Proposed Funding Group

Creative Capital Foundation, www.creative-capital.org
65 Bleecker Street, 7th Floor, New York, NY 10012

Founded in 1999, Creative Capital is a 501(c)3 organization that supports individual artist projects in the four primary disciplines listed below; projects that transcend traditional discipline boundaries are highly encouraged.

- **Visual Arts**: Includes installation art, painting, fiber art, mixed media works, and public art.
- **Film/Video Arts & Performing Arts**: Includes music, dance, theater, puppetry, and performance art.
- **Emerging Art Fields**: Includes all forms of digital work and experimental literature.

Creative Capital operates on a two-year grant cycle, funding alternative disciplines each year. The first year of each cycle, Creative Capital issues grants in visual and film/video arts; the second year, performing and emerging arts. The next round of funding, for 2005-2006, is for the Visual and Emerging Arts fields.

The organization breaks up its support goals into the following four areas:

- **Support the Project**: Project support is provided through monetary awards of $5,000 to $20,000 per project. (Details are provided in the Typical Project Size section below).

- **Support the Person**: Creative Capital provides artists with opportunities to learn elements of business management that can be applied to art practice management. Support and artist development in this area includes strategic planning, fundraising, PR, and marketing.

- **Nurture the Community of Creative Capital Artists**: The organization holds retreats for its funded artists. The retreats give artists an opportunity to interact with other funded artists and to see and discuss their works.

- **Engage the Public**: Creative capital actively promotes the work of its funded artists through both print and online media. Portfolios representing each of the funded disciplines and thematic portfolios are sent to other funders, producers, and publications. The work of each artist is also highlighted on a dedicated Web page on the organization’s Web site.
Typical Project Size Funded

Initial project awards fall in the range of $5,000 to $20,000. Artists are eligible for three additional kinds of funding, as listed below.

- **Strategic Financial Support**: An amount of $5,000 is reserved for each project to support equipment purchases, promotional materials, and hiring of assistants.

- **Special Opportunities Funding**: Generally $2,500 or less, this fund often covers travel, conference, and festival attendance costs.

- **Follow-up Project Support**: Up to $20,000 in additional funding is available to cover post-production needs.

To date, the average amount of direct financial assistance awarded by Creative Capital to individual artists is $20,000 per project. The largest amount awarded to date to a single artist is $41,918.

As of December 2002, Creative Capital had committed over $2.7 million to the projects of 158 artists. In 2003 alone, the organization awarded more than $500,000 in direct financial support.

Proposal Requirements

To be considered, artists must be United States citizens or permanent legal residents, must be at least 25 years old, and must have at least five years of professional experience.

All proposals are evaluated on the following criteria:

- the artistic strength and vision of the proposed project
- the professional capabilities of the applicant
- the feasibility of the initiative
- the potential impact of Creative Capital’s funding on the project

The Creative Capital application process has three steps, executed in the following order:

- **Inquiry**: Artists begin by submitting proposals via the organization’s Inquiry Form. Each inquiry is read and reviewed by a staff program director and/or a distinguished arts professional from the discipline under consideration.

- **Application**: Artists whose proposals are selected based on Inquiry Form submission are invited to submit full applications. Approximately 300 artists per discipline are invited to submit a formal application with work samples, and each application is evaluated by a staff program director and one distinguished arts professional from the discipline under consideration.

- **Panel Review**: Selected applicants are forwarded to a panel review. Approximately 125 applicants per discipline advance to a final panel round. National panels of distinguished artists and arts professionals consider the proposals and make selections.
Project Development & Interim Reports

Before the organization assumes any obligation to pay the first installment of a grant, the artist must provide the following:

- A detailed description of the project and a project timeline
- A budget for the project

After receipt of the first grant installment, the artist must deliver the following reports to the organization:

- A written, interim status report for the project
- A final written report within sixty days of project completion.

Once a project is approved, changes in the project description and/or design require the artist to request written consent from Creative Capital.

Notable Creative Capital Successes / Notable Failures

Many of the projects and artists funded by the organization have been recognized and featured by other organizations and programs, including the Rockefeller Media Fellowships, NEA Grants, and one McArthur Fellowship. Many artists have gone on to various residencies, have been featured in high-profile television and print media, and have extended their projects’ reach to the international arts community.

Information on failed projects is not readily available from the organization. Further research is required to identify past projects that fall into this group and to analyze their reason(s) for failure.

Projects Funded to Date

Creative Capital grantees comprise a broad range of artists and artworks. In the Digital Arts / New Media Projects category alone, Creative Capital’s “channel” Web page highlights twenty funded artists and projects.¹ Below are three representative examples and descriptions from that page.

- **Mark Napier: 0x1 (zero by one).** In 0x1 (Zero by One), Mark Napier works with a Java code software engineer to build a program that takes random data found on the Internet and uses it as the basis for a mandala computer drawing. Five networked computers are used to generate the necessary data for the mandala, a complex web of digital imagery and sound that endlessly begins re-creating itself as viewers at any of the five computers erase it with a single computer command. Inspired by Tibetan mandalas, which are used to understand the human relationship to the physical world, 0x1 interprets the human relationship to the virtual world and explores the way human life and technology influence one another.

¹ See http://channel.creative-capital.org/medium_5.html.
• Jessica Irish: *Inflat-o-scape* is an experimental, multi-faceted view of an urban information zone: a merging of architectural structures, information technologies and inflatable forms. Visually, the project functions as an interactive city-scape. It grows out of billboards, roofs and inflatable signs that portray the separation of the physical world from the increasingly invisible stream of digital information that defines a media-saturated environment. The project is a question or a premise rather than a statement or product. *Inflat-o-scape* is a fabricated "space" creating a new "landscape" that is part fiction, part history, part failure and part theoretical database.

• Betty Beaumont: *Decompression* is a website created by electronically collaging multiple stories, documentation and images of the contiguous worlds of technology, science, and art to create a living laboratory in cyberspace. *Decompression* documents and expands Beaumont’s earlier project entitled *Ocean Landmark.*