Franklin Furnace Fund
Application Guidelines

2021-2022

Application Deadline:
Wednesday, April 1, 2021 11:59 PM
Program Description

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 2021-2022 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

- Projects may begin as early as August 1, 2021.
- Artists who are awarded funding must present **new works of performance art** – though it is acceptable for these works to have been 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 and provide a signed agreement by their photographer/videographer.
- The grant award is a contract for arts services; grantees are required to do the following during the grant period:
  - Sign and return grant contract to Franklin Furnace.
  - Include funding credit on all marketing and event materials, print and electronic.
  - Submit an event notification email four (4) weeks before funded event takes place to: 1) allow FF to promote the event, 2) discuss documentation, and 3) arrange for an FF representative to attend.
- Submit a final report and documentation, no later than thirty (30) days after completion of all project activities.
Discipline Definition

Performance Art

"Performance art, a time-based art form that typically features a live presentation to an audience or to onlookers (as on a street) and draws on such arts as acting, poetry, music, dance, and painting. It is generally an event rather than an artifact, by nature ephemeral, though it is often recorded on video and by means of still photography".  
(Britannica, https://www.britannica.com/art/performance-art)

Information Sessions

Get an overview of Franklin Furnace Fund and find out about the components of a well prepared application.

All applicants are highly encouraged to register and attend an online information session webinar with a live question and answer component.

The info session is scheduled for **January 28 at 7pm EST**
RSVP at:


Artists may also access this pre-recorded session after the event at: [www.franklinfurnaceloft.org](http://www.franklinfurnaceloft.org)
How to Apply

1. Before you access the Franklin Furnace Fund 2020-2021 application form, please read the Franklin Furnace Fund Guidelines thoroughly.

2. Ensure you meet eligibility requirements.

3. Attend an online information session. This is not mandatory, but highly encouraged.

4. If eligibility is confirmed, create/sign in to your Submittable account. Find our online application at https://franklinfurnacearchive.submitable.com/submit

5. Prepare and fill out all application requirements (see below).

6. Information entered in the online form can be saved so that it may be completed in multiple sessions before submitting it for review.

7. 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.

Once submitted, you will no longer be able to make changes to your application!

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@submitable.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.

Our application process is meant to be as accommodating as possible to everyone. If you have any questions please feel free to contact the Program Manager, Arantxa Araujo at proposals@franklinfurnace.org.
Applicant Eligibility

Franklin Furnace Fund supports early career non-student performance artists who actively generate new original work.

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

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

**Eligible Artists**

- are early career performance artists, non-student, and actively generate new work.
- are in the early stages of their creative development.
- 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:
  - imaginative, rigorous, and well-executed
  - compelling and has a distinctive vision and authentic voice
  - connected with intended audiences/participants
  - engaging aesthetically and experientially
  - bold and risk-taking

**Ineligible Artists**

- would be identified as “mid- or late-career” or established in any arts discipline
- are engaged in performance art 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
Application Requirements

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

Please pay special attention to the required components of the application.

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. 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.

II. PROPOSAL INFORMATION, REQUIRED
Indicate whether you are applying solo or on behalf of a collaborative, then fill out the corresponding fields related to the project.

**Project Title (required)**

Please enter the title of your proposed project.

It is OK if the title changes later.

**Short Proposal (required)**

100-word summary proposal or 30 second audio description of your proposed project. Accepted files mp3 or mp4.

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.

When writing a summary, remember that a summary begins with an introductory sentence that states the proposal's title, medium, concept, and main point of the text as you see it.
Application Requirements

**Full Description (required)**

Full description of the proposed work. Please limit to 1000 words or a 2-minute video or audio description of your proposed project. Accepted files mp3 or mp4.

Tell us about your project in detail, including the final form that your project will likely take. What are the main concepts? Where do you envision the project? Where are you in the process? How the project will ultimately manifest—as in, is it a time-based performance, a digital work, an installation?

**Budget (required)**

Specify planned expenses and income. If you have other funding sources for your project please indicate this in your budget. You may use the text box or upload a file.

A form will be available for download. You may use this form, or create a similar one. Please upload in a .pdf file.

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

**Press (optional)**

You may upload a maximum of 2 press items.

IT IS HIGHLY RECOMMENDED TO VISIT OUR WEBSITE TO READ ABOUT OUR PAST FUNDED PROJECTS AND RECIPIENTS AT:

http://franklinfurnace.org/artists/funded_projects/the_franklin_furnace_fund/index.php
III. WORK SAMPLES, REQUIRED

Submit a minimum of one five-minute video and one image, and up to two five-minute videos and ten images.

A. VIDEO SAMPLE(S), REQUIRED - .mp4 or .mov files only

Applicants are required to submit at least one five-minute video sample. Video sample(s) are a critical component of your submission, so choose wisely. Work samples are a representation of your artistic work. It will be the primary point of review. Keep in mind the panel reviews a large volume of material in quick succession; therefore, it is very important that you present your work clearly.

Submit up to two five-minute 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”). Please note this information in the work sample description.

The applicant will need to select one video to be reviewed during the first round of review, the second will be presented in the later rounds of review. Please ensure you upload videos accordingly.

Provide a cue point so that we can focus on 2-minutes of each sample. Failure to submit a cue point will be indicative that the panel most focus on the first two-minutes of the piece.

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 ideally from the past three years.

Submit your videos in our online application form by:

1. Uploading video files to submittable. File names should follow this convention: lastname_firstname_2021_samplenumber (ex: smith_john_2021_01). Video submitted online must be 300 MB or under.

2. Supplying links to video hosted on one of the following external sites: Youtube or Vimeo.
   a. Provide these links in the Online Application Form with access passwords, if applicable.
   b. Samples should remain accessible online through August 2021.
   c. Do NOT submit personal website or social media URLs containing embedded samples, or links to other online sites and platforms.
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: http://vimeo.com/help/compression.

**B. IMAGES, REQUIRED - .jgs or .png files only**

One image is required. You may submit up to ten images with descriptions. You do not need to submit all 10 work samples if you feel your practice is represented well with fewer. These can be uploaded through the online form.

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.

Upload files by naming them: LASTNAME, followed by FIRSTNAME, followed by the 2021, followed by a number 01, 02, 03; ex. LASTNAME_FIRSTNAME_2021_03

**IV. WORK SAMPLE DESCRIPTIONS, REQUIRED - upload .pdf file with all sample descriptions**

Before you upload your files to your application, you will need to name your files. Label each uploaded work sample starting with LASTNAME, followed by FIRSTNAME, followed by the 2021, followed by a number 01, 02, 03; ex. LASTNAME_FIRSTNAME_2021_03

After your work samples have uploaded, you will be able to provide descriptions for each submitted work sample: title, date the work was created, duration, and additional information. Please let us know if it is a past project, or a work in progress of the proposed project. Submit a 50 word description to inform the panel how this sample represents your work.

Document should include:

- INDICATE TYPE OF FILE VIDEO/IMAGE
- NAME OF FILE
- DATE WHEN PROJECT WAS CREATED
- CUE TIME
- PASSWORD
- PAST PROJECT/PROPOSED PROJECT
- DESCRIPTION (50 words)

**V. FRANKLIN FURNACE FUND SURVEY, REQUIRED**

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

January 15, 2021
Application opens.

April 1, 2021
Deadline to submit all application materials.

June/July 2021
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 2021
Franklin Furnace sends out notification of the panel’s decision.

Late August-September 2021
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 2021
Official announcement of selected artists is posted at Franklin Furnace website and in a Special Goings On, Franklin Furnace’s weekly electronic newsletter.

November 2021
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 2021-August 2022
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

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 Manager at proposals@franklinfurnace.org.