flux projects and PUSH PUSH THEATER

PRESENT

Creative Capital
PROFESSIONAL DEVELOPMENT PROGRAM

Core Weekend Workshop

"a crash course in self-management, strategic planning, fundraising, and promotion"

Workshop dates: June 8 – 10, 2012
Deadline to apply: Friday, March 16
Notification: April 16

Sponsors

ACP Atlanta Celebrates Photography

Georgia Tech Center for Music Technology College of Architecture

INFORMATION

About the workshop:
The Core Weekend Workshop is the flagship program of Creative Capital's Professional Development Program for artists. Described as a "crash course in self-management, strategic planning, fundraising and promotion," the workshop employs lectures, peer critiques, one-on-one consultations, interactive exercises, handouts, and written assignments to introduce business skills to individual artists. The weekend begins with artists showing each other their work. Then presentations by the workshop leaders are followed by focused sessions in each of the topic areas. Participants are given a handbook and workbook as well as handouts on practical how-to information.

Eligibility:
Artists working in all disciplines and at all stages in their career are invited to apply. Applicants must be:

- artists who create original work as their primary focus (versus interpreting or performing the work of others). For example, a composer could apply, but a musician who only performs the work of others could not.
- working for at least three years as a professional artist
- not currently in a degree-granting program
- able to attend the entire three days

Participants will learn:

- a personalized system for using strategic planning to increase career/life satisfaction, including goal setting and time management
- strategies for balancing time and money
- why and how to create a business plan, and how to use it
- financial planning basics, including choosing financial partners, best practices for savings and retirement planning, options for reducing debt and acquiring property
- the essentials for operating your art as a small, independently run business, including employment, contracts, negotiation, decision-making, budgeting, and cash flow
- how to communicate about yourself and your work with clarity and confidence, in writing and in person
- strategies for funding your work and revenue-generation, including improving your fundraising materials; working in partnership with venues, donors, and funders; building a base of individual contributors; and knowing the real cost of your work so you can communicate it to funders, presenters, and other partners
- how to consider promoting your work as an integral, natural part of the creative process
- best practices for artist websites, blogs, social media, and communications
- how to identify and reach new audiences for your work

Participants will leave the workshop with:

- a personalized plan of action based on your own goals for your art career
- a cohort of peer artists in their community who can act as resources going forward
- the PDP Strategic Planning Workbook, which includes exercises and evaluation processes towards your own personal goal setting and financial management
- The PDP Handbook, an essential guide to promoting and funding your work

Testimony from a recent participant:
I recently completed the Creative Capital Professional Development Program for artists hosted by the Louisiana Division of Arts. The benefits of this workshop reach far beyond "supporting the arts." The workshop leaders present empirical data on artists and how their lives affect society, the economy, and themselves. The stereotypes of free-thinking, far-out, disorganized artists are dismissed. The intelligent, goal-oriented, commerce driven artist is empowered to stake his claim in the market. The Creative Capital leaders bring respect to what artists do. They taught me that poverty, suffering, and alienation are not an end result to the creative process. Artists do not have to be outcasts, misfits, with cultural relevancy only. We are key players in the economy and in politics. The workshop was a life-changing experience. I would not recommend this program for an artist who is looking for simple inspiration or guidance in a feel-good setting. The workshop is intense and geared towards radical change. It is meant to deconstruct and reconstruct your identity in a short time. The end result is an artist who takes his efforts seriously. Forget about lofty inspirational quotes. The program teaches concrete, systematic steps that equal financial success. Time management, strategic planning, and organization skills are explored. It is time for the artist and the perception of the artist to be elevated. It

is time we start running our lives like what we do matters, how a business matters, how an organization matters, how academia matters. Our talents, creativity, passions, and emotional outreach, as engrossing as this all may be, should never overshadow our basic rights to live good, healthy, normal lives, with benefits, vacations, and financial and personal success like everyone else. Our creative process deserves the reward. These are the fundamental tenets that the Creative Capital Professional Development Program taught me. I see my role as an artist in a totally different light. Thank you to every person who made this transformation possible.

—Matthew Nolan, author, Louisiana Division of the Arts participant, LA

To Apply:
E-mail proposals to anne@fluxprojects.org.
Materials must be received by midnight, Friday, March 16.

Applications must include the following. Additional information below under APPLICATION.

1. Application Cover Sheet (one page)
2. Narrative (two pages)
3. CV (two pages)
4. Work samples that include work completed in the last two years
5. Work sample list

Selection Criteria:
A panel will select twenty-four diverse artists who:

- have a track record of ongoing artistic activity
- have a clarity of artistic vision and purpose
- are ready to move to a new phase of their artistic career
- can significantly benefit from the workshop's focus on goal-setting and skill-building in fundraising, marketing, and financial management
- can significantly benefit from developing a new network of professional contacts

About Creative Capital:
Creative Capital is a national nonprofit organization dedicated to providing integrated financial and advisory support to artists pursuing adventurous projects in five disciplines: Emerging Fields, Film/Video, Literature, Performing Arts, and Visual Arts. Working in long-term partnership with artists, Creative Capital's pioneering approach to support combines funding, counsel, and career development services to enable a project's success and foster sustainable practices for its grantees. Since its founding in 1999, Creative Capital has committed nearly $25 million in financial and advisory support to 372 projects representing 463 artists, and its Professional Development Program has reached more than 4,000 artists in 50 communities across the country. For more information, visit www.creative-capital.org.

About PDP:
Creative Capital created the Professional Development Program (PDP) to share with a broad community of artists the tools and strategies for improved self-sufficiency and self-management that we initially developed for our grantees. Through workshops led by Creative Capital grantees and other arts professionals, PDP teaches artists about strategic planning, fundraising, verbal communication, promotion, and maximizing online capabilities to help them expand their skills and build more sustainable practices. PDP has collaborated with over 80 organizations to present workshops that have reached more than 4,000 artists across the country. Our new Online Learning Program extends our reach to even more artists through a series of topical webinars.

Learn more:

- PDP website: www.creative-capital.org/pdp/
- PDP on the Creative Capital blog: http://blog.creative-capital.org/tag/pdp/

Questions:

If you have questions, please contact:

Anne Dennington , Flux Projects – anne@fluxprojects.org
Shelby Hofer, PushPush Theater – shelby.hofer2@gmail.com

About Flux Projects:

Flux Projects supports artists in creating innovative temporary public art throughout Atlanta. The organization produces new platforms for artistic experimentation that engage a broad audience in their daily lives, beyond the walls of traditional arts venues. We challenge artists to make exceptional, surprising work that inspires Atlanta and fosters an awareness of the richness and diversity of the city's creative culture.

About PushPush Theater:

PushPush is an artist-driven non-profit that cultivates distinctive artistic development opportunities for theater and media artists. Developing artists and ideas in performance and new media, the organization cultivates, creates and connects globally. They attract artists from other dynamic cultural centers and provide distinctive opportunities for performing artists to grow, take risks, and collaborate. The company seeks to raise the bar of quality theater, film and hybrid work by creating a set of resources – planning systems, time, space, global and local relationships, materials, critical response – that enable artists to explore new ideas and achieve excellence.

This workshop is sponsored in part by Atlanta Celebrates Photography and the Georgia Tech Center for Music Technology.

Established in 1998, Atlanta Celebrates Photography supports Atlanta's emergence as an international center for photography. Through an annual October festival and year-round programs, ACP seeks to nurture and support photographers, educate and engage audiences, promote diverse photography venues, and enrich Atlanta's cultural scene. Through these efforts, we facilitate Atlanta's emergence as a world-class cultural city.

The Georgia Tech Center for Music Technology (GTCMT) is an international center for creative and technological research in music, focusing on the development and deployment of innovative musical technologies that transform the ways in which we create and experience music. Our mission is to provide a collaborative framework for committed students, faculty, and researchers to apply their musical, technological, and scientific creativity to the development of innovative artistic and technological artifacts. Our work aims at combining musical, technological, and cognitive research in an effort to create rich and expressive experiences for performers and audiences alike.

APPLICATION

Deadline: Friday, March 16, 2012

COVER SHEET

(All questions are required.)

CONTACT INFORMATION

Name _____

Address _____

City, State, Zip _____

Email _____

Telephone (cell) _____2nd phone (optional)_____

PERSONAL INFORMATION

My primary artistic discipline/current project is (choose only one):

___Dance ___Film ___Literary ___Music ___Performance ___Theater ___Visual ___Web

Years working professionally as an artist_____

Ethnicity (choose the one that best describes you):

___American Indian/Alaska Native ___Asian ___Black/African American ___Hispanic/Latino

___Native Hawaiian ___Pacific Islander ___White/Caucasian ___Other

Age: ___under 30 ___31-40 ___41-50 ___51+

How did you hear about the workshop? _____

_____

ELIGIBILITY

By submitting this application I certify that I meet all of the following eligibility requirements. I am:

- an active artist who creates original work as my primary focus (versus interpreting or performing the work of others)
- working for at least three years as a professional artist
- not currently in a degree-granting program
- Able to attend the entire three days

NARRATIVE (two pages maximum)

Please respond to each of the following questions. Retype the questions and use them as headers at for each answer. Do not exceed two pages. Use one-inch margins and 11 point font.

1. Describe your work.
2. How you are actively participating in your artistic career?
3. What are the central challenges to your career now and how do you think this program will advance your work?
4. Why is this an important point in your career to attend the workshop?

Artist CV (two pages maximum)

Please attach a current CV.

WORK SAMPLES

Please attach with the appropriate work sample list.

For visual artists: Please select five digital images that best represent your work. Number them with your last name and the numbers 1 through 5 and save as jpeg files (640 x 480 – 72 dpi).
The work sample list should contain the following information on each work: your name, title, date, medium, and size. You can add one sentence describing each work if you choose.

For literary artists: Please send up to a chapter of a book or selections from your work.
The work sample list should contain the following about your work: your name, the title of the work, the length of the work, whether or not it has been published, and date of completion.

For performing, sound, and film/video artists: Please send up to three audio or video samples (mov, mpeg, or avi) no longer than 3 minutes each.
The work sample list should include your name, title, date of completion, and two sentences describing the works.

For multidisciplinary artists: Please send a combination from the above disciplines that will not exceed a 10 minute review by the panel.

For web based artists: Record a screen video of yourself accessing the online works (using ishowu, screenflow, or other screen recording software); or give the jury members the url and some instructions on how you would like them to participate with the work, expecting four minutes of interaction; or include stills of screen shots and some explanatory writing.

APPLICATION CHECKLIST

- Cover Sheet (one page max)
- Narrative (two pages max)

- CV (two pages max)
- Work Samples
- Work Sample List