

INVITATION TO APPLY
PROFESSIONAL DEVELOPMENT WEEKEND RETREAT
FOR INDIVIDUAL ARTISTS
Santa Fe, Sandoval and Bernalillo Counties, New Mexico

Overview

The Santa Fe Art Institute in collaboration with the IAIA Museum, the Lensic Center for the Performing Arts and the Harwood Art Center, is pleased to partner with the Creative Capital Foundation to present a **Professional Development Weekend Retreat** for artists and performing artists living and working in Bernalillo, Sandoval and Santa Fe Counties, New Mexico. The retreat will take place at the Santa Fe Art Institute from Friday, October 20 to Sunday, October 22, 2006. Eligible artists are invited to apply to attend.

Retreat Objective

Founded in January 1999, Creative Capital Foundation is a national non-profit organization based in New York City that supports artists pursuing innovative approaches to form and content in the media, performing and visual arts, and in emerging fields. Since spring 2003, Creative Capital Foundation has partnered with arts stakeholders to develop and present professional development workshops for hundreds of artists around the country.

The Professional Development Weekend Retreat in Santa Fe is designed to deliver skill-building opportunities to artists living and working in Central New Mexico. The goal of the retreat is to provide a cohesive structure that will help artists to organize, plan, and sustain their creative careers. The retreat will use an integrated approach to developing skills in marketing/public relations and fundraising with a particular emphasis on strategic planning for individuals, and aims to help artists break patterns of crisis management and increase satisfaction in their art practices and careers.

Strategic Planning is the Foundation

Strategic planning is a step-by-step process to help identify, acquire, and build skills needed to reach goals with individual projects and/or career objectives. As artists articulate their project and career goals more clearly, they are better able to move forward and use each successive project as a career-building catalyst. Strategic planning also provides a framework to organize the concepts of marketing/public relations and fundraising.

Tools to Promote and Support Your Work

The marketing/public relations and fundraising portions of the retreat will emphasize fundamental tools and their applications. These tools begin with the ability to

communicate clearly and effectively about work and the ability to target appropriate audiences, funders, and other stakeholders.

Artists Help Each Other

The retreat will be co-led by professional consultants and trained Creative Capital grantees so that participants benefit from the consultants' considerable experience in their fields, as well as the artists' personal perspectives and experiences, in the belief that artists are often the best resource for each other. The retreat will encourage opportunities for group and individual interaction.

For more information on the Creative Capital Foundation's approach to professional development for individual artists, visit <http://www.pd.creative-capital.org/>.

Eligibility

Professional artists of all artistic disciplines residing full time in the New Mexico counties of Santa Fe, Sandoval and Bernalillo are eligible to apply to participate in the October 2006 retreat. For the purposes of this opportunity, a professional artist is defined as an individual who creates, on an ongoing basis, original works of art within an artistic discipline, and is pursuing this work as a means of livelihood **or** a way to achieve the highest level of professional recognition. Applicants must be at least 18 years of age. Individuals pursuing high school, undergraduate, or graduate degrees between spring and October 2006 are ineligible.

Selection Process and Criteria

Up to 24 applicants will be invited to attend the weekend retreat. Selections will be made by a peer panel according to the below criteria. Finalists will be contacted in June.

Emphasis will be placed on selecting artists who:

- Demonstrate a successful track record of ongoing, professional artistic activity and high quality work

- Have creation of new work as a primary artistic focus (as compared to interpreting existing works)

- Appear poised to transition to a new phase of his/her artistic career

- Could benefit from setting professional goals and building upon marketing, fundraising, and financial management skills

- Could benefit from a new network of professional contacts

We understand that not all work is best presented on video or CD format, but we will endeavor to give each artist's work serious consideration in these formats.

Artists invited to participate in the retreat will be required to attend all three days, beginning Friday evening, October 20, 2006, and running through Sunday evening, October 22, 2006 at the Santa Fe Art Institute, 1600 St Michaels Drive, Santa Fe, NM.

Actual cost of attendance, including meals, is estimated to total more than \$1,250 per participant. Through generous grants from the McCune Charitable Foundations, IAIA Museum, and SFAI, your costs will be \$250. Scholarship grants will be provided to underwrite the remainder of the costs of the three day workshop.

For artists invited to participate the payment schedule includes a non-refundable advance fee of \$50 to retain their placement (due June 15, 2006) and an additional \$200 to attend, due no later than September 1, 2006.

Application Deadline & Submission Process

Applications must be *received* by Friday July 14th at 5pm.

Submit applications to:

Diane Karp
Executive Director

Santa Fe Art Institute
P.O. Box 24044
Santa Fe, New Mexico 87502

APPLICATION
PROFESSIONAL DEVELOPMENT WEEKEND RETREAT
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APPLICATION COVER SHEET

Complete this cover sheet and attach responses to application questions #1 through #6.

Please do not use staples.

Applicant Name

Street Address

City _____ New Mexico _____ Zip Code _____

County

Daytime Phone #

Evening Phone #

Fax #

Email

APPLICATION QUESTIONS

Responses to questions 1 through 3 should not exceed a total of 2 typewritten pages.

1. Provide an artist statement describing your work, your primary motivation for creating work, and your passion for your chosen artistic discipline.
2. What do you want your career to look like five years from now?
3. What do you see as key opportunities or challenges relative to your artistic career, and how do you think participation in this Weekend Retreat will help you to advance as a professional artist?

4. RESUME

Attach a resume that highlights your artistic training and accomplishments (maximum 3 pages)

5. WORK SAMPLES

Please submit **only one** of the following options:

A. 10 images of recent work on a CD, clearly labeled with title, date, medium and size (h/w/d) in inches. The file sizes for each submitted image on CD is not to exceed 1.4 MB OR 600 X 800 pixels.

OR

B. 5 minutes of video (DVD preferred) with a selected 5 minutes cued and ready to be viewed

OR

C. 10 pages of writing. Do not submit original works.

6. SUPPORT MATERIALS

(Optional) Attach up to *three* support materials, such as newspaper or magazine articles, or letters of support. Please do not submit originals as these materials will not be returned. Please do not submit work samples.

7. (Optional)


Creative Capital Foundation is asked to report basic demographic information to its funders. This information is for statistical purposes only and will not be used in the selection process.

Gender:

 Male

 Female

Race/Ethnicity:


 African American

 Middle Eastern American

 Asian/Pacific Islander American

 Native American

 European American

 Multi-heritage

 Latino American

 Other

