floating on the river
- **Free usage of floating equipment** from Jax Sporting Goods



Free Floating

One day-only event

12 local artists

12 temporary, non-invasive art installations on the river

**The Skunk River
Sleepy Hollow Access to
I 3th Street Access**

**Viewers must tube,
kayak or canoe to
view the art**

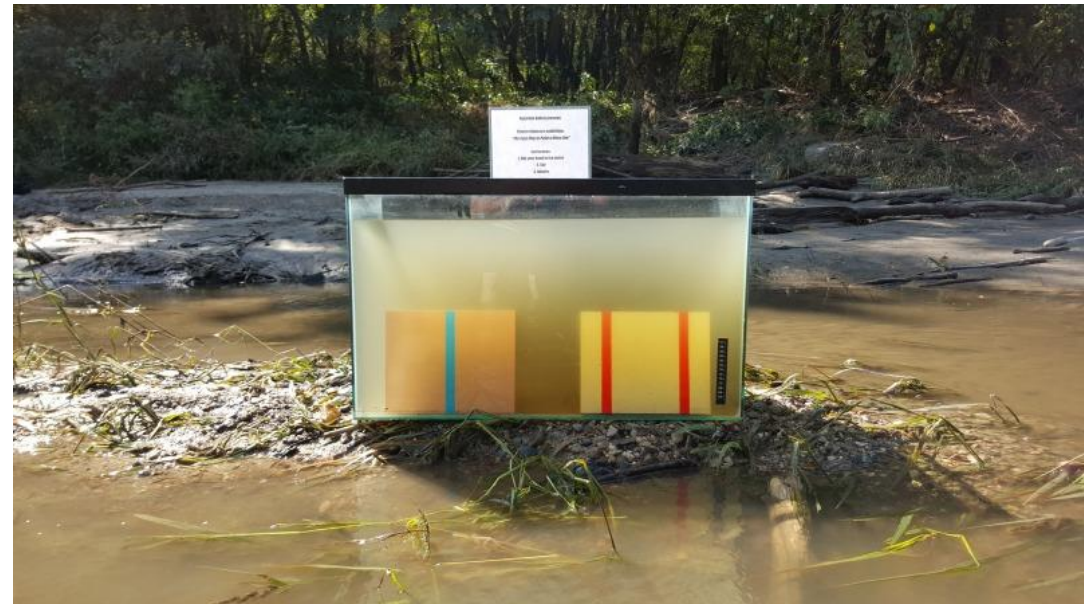
August 29th, 11am to 7pm

Rain Date: Sep. 5th, 11am to 7pm

**Presented by:
Ames C.art and ISU Outdoor Club**

More info: artvacancy.com

Corporate sponsorship #2



Online Fundraising


- Suited for individual projects:
 - Kickstarter, Indiegogo, USArtists, **Fractured Atlas**
- Suited for regular (e.g. monthly) donations
 - **Patreon, Fractured Atlas**

Fundraising


- Examples of fundraising come from Catherine Reinhart
 - <https://www.catherinereinhardt.com>
 - Her work centers on themes of domestic labor, connection and care

CATHERINE REINHART
studio artist


WORK ABOUT CV SHOP PRESS




SCULPTURE




FIBER



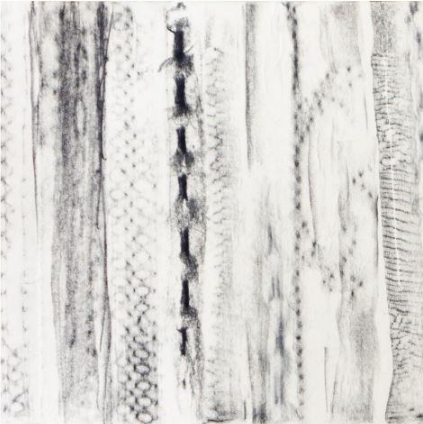
TOPOGRAPHY OF DWELLING



PERFORMANCE



INSTALLATION



WORKS ON PAPER

Fundraising

“Collective Mending Sessions”

- Socially engaged workshops
- Participants collectively mend abandoned quilts.
- Cultivates care for cloth and community through the meditative process of slow stitching.
- Over 40 workshops (in-person + online)
- Organized in over 6 states and 2 countries

COLLECTIVE MENDING SESSIONS

Cultivating Care for Cloth and Community

MEND Compendium | Interview with Susan Hinkle Norris



*“When people’s hands are busy
they talk easier and listen more fully.”*

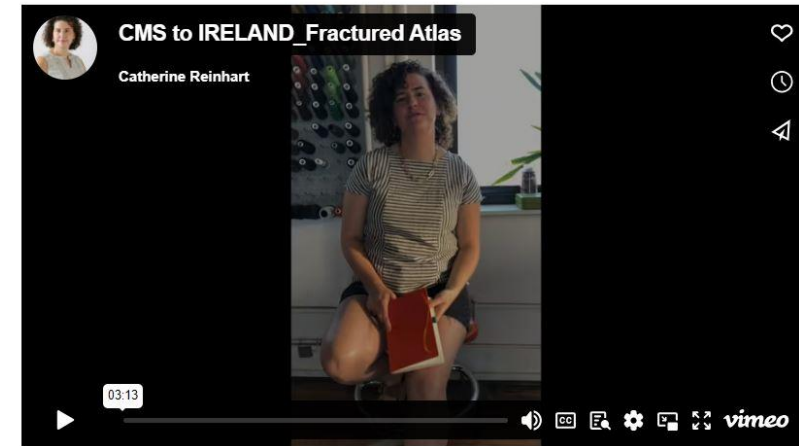
Fundraising (Project Based)

- Residency in Ireland
- Project fundraising on Fractured Atlas
- Project page:
 - Video introduction
 - Short, 3 minutes
 - Project description
 - Kept short and to the point
 - Fundraising goals
 - Campaign duration

CMS in IRELAND

Help The Collective Mending Sessions go to Ireland!

Skibbereen, Ireland



\$5,255

raised of \$10,000 goal

81

donations

0

mins left

Fiscally Sponsored by Fractured Atlas

Share

Facebook

Twitter

The Collective Mending Sessions goes to IRELAND

Fundraising Goal: \$10,000

Campaign: May 1 - 31, 2023

I have been selected for an artist residency at [Uillliann: West Cork Arts Centre](#) in Skibbereen, Ireland for Sep. 20 - Dec. 20, 2023, where I will conduct monthly CMS workshops in the community in October and November.



Rewards

Featured

Up-cycled Tote Bag

Donate \$75.00 or more
Amount over \$12.00 is tax-deductible.

Donations of \$75 will receive an upcycled tote bag made from thrifted materials and featuring neon accents.

Rewards sent out by September 1.

11 / 50 claimed

Postcard from Ireland

Donate \$10.00 or more
Amount over \$1.00 is tax-deductible.

Donations of \$10 and up will receive a handwritten postcard from me in Ireland!

Fundraising (Project Based)

- Donor rewards
- Organized by donation levels
- Creativity in picking rewards:
 - Postcards to
 - Hand-sown bags
 - Original art
 - Exclusive party

Fundraising Goal: \$10,000
Campaign: May 1 - 31, 2023

I have been selected for an artist residency at [Uillinn West Cork Arts Centre](#) in Skibbereen, Ireland for Sep. 20 - Dec. 20, 2023, where I will conduct monthly CMS workshops in the community in October and November.



044687979a7d232c2014e0723544957.jpg - 10.78 KB
This wonderful residency provides a lovely studio at the Arts Centre (above) located in the heart of Skibbereen. However, I must cover all expenses related to living abroad with my family for three months.

This is where you come in! My goal is to raise **\$10,000** to cover expenses related to travel, living abroad, and the creation of artwork. I will raise this amount through a special fundraising campaign running May 1-31, 2023.

With this campaign, I am asking YOU to donate and am offering exciting **rewards** - custom enamel **MEND pins**, handwritten **postcards from Ireland**, or **upcycled tote bags** to name a few.



10K seems terrifying.

\$10,000 is the most I have ever attempted to raise through a crowdfunding campaign.

To be honest, it is pretty intimidating.

But I believe in the power of this project to **connect, encourage, and cultivate** greater care for cloth and communities. *This work is important* and I want to serve the work wherever it goes.

I am so delighted that the next place it is going to is Ireland!

I humbly ask you to consider joining this campaign and supporting this next exciting step for The Collective Mending Sessions.

But before I get ahead of myself.....

Featured

Up-cycled Tote Bag

Donate \$75.00 or more
Amount over \$12.00 is tax-deductible.

Donations of \$75 will receive an upcycled tote bag made from thrifted materials and featuring neon accents.

Rewards sent out by September 1.
👤 11 / 50 claimed

Postcard from Ireland

Donate \$10.00 or more
Amount over \$1.00 is tax-deductible.

Donations of \$10 and up will receive a handwritten postcard from me in Ireland!

👤 5 claimed

Enamel Pin

Donate \$20.00 or more
Amount over \$5.00 is tax-deductible.

Donations of \$25 will receive a custom enamel MEND pin.

Rewards sent out by September 1.
👤 22 claimed

K.I.T (Keep in Touch) KIT : Postcards & Thank You Cards

Donate \$100.00 or more
Amount over \$20.00 is tax-deductible.

Donations of \$100 will receive a Keep In Touch Kit that includes a set of postcards, thank you cards, zines and stickers.



IMG_2042.jpg - 20.13 KB

Rewards sent out by September 1.
👤 6 claimed

Take Care Banner

Donate \$250.00 or more
Amount over \$50.00 is tax-deductible.

Donations of \$250 will receive a custom "Take Care" banner made from old projects with quilting techniques and hand embroidery.

👤 0 / 14 claimed

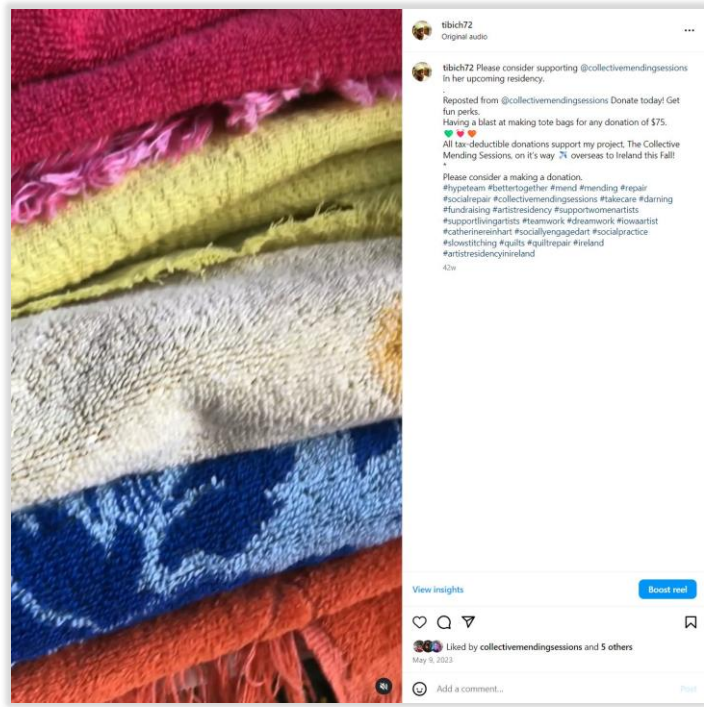
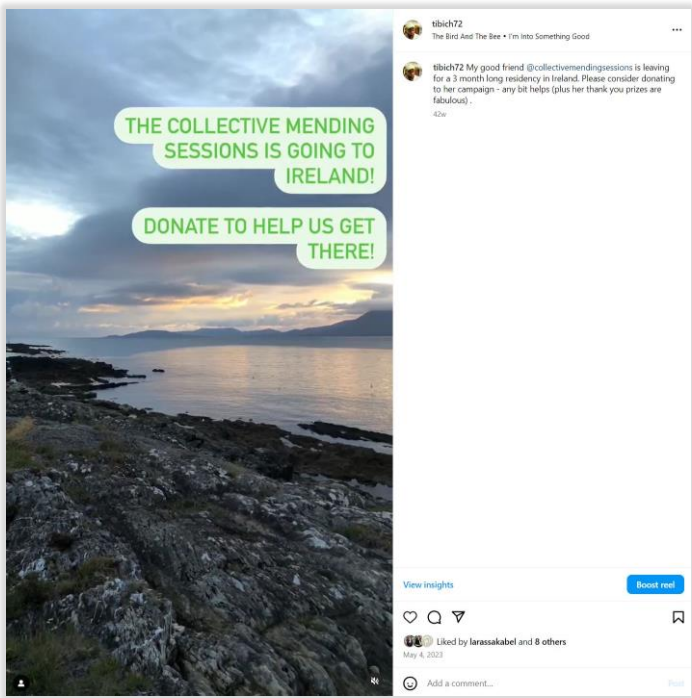
VIP Art Party

Donate \$500.00 or more
Amount over \$100.00 is tax-deductible.

Donations of \$500 receive access to a VIP Art Party which includes a private studio tour, refreshments, and an exclusive look at available works for sale.

Fundraising (Project Based)

- **Project Promotion:**
 - Instagram, Facebook, email newsletters
 - Organize a hype team
 - Close friends and artists
 - Organize a social media campaign
 - Create content
 - Share with hype team
 - Post regularly
 - Link to the fundraising page



Fundraising (Project Based)

- **Project conclusion:**
 - Thank you notes to supporters
 - Party for donors
 - Party for general public
 - Artist talk about the new work in Ireland



Fundraising (Fiscal Sponsorship)

- Fractured Atlas (<https://www.fracturedatlas.org/>)
 - Non-profit organization
 - Can apply for a project to be fiscally sponsored by them
 - Any donation is tax-deductible

FRACTURED ATLAS'S MISSION IS TO MAKE THE JOURNEY FROM INSPIRATION TO LIVING PRACTICE MORE ACCESSIBLE AND EQUITABLE FOR ARTISTS AND CREATIVES.

900K

ARTISTS & ORGANIZATIONS
SERVED

75K

CURRENT MEMBERS

\$25M

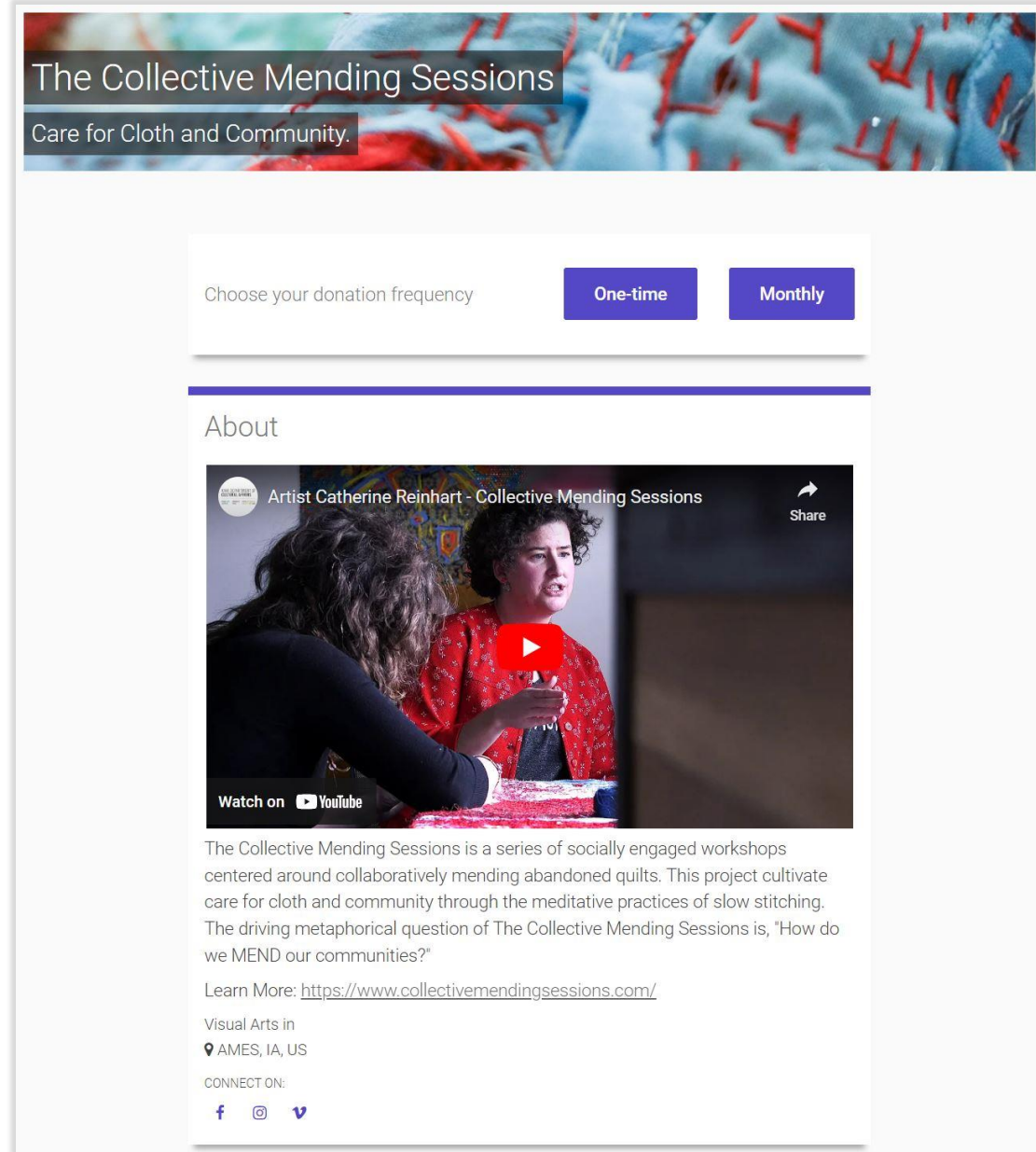
RAISED BY FISCAL SPONSEES IN
THE LAST YEAR

\$175M

RAISED BY FISCAL SPONSEES –
ALL TIME

Fundraising (Fiscal Sponsorship)

- **Project page**
 - Video describing project
 - Short project description
 - Easy links to more info (website) + social media
 - Easy way to donate money
- Include project page in your regular **email newsletters**
- **Promote regularly** on your social media
 - Not as often as project campaign
 - But often enough to remind people about this



The Collective Mending Sessions
Care for Cloth and Community.

Choose your donation frequency

One-time Monthly

About

Artist Catherine Reinhart - Collective Mending Sessions

Watch on YouTube

The Collective Mending Sessions is a series of socially engaged workshops centered around collaboratively mending abandoned quilts. This project cultivate care for cloth and community through the meditative practices of slow stitching. The driving metaphorical question of The Collective Mending Sessions is, "How do we MEND our communities?"

Learn More: <https://www.collectivemendingsessions.com/>

Visual Arts in
AMES, IA, US

CONNECT ON:

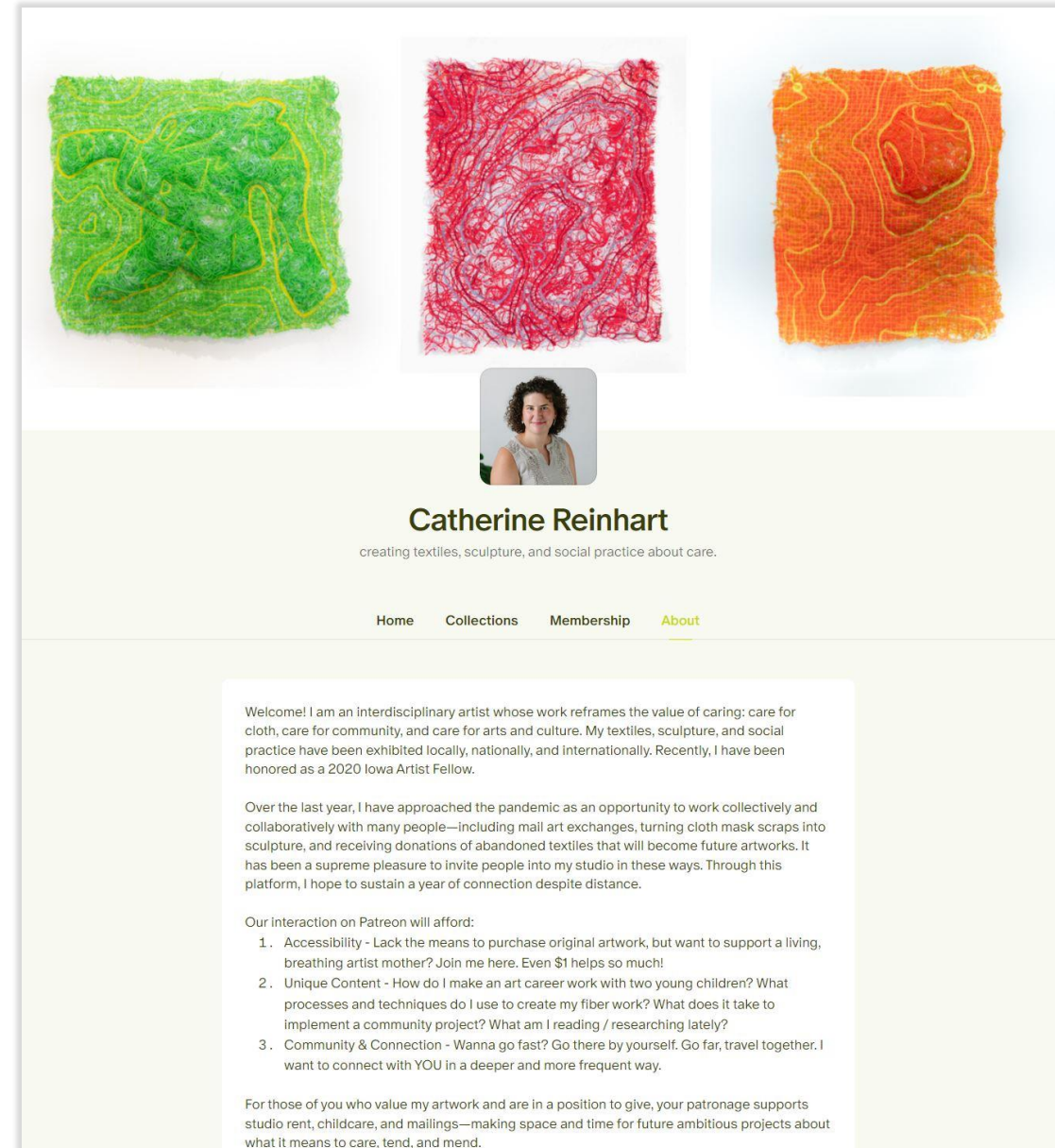
f @ v

Fundraising (Regular donations)

- **Patreon**

- **Monthly donations, typically small (\$5)**
- Donors receive regular emails with bonus content from the project owner
- Content can be access on their site or in an app

- **Promote** in email newsletters & regular social media posts



Earned Income (*Services*)

- Artist fees for talks
- Paid residencies (e.g. at a university)
- Workshops (teach a skill)

Earned Income (Artist Talks)

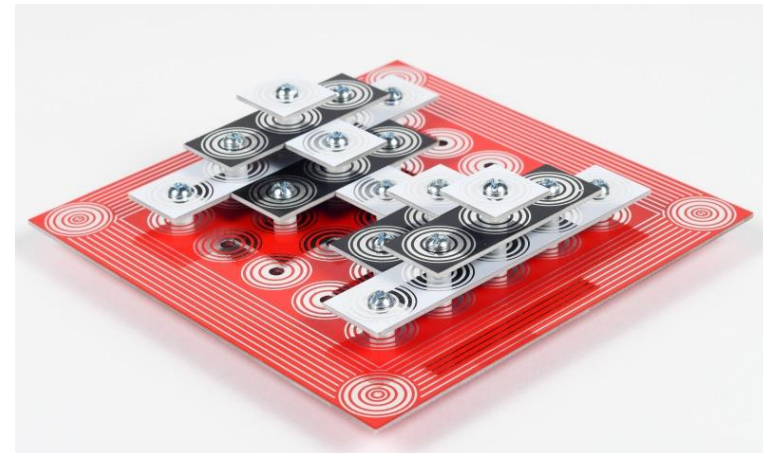
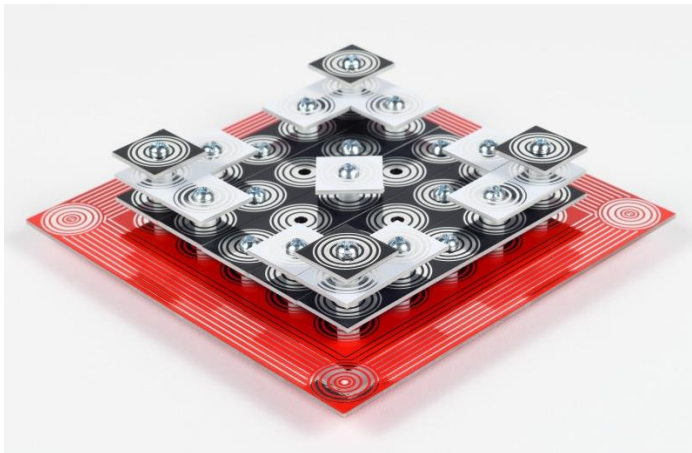
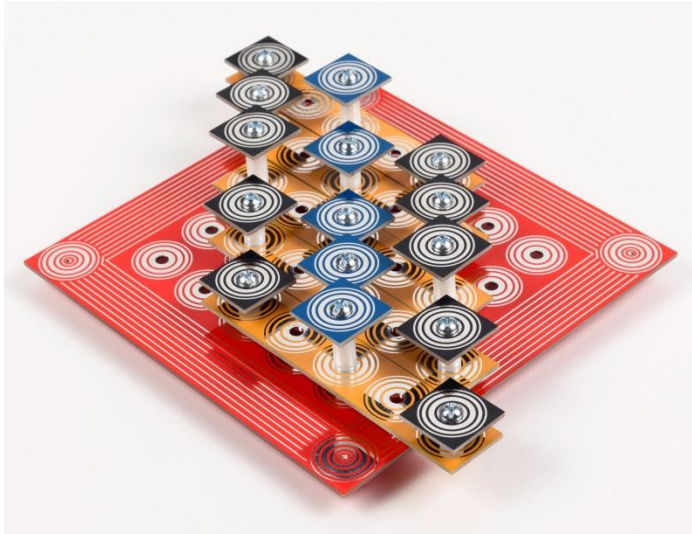


Dubuque Museum of Art (2023)



Wartburg College (2022)

Earned Income (Artist Talks)



PCB Assemblies (2023-)

Earned Income (Residencies)

- Grinnell City Collective, Grinnell, IA (2016)
- Residency + public commission + **public performance**



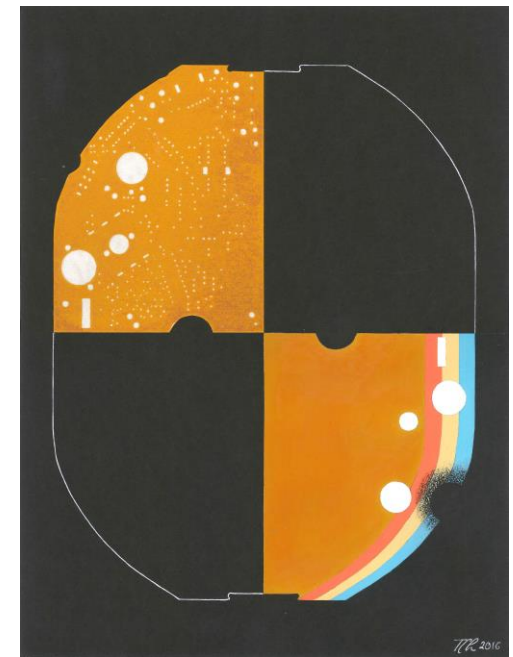
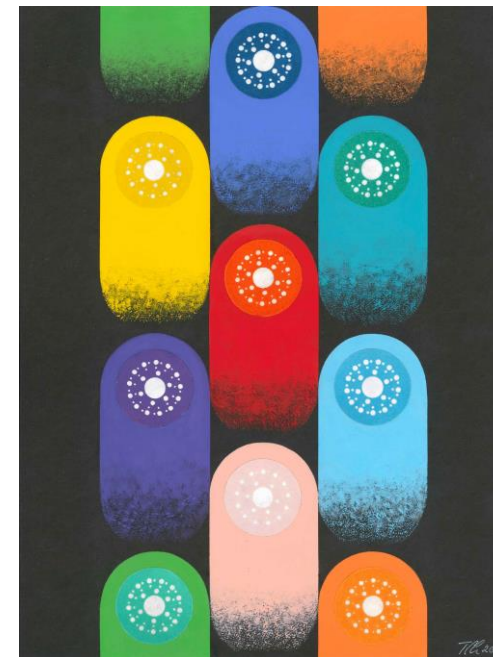
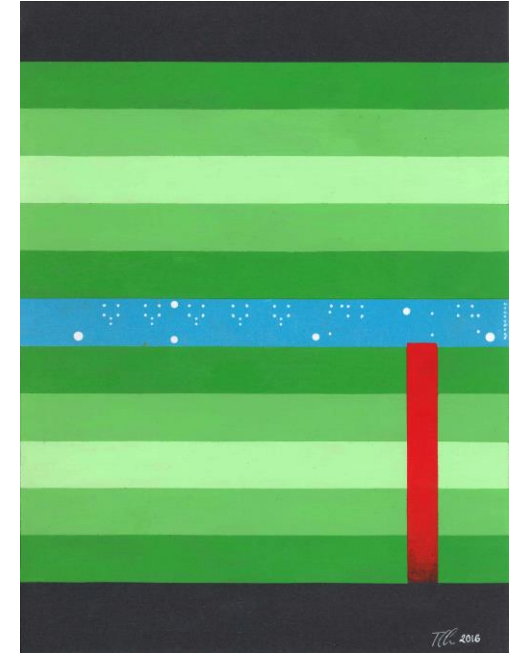
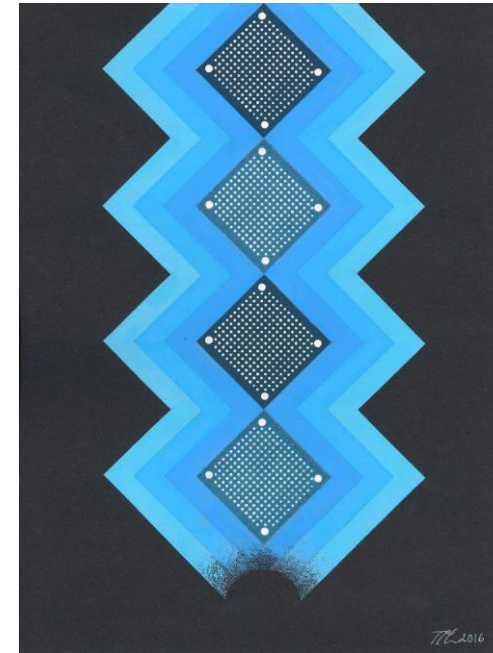
Earned Income (Residencies)

- Grinnell City Collective, Grinnell, IA (2016)
- Residency + public commission + public performance

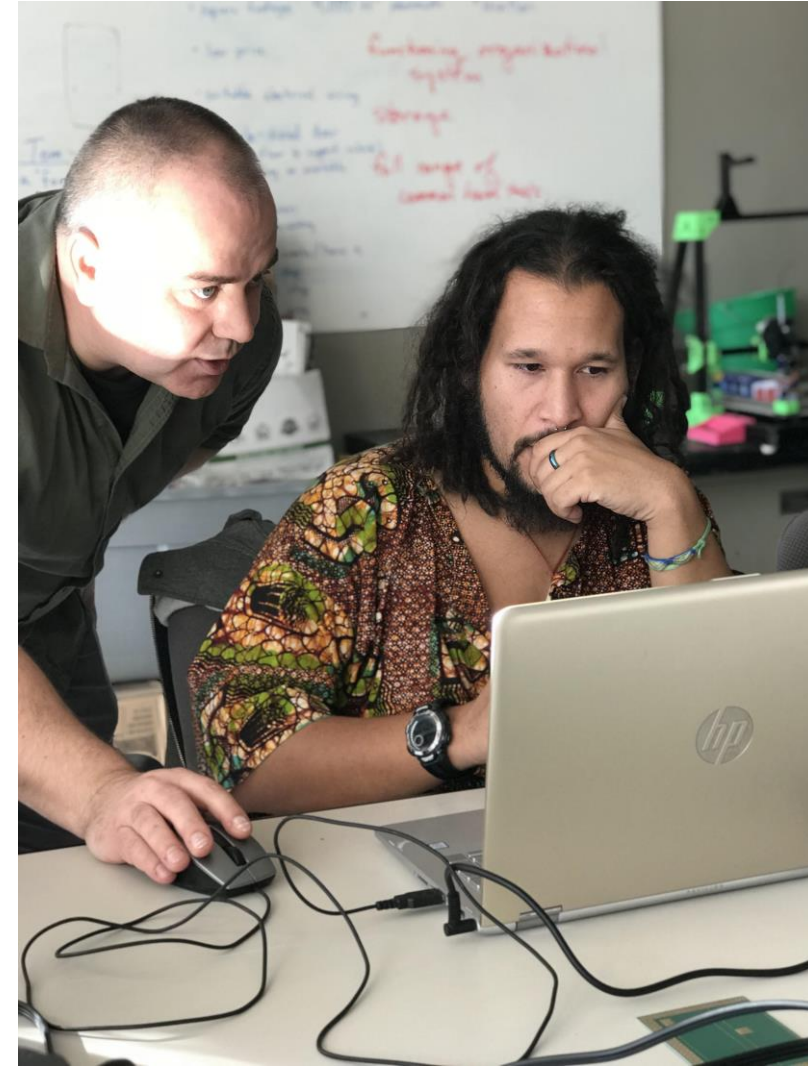
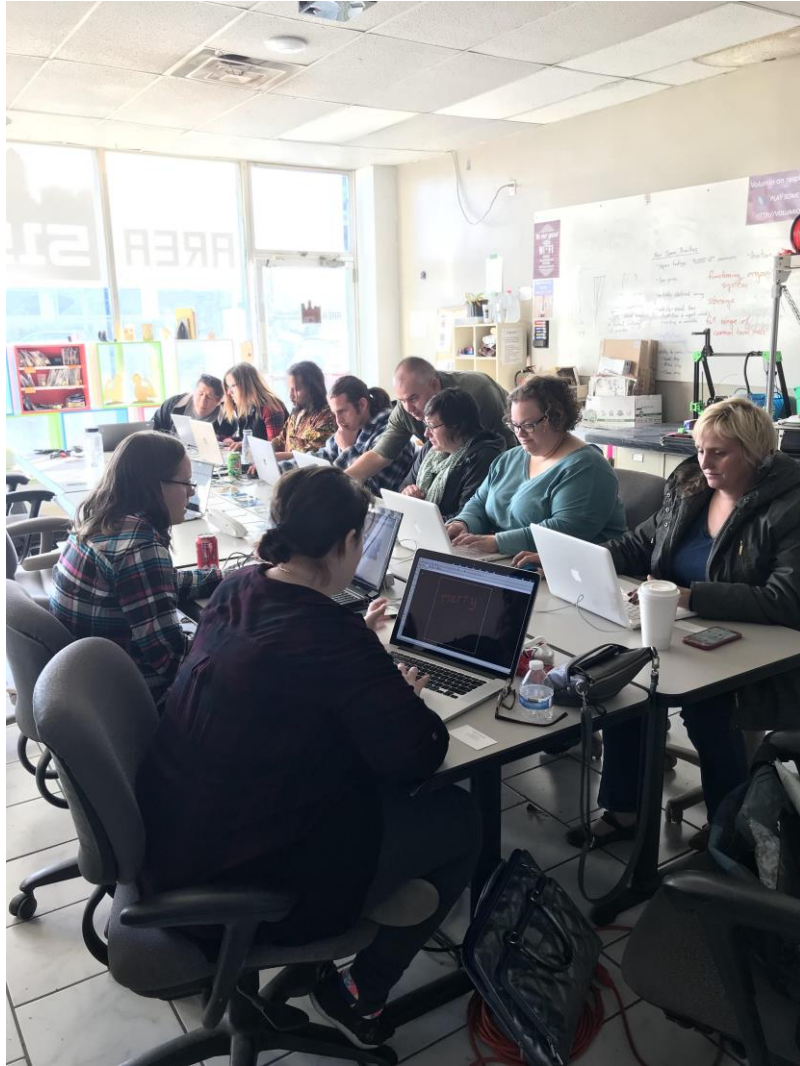


Earned Income (**Residencies**)

- Grinnell City Collective, Grinnell, IA (2016)
- **Residency** + public commission + public performance



Earned Income (Workshops)



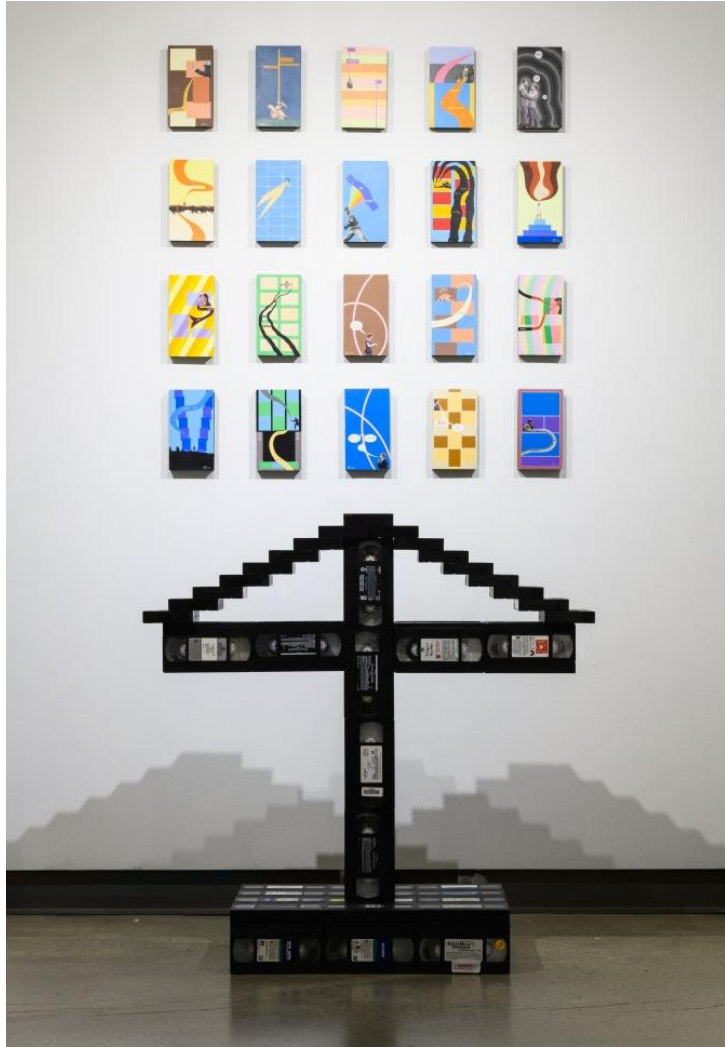
PCB Design Workshop at Area 515 (Des Moines)
(also had access to their equipment)

In kind goods and services

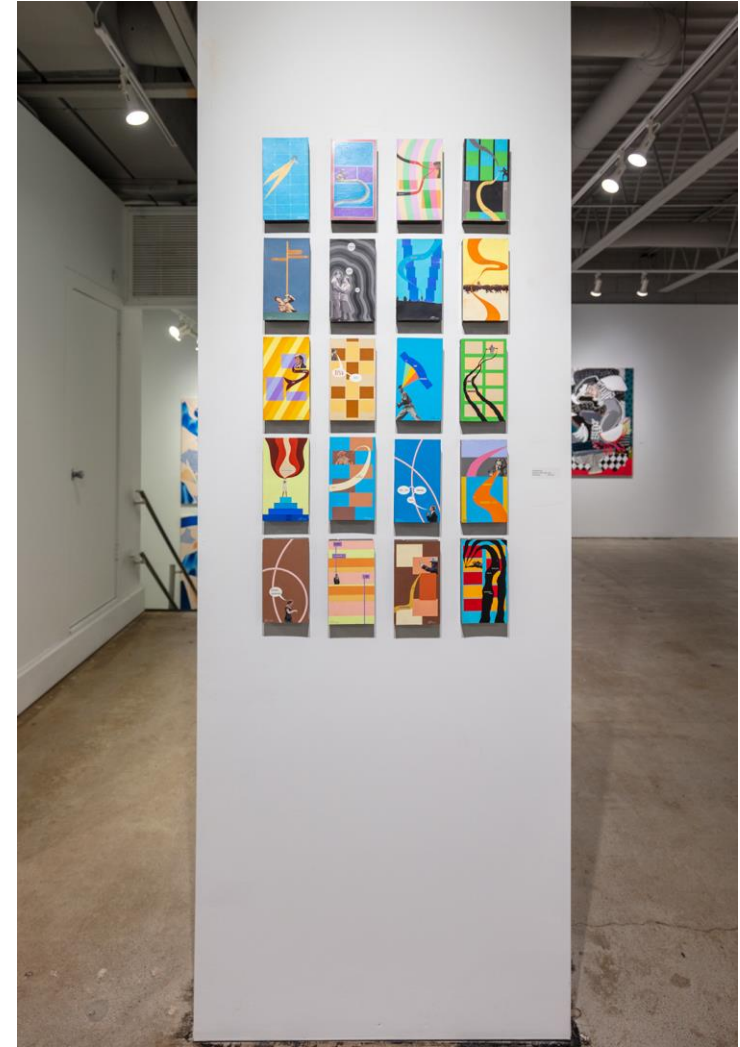
- Any goods/equipment that a business/organization may donate towards your project
- Iowa Waste Exchange:
 - <https://www.iowadnr.gov/environmental-protection/land-quality/waste-planning-recycling/iowa-waste-exchange-iwe>
 - Got 500lb+ boxes of VHS tapes

The screenshot shows the Iowa Department of Natural Resources website. The header includes the IOWA logo, the text "Iowa Department of Natural Resources", and links for "DNR Online Services", "Subscribe to Email Updates", "Iowa Outdoors Magazine", "News", "Events", and "Contact Us". A search bar is present with the text "ENHANCED BY Google". The navigation menu includes "HOME", "HUNTING", "FISHING", "THINGS TO DO", "PLACES TO GO", "CONSERVATION", "ENVIRONMENTAL PROTECTION", and "ABOUT DNR". The main content area is titled "IOWA WASTE EXCHANGE (IWE)" and includes a breadcrumb trail: "ENVIRONMENTAL PROTECTION > LAND QUALITY > WASTE PLANNING & RECYCLING > IOWA WASTE EXCHANGE (IWE)". A sidebar menu on the left lists various topics under "Land Quality", including "Air Quality", "Emergency Planning (EPCRA)", "Solid Waste", "Waste Planning & Recycling", "Bottle Deposit Law", "Comprehensive Planning", "Derelict Building Program", "Iowa Waste Exchange (IWE)", and "IWE Success Stories". The main content area features a section titled "Our Program" which describes the IWE as one of the nation's premier materials exchange programs. It mentions that since 1990, the IWE has matched over 4 million tons of waste, saving Iowans more than \$125 million. Below this, there are links to "Frequently Asked Questions (FAQ)", "IWE Program Summary & Results", and "IWE Success Stories". A sub-section titled "Participate in the IWE" explains that the IWE is designed to keep waste out of landfills and in production, and that industry, business, and local governments can dispose of items others can use. It also provides a "Contact Us" section with a link to the "IWE Representative Service Area Map" and an "Iowa Waste Exchange (IWE) Database" section which states that the IWE maintains a free database of available and wanted materials. At the bottom, there is a link for "Iowa Waste Exchange Material Search".

In kind goods and services



“VHS Memorial” at Wartburg College, Waverly IA
Assembled VHS tapes + paintings on VHS tape covers



“Contemporary Abstraction” Moberg Gallery, Des Moines
Paintings on VHS tape covers

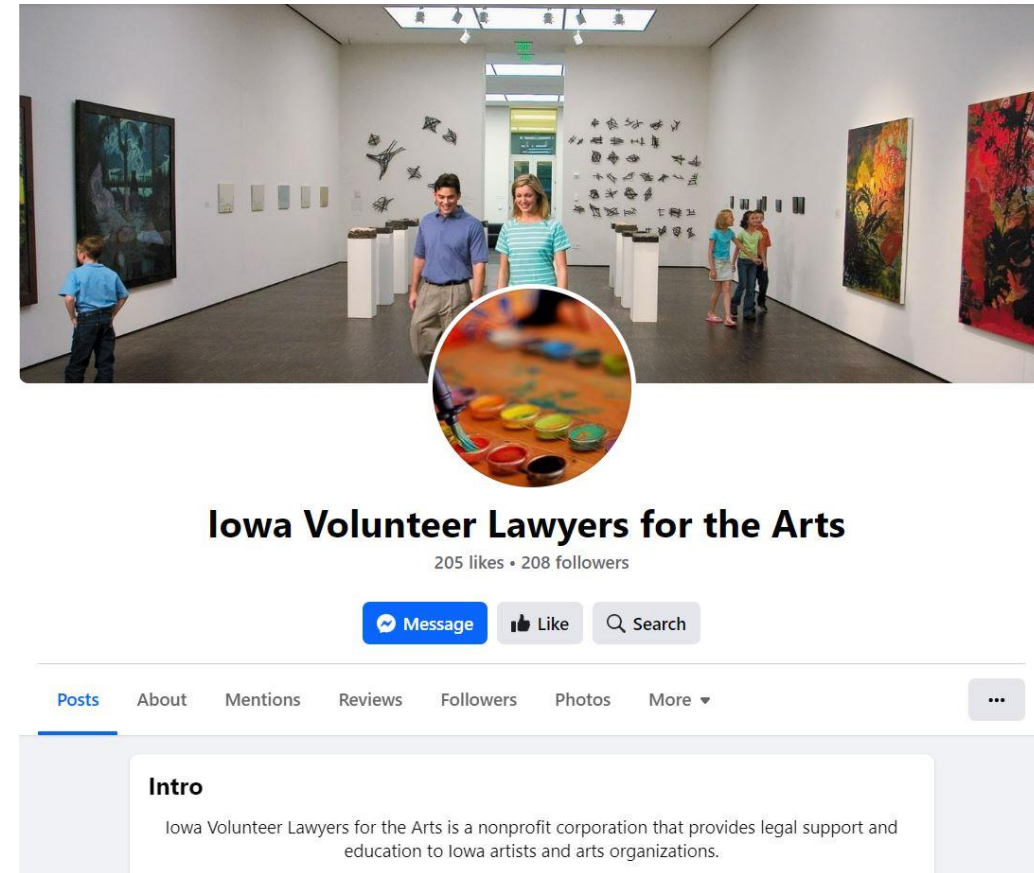
In kind goods and services

- “Edible Electronics”
- Part of the Art Vacancy – Main Street (2014)
- Pedestal and acrylic case supplied by the Octagon Center for the Arts



In kind goods and services

- Legal services
 - Large projects, especially public facing and interacting ones, may require legal services
 - Contracts with local government
 - Insurance agreements
 - Search for similar organizations in your state
 - Ask local artist with past similar projects for their lawyer contact info
- National database of lawyer for the arts:
 - <https://vlany.org/national-directory-of-volunteer-lawyers-for-the-arts/>



Final thoughts

- Have good, easy to access images of your work
- Keep all applications, even the unsuccessful ones
- Use cloud storage for all these materials
 - I use Microsoft's OneDrive
 - Other options: Google Drive, DropBox
- Use specialized software to keep track of your artworks and exhibitions
 - I use Zotero
 - Many artists use AirTable or Excel
- Document, document, document all activities
- Rule of thumb:
 - If curator asks about an exhibition or event or body of work, provide materials within 3 hours.

Questions?