



# Franklin Furnace Fund Application Guidelines

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2020-2021

Application Deadline Extended:

**FRIDAY, MAY 1, 2020 11:59 PM**



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## Program Description

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The Franklin Furnace Fund awards grants annually to early career artists to enable them to produce major performance art works in New York. Grants range between \$2,000 and \$10,000 based on the peer review panel allocation of funding received by Franklin Furnace.

Franklin Furnace has no curator; each year a new panel of artists reviews all proposals. We believe this peer panel system allows all kinds of artists from all over the world an equal shot at presenting their work. Every year the panel changes, as do the definitions of “[early career artist](#)” and “[performance art](#).” So if at first you don't succeed, please try again.

The Franklin Furnace Fund 2020-2021 is supported by Jerome Foundation and the NYC Department of Cultural Affairs in partnership with the City Council. Artists supported by funding from Jerome Foundation must live in the five boroughs of New York City or the state of Minnesota.

Artists from all areas of the world are encouraged to apply; however, artists selected by the panel are expected to present their work in New York City. Full-time students are ineligible.

## Award Terms

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- Projects may begin as early as August 1, 2020.
- Artists who are awarded funding must present new works of performance art – though it is acceptable for these works to be shown in earlier iterations as works-in-progress.
- Funded projects must be presented in New York City.
- Grants range between \$2,000 and \$10,000, depending on peer review panel allocation of funding.
- Grant recipients are required to submit video and photographic documentation of their funded projects to Franklin Furnace for preservation in the institution's event archives. The grant recipient is responsible for hiring a videographer and photographer, and Franklin Furnace can provide referrals if needed.
- Grant recipients must sign a release form allowing Franklin Furnace the non-exclusive right to share their project documentation on its website for educational purposes.



## How to Prepare Your Application

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Before you can access the Franklin Furnace Fund 2020-2021 application form, you must first complete a [brief questionnaire](#) that will help determine your eligibility. If eligibility is confirmed, you will be provided with a link to the online application. Information entered in the online form can be saved so that it may be completed in multiple sessions before submitting it for review.

**Please remember to click on the ‘Apply Now’ button when you have completed your application.** You will receive a confirmation email when your application has been successfully submitted.

Please note that you may apply once per year as an individual, and once per year as part of a collaborative.

If you have any technical problems with the online application form, please check Submittable’s [Knowledge Base](#). You may also contact [support@submittable.com](mailto:support@submittable.com) or call 1-855-467-8264 ext. 2 and Submittable’s technical support staff can help address your question. Please note that they are available Monday - Friday from 10am - 7pm Eastern Standard Time. For other questions, please Arantxa Araujo at [proposals@franklinfurnace.org](mailto:proposals@franklinfurnace.org).

The [PDF application form](#) is still available, but please only use it if you are unable to use the online application form. If you can’t use the online form, then email to request a PDF version to [proposals@franklinfurnace.org](mailto:proposals@franklinfurnace.org). Write "PDF: Proposal 20-21" in the subject line of your email.

*Our application process is meant to be as accommodating as possible to everyone. If you are unable to submit materials electronically, we will also accept physical applications. If you have any questions about this please feel free to contact the Program Coordinator, Arantxa Araujo at [proposals@franklinfurnace.org](mailto:proposals@franklinfurnace.org) or by phone at (718) 687-5800.*



## Applicant Eligibility

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Eligible artists and collectives must meet all of the descriptors listed. Franklin Furnace Fund supports early career non-student performance artists who actively generate new original work.

*Please note: these requirements have been adapted from Jerome Foundation's eligibility requirements.*

### Eligible Artists

- are in the early stages of their creative development
- have a focused direction and are actively creating new work in performance art
- have yet to be substantially celebrated within their field, the media, funding circles or the public at large
- are vocational (as opposed to avocational, academic, amateur or educational) artists
- are not participating in any degree-granting programs (K-12, undergraduate, graduate) in any field
- generate new works and claim creative “authorship” and creative control in the creation of new work, and whose primary practice is centered in creation of new work through their roles as performance artists
- expand the aesthetic or social experience in the discipline in which they work and/or reclaim and revive traditional forms in original ways
- create works that are:
  - o imaginative, rigorous, and well-executed
  - o compelling and has a distinctive vision and authentic voice
  - o connected with intended audiences/participants
  - o engaging aesthetically and experientially
  - o bold and risk-taking

### Ineligible Artists

- would be identified as “mid-career” or established in any arts discipline
- are engaged in the arts as a hobby or avocational pastime
- are applicants who are or will be students enrolled in degree-granting programs
- interpret, perform, critique, report on, edit, or design the work of others (e.g., singers, musicians, screenwriters, dancers, actors, instrumentalists, vocalists, arrangers, editors, journalists, designers in sets/lights/costumes/sound, or critics, among others) but who do not also generate new work
- are managers, administrators, builders or technicians who do not also have a significant history of generating new work

As a general rule, all artists within an ensemble or collective must meet all criteria listed above.



## Application Components

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Applications submitted online may not exceed a total of 800 MB.

Please pay special attention to the required components of the application. Required components of the application include: Project Title, Contact Information, Mailing Options, Short Proposal, Resume, and Video Sample(s). While Video Sample(s) are required, you may mail samples in on CD/DVD/ flash drive if you would rather not include video in the online application form.

Please focus on writing a strong **Short Proposal** and be sure to select the best possible **Video Sample(s)**, as these are the most important components of the application.

### I. PROJECT TITLE, REQUIRED

Please enter the title of your proposed project. It is OK if the title changes later.

### II. CONTACT INFORMATION, REQUIRED

Please provide the contact information requested. Please also let us know if your email address or home address changes during the course of this process so we can keep in touch with you.

### III. PROPOSAL INFORMATION, REQUIRED

Indicate whether you are applying on behalf of a collaborative and if so, fill out the corresponding fields related to collaborative projects.

#### Short Proposal (required)

100-word summary proposal. The summary is a critical component of your application; it is the first piece of information that the selection panel reviews and it is a major factor in their deliberations. Therefore, be sure that the summary is very clear and concise.

#### Long Description (optional)

Full description of the proposed work. Please limit to 1000 words.

#### Budget (optional)

Specify planned expenses. If you have other funding sources for your project please indicate this in your budget. Please limit to 200 words.

#### Website (optional)

Website may be used as a supplement to other application material.

#### Resume (required)

Upload the most recent copy of your resume. If you are including resumes for multiple



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people, please combine and upload these as a single document.

### Press (optional)

You may upload a maximum of 2 press items.

## IV. VIDEO SAMPLE(S), REQUIRED

Applicants are required to submit at least one video sample. Video sample(s) are a critical component of your submission, so choose wisely. You may submit up to two ten-minute videos; please do not submit more than two videos.

Do not submit edited promotional or interview materials, including recordings with voice over narration or multiple artistic works compiled into a single video or image. We prefer unedited, continuous footage of your work from the past three years.

Submit up to two (2) videos that illuminate your proposal by either being video of your proposed project as a work in progress (“Proposed Project”) or a past project that gives an idea of the kind of work you do (“Past Project”). You may submit your videos in two forms:

1. **ONLINE:** (preferred) through the online form, either by **uploading video files** or by **supplying links to streaming video**, links to video samples hosted on one of the following external sites: [YouTube.com](https://www.youtube.com) or [vimeo.com](https://www.vimeo.com).
  - o Provide these links in the Online Application Form with access passwords, if applicable.
  - o Samples should remain accessible online through August 2020.
  - o Do NOT submit personal website or social media URLs containing embedded samples, or links to other online sites and platforms.
  - o Video submitted online must be 300 MB or under.
  
2. **MAIL:** you may mail them in on a CD/DVD/flash drive to be played on a DVD player or as digital files. (Mailing instructions below).

You may also submit a brief 50-word description and a cue time to indicate where the panel should start watching – this is important because the panel is rarely able to watch your video(s) in full due to time constraints during the review process.

Though you may have to compress your video before uploading it to the application, please make sure the video’s appearance is of relatively good quality. For instructions on how to do this, it’s highly recommended that you check out this website: <http://vimeo.com/help/compression>. If after following these instructions, your file is still too big for the online form then try lowering the data rate.



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*The text above describes the preferred format of video we'd like to receive, but if you are unable to meet these guidelines for any reason at all, then we are open to whatever you have: slides, videotapes, audio CDs, etc. If you have any questions about this please feel free to contact the Program Coordinator, Arantxa Araujo at [proposals@franklinfurnace.org](mailto:proposals@franklinfurnace.org).*

### **V. IMAGES, OPTIONAL**

You may submit up to ten images with descriptions. These can be uploaded through the online form (preferred) or mailed in on a disc.

We do not recommend applicants upload composite images. Each application can only have up to 10 artworks represented across work samples. Composite images will not be considered in the application.

### **VI. MAILING OPTIONS, REQUIRED**

How do you want your application material returned? (required)

Please complete this section even if you are not mailing in any materials.

Option 1: I do not need my application materials returned

You may choose not to have your materials returned. Please also select this option if you are not mailing any materials or if you do not wish to have mailed materials returned.

Option 2: I will pick up my materials at Franklin Furnace's office

After receiving a notification letter, please schedule a suitable time with us to pick up your application materials. After October 1, 2019, all application materials will become the property of Franklin Furnace and may be discarded.

Option 3: I will provide a self-addressed stamped envelope (SASE)

Please submit a self-addressed, stamped envelope (SASE) large enough to return all of your materials. Use postage stamps. Do not use meter strip postage for your SASE as they expire the same day they are issued. If you apply from outside the U.S.A., do not use international stamps. Instead, please include international vouchers for the postage required.

*Although the greatest care is taken in handling your application, we are not responsible for accidental loss or damage to your material. We cannot return your application materials unless you provide a SASE with sufficient postage.*

### **VII. FRANKLIN FURNACE FUND SURVEY, REQUIRED**

Please tell us how you heard about the Franklin Furnace Fund.



## Mailing Instructions

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Please write your name on every object you mail in. This should be the same name used on the application.

Due to space limitations, please try to submit your application materials in one 9" x 12" or smaller envelope.

**If mailing an ENVELOPE, please send to:**

**2019-2020 Proposals  
Franklin Furnace Archive Inc.  
Pratt Institute  
200 Willoughby Avenue  
Brooklyn, NY 11205**

**If mailing a PACKAGE, please send to:**

**Receiving for Pratt Institute  
379 Dekalb Avenue  
Att: Franklin Furnace (2020-21 Proposals)  
ISC Building, Rooms 209-211  
Brooklyn, NY 11205**

You may deliver your application in person by bringing it to our office at Pratt Institute, 200 Willoughby Avenue, ISC Building, Rooms 209-211 from 10am to 6pm, Monday to Friday. Please call (718) 687-5800 first to make sure that someone will be available to receive it.



## Application Timeline

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**January 15, 2020-** Application opens.

**April 1, 2020-** Deadline to submit all application materials.

**June/July 2020-** A Selection Panel meets to review applications and select artists to receive the grants. The panel consists of five artists who meet for three-four consecutive days at Franklin Furnace. Every year the panel is composed of new members. Franklin Furnace staff acts as moderators but does not make any decisions. Franklin Furnace does not record the panel's discussion and cannot give feedback.

**Late July/early August 2020-** Franklin Furnace sends out notification of the panel's decision. After this is sent, applications that have included a SASE are returned to the artists. Artists who have chosen to pick up their application may do so no later than October 1, 2020.

**Late August-September 2020-** After Franklin Furnace receives the completed Release Form, Honorarium Form, Bio and Project Description Form from the selected artists, a check for 50% of the grant is sent.

**September 2020-** Official announcement of selected artists is posted at Franklin Furnace website and in a Special Goings On, Franklin Furnace's weekly electronic newsletter.

**November 2020-** Franklin Furnace hosts an event at Pratt Institute to welcome the new 2020-21 class of Franklin Furnace Fund grant recipients. Grant recipients will give short presentations of their newly funded projects.

**September 2020-August, 2021-** Ideally the artist will present their piece within a year. Five weeks before the performance the artist meets with Franklin Furnace staff to discuss documentation plans and publicity, whereupon the second check for 40% of the grant is issued. The artist receives a third and final check for 10% of the grant after completion of their project if and only if Franklin Furnace receives: 1) high resolution visual documentation provided on portable media suitable for general viewing; 2) completed Final Report form with factual information and a final description of the event; 3) program or promotional material crediting the Franklin Furnace Fund and its supporters.



## Privacy Policy

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Unless otherwise specified herein, Franklin Furnace Archive, Inc. will not disseminate personal information obtained from donors, members, artists, visitors and others without their permission. Donors' names and donation levels will be publicized, although donors will be given the option to make their donations anonymous. As a condition of funding, recipients of funding from Franklin Furnace Archive, Inc. must permit Franklin Furnace Archive, Inc. to publicize their names and documentation of their projects.

For questions, contact Arantxa Araujo, Franklin Furnace Program Coordinator at [proposals@franklinfurnace.org](mailto:proposals@franklinfurnace.org).