

ALTERNATIVE ALTERNATIVE ALTERNATIVE

Celebrating its Second Decade

EXPOSURE EXPOSURE EXPOSURE

Deadline to Apply: October 12, 2017

2017 GUIDELINES

A BRIEF HISTORY

The program, launched in 2007 in partnership with the Andy Warhol Foundation for the Visual Arts, was developed in response to the dynamic, under-the-radar work of artists and small groups that have long been emblematic of the San Francisco Bay Area's arts community. Now in its Eleventh year, Alternative Exposure has awarded \$635,000 in direct funds to 166 Bay Area projects to date. Southern Exposure is committed to continuing to serve as a resource for the independent visual arts community through Alternative Exposure and its other programs. To learn more about the many projects funded by Alternative Exposure visit www.soex.org.

THE REGIONAL REGRANTING PROGRAM: A NATIONAL NETWORK

Since developing Alternative Exposure in partnership with with Southern Exposure in 2007, The Andy Warhol Foundation has invested in the creation of a growing national network of nine regional re-granting programs in addition to San Francisco – including Houston, TX (Diverse Works, Aurora Picture Show, and Project Row Houses' The Idea Fund); Kansas City, MO (Charlotte Street Foundation and Spencer Museum of Art's Rocket Grants); Chicago, IL (Threewalls and Gallery 400's Propeller Fund); Portland, OR (Portland Institute for Contemporary Art's The Precipice Fund); Miami, FL (Cannonball's Wavemaker Grants); Portland, ME (SPACE Gallery's The Kindling Fund); New Orleans, LA (Press Street, Ashé Cultural Arts Center, and Pelican Bomb's Platforms Fund); and Baltimore, MD (The Contemporary's The Grit Fund); Minneapolis, MN (Midway Contemporary's Visual Arts Fund); Albuquerque, NM (516 Arts' Fulcrum Fund).

The Foundation aims to support the independent creative activity of artists by partnering with leading artist-centered, visual arts organizations across the country. Groups like Southern Exposure allow them to reach a sizeable population of informal, non-incorporated artist collectives and projects.

BASIC INFORMATION

Alternative Exposure grants directly fund visual arts projects that provide frameworks of support for artists to create and continue their work. Alternative Exposure is focused on supporting projects that present the work of more than one artist. Both individuals and groups are eligible to apply. If applying as a group, the artistic group or venue can be either long-standing or formed specifically for this opportunity.

GRANT AMOUNTS

Alternative Exposure will support projects at levels ranging from \$500 to \$5,000.

WHAT DO WE MEAN BY "VISUAL ARTS"?

Alternative Exposure supports visual arts and projects strongly related to the visual arts. The work of media and performing arts are eligible when the visual arts are a central and essential element of the finished work. Southern Exposure is committed to new, diverse, and risk-taking forms of visual art and helping to define new practices. If you have questions about whether your project is eligible please attend one of the information sessions.

WHO SHOULD BE THE LEAD ORGANIZER?

If your project has more than one organizer or you are applying as a collective, please choose one person to serve as the lead organizer. The lead organizer will be the primary contact for the project during the application and granting process. You can choose to list up to six additional collaborators on the application. The collaborators you list should be people who share organizing responsibilities on the project. Artists who are supported through your project, but do not have organizing responsibilities, do not need to be listed as collaborators in the application.

ELIGIBILITY

- The lead organizer must live in San Francisco, Contra Costa or Alameda counties. For groups, additional collaborators may live outside of these counties but the majority of collaborators in the group must live in an eligible county.
- Resulting project activities must be accessible and presented to the public within the San Francisco Bay Area.
- 501c3 non-profit organizations are NOT eligible to apply.
- Projects may not be a part of the primary programming of an established 501c3 non-profit arts organization.
- Funded projects should not begin before December 4, 2017. For projects or programs that are a part of existing venues or larger projects, the work supported by Alternative Exposure should not begin before this date.
- Funded projects must be completed by June 30, 2019 For projects or programs that are a part of existing venues or larger projects, the work supported by Alternative Exposure should be completed by this date.
- Applicants may be a lead organizer on more than one application, however, in these cases only one of their projects may be selected for funding.
- Applicants that have received Alternative Exposure grants from Rounds 1-7 (2007-2013) are eligible to apply again as lead organizers if 1) they are applying for a completely new, unrelated project, and 2) the first project was successfully completed and the final report was submitted to Southern Exposure.
- Grantees from Rounds 8, 9, or 10 (2014-2016) are NOT eligible to apply again as lead organizers in Round 11. However, former grantees (both lead organizers and additional collaborators) from all previous rounds may participate in Round 11 applications for new, unrelated projects as collaborators.

WHAT ALTERNATIVE EXPOSURE DOES NOT SUPPORT

- Work that is not based in, or strongly related to the "visual arts" (see above description of "visual arts").
- An individual artist seeking support to make their own work.
- Individual artists whose work includes groups of people in its creation, but whose finished work is solely considered that of the individual artist's, not the collaborative group as a whole.

REVIEW PROCESS AND SELECTION CRITERIA

- Southern Exposure's review process will take 6-8 weeks. Applications will be evaluated based on the following criteria:
- The artistic strength and creative vision of the proposed project
- How the proposed project will create a framework of support for Bay Area artists to continue their work
- The demonstrated capacity of the applicant(s) to realize the proposed project
- The completed project's accessibility to the public and its commitment to serving a local constituency
- Proposals will be reviewed by a panel of three local and/or national jurors made up of artists and arts professionals currently working in the field of visual arts in collaboration with Southern Exposure staff.

APPLICATION

Your application must be completed online.
Go to www.soex.org to begin your application.

APPLICATION CHECKLIST

- Cover Page
- Your Proposed Project
- Budget
- Visual Support Materials
- Annotated Descriptive List of Support Materials
- Contact Information

1. COVER PAGE

General information about the applicant(s). All biographies must be in narrative form. Do NOT submit individual resumes or artist CVs.

2. YOUR PROPOSED PROJECT

Outline your project in the form of a brief summary along with a full description and address the following:

A) Project Title

B) Project Summary (100 words max.)

- Summarize your project in a short paragraph.
C) Full Project Description (700 words max.)
- Describe your project in detail.
- What form will your project take? (e.g. exhibition, public art project, event, performance, publication, film series, interactive website, archive, publication, etc.)
- Where will your project take place? (Proposed projects may not take place at Southern Exposure.) If you don't have a location yet, how do you plan to secure one? If your project does not require a physical venue, how will it be publicly accessed?
- Address your motivations for the project and your plans to support local artists.
- Who is your intended audience? What kind of community impact do you anticipate your project will have?
- Tell us about your project timeline and include milestone dates relevant to your project. (Refer to the ELIGIBILITY section for restrictions on project start and end dates.)

3. BUDGET

Download the budget form at www.soex.org and complete the form with a project budget that estimates all of your anticipated expenses and income (including donated, or 'in-kind' services and labor). The fillable PDF is best used with Adobe Acrobat. You will be prompted to upload the completed budget form when you are completing the online application.

4. VISUAL SUPPORT MATERIALS

Include up to two forms of support materials with your application. You will be prompted to upload all digital files and URLs when you are completing the online application.

- Up to 15 digital images—formatted as JPG, GIF, TIFF, or PNG files (not to exceed 800 x 600 pixels, 180 dpi). Each image file should be labeled with your name and a number that corresponds to an annotated image list (see below). For example, the first jpg submitted by applicant Jane Smith should be labeled Smith_Jane_01.jpg.
- Video: You may submit up to three works or three excerpts of works. We will view up to FIVE minutes of work in total. Please submit URLs to Vimeo, Youtube, or a personal portfolio website.
- Web-based Projects: submit a list of up to 3 URLs.
- Print materials (e.g. brochures, publications, books, etc.): Scan and submit as PDFs when appropriate. For print materials that cannot be submitted digitally, please clearly label the package with the lead applicant's name and the project title, and mail or deliver in person by 5:00 PM on Thursday, October 12, 2017 (receipt deadline, not a postmark deadline):

**Attn: Alternative Exposure
Southern Exposure
3030 20th Street
San Francisco, CA 94110**

5. ANNOTATED LIST OF VISUAL SUPPORT MATERIALS

Include a checklist that corresponds with each item of your visual support materials. Indicate artist name or organizer's name, title, year, medium, and brief description of each image (digital image, video, publication, website, etc.).

6. CONTACT INFORMATION

Tell us how we can get in touch with the lead organizer, and up to six additional collaborators.