



**The Franklin Furnace FUND**  
**for Performance Art**  
**Application Guidelines**  
**2024-25**

**Deadline:**  
**April 1st, 2024**  
**11:59 PM Eastern Standard Time**



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## Program Description

Grant Range: \$2,000 – \$10,000USD

Based on peer review panel allocation of funding received by Franklin Furnace

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The Franklin Furnace FUND for Performance Art (the FUND) awards grants annually to [early career artists](#) of all backgrounds to assist the production of new major [performance art](#) works. Artists from all areas of the world are encouraged to apply and selected artists must present their work in New York City.

Artists may apply once per year as an individual, and once per year as part of a collaboration.

Franklin Furnace has no curator; each year a new panel of artists reviews all proposals. 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, and brings new perspectives of "early career artist" and "performance art." So if at first you don't succeed, please try again.

If you're interested in seeing an overview of past Grant recipients, click [HERE](#).

## Information Sessions

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For an overview of the FUND and to learn about the components of a well-prepared application, all prospective applicants are highly encouraged to register and attend our online information session. You can attend live, or access a recording on our website. Past FUND panelists will join to discuss the application process. This event will be moderated by Franklin Furnace staff and will be followed by a Q&A session.

The information session is scheduled for **Wednesday, February 28, 2024 from 7pm - 8pm EST.**

**Pre-register for the Zoom Event**

A recording of the 2023-24 Information Session is available [HERE](#).

The 2024-25 Information Session recording will be available on Franklin Furnace's website in early March, 2024.



## Performance Art: Definition

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The following definition is taken from [The Tate UK website](#)

“Artworks that are created through actions performed by the artist or other participants, which may be live or recorded, spontaneous or scripted. While the terms ‘performance’ and ‘performance art’ only became widely used in the 1970s, the history of performance in the visual arts is often traced back to futurist productions and dada cabarets of the 1910s. Throughout the twentieth century, performance was often seen as a non-traditional way of making art. Live-ness, physical movement, and impermanence offered artists alternatives to the static permanence of painting and sculpture. In the post-war period, performance became aligned with conceptual art, because of its often immaterial nature. Now an accepted part of the visual art world, the term has since been used to also describe film, video, photographic and installation-based artworks through which the actions of artists, performers, or the audience are conveyed. More recently, performance has been understood as a way of engaging directly with social reality, the specifics of space, and the politics of identity. In 2016, theorist Jonah Westerman remarked ‘performance is not (and never was) a medium, not something that an artwork can be but rather a set of questions and concerns about how art relates to people and the wider social world’.”

## Franklin Furnace FUND Supporters

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Each year Franklin Furnace applies for support for the FUND from various organizations, foundations, and government agencies every year. The FUND 2024-2025 has confirmed support from *Jerome Foundation*, *Silicon Valley Community Foundation* and *the NYC Department of Cultural Affairs in partnership with the City Council*. **Artists from all areas of the world are encouraged to apply**; All selected artists are expected to **present their work in New York City**.

- [Jerome Foundation](#): Supports artists who reside in the **five boroughs of New York City or the State of Minnesota**.
- [Silicon Valley Community Foundation](#): Supports artists from all areas of the world.
- [NYC Department of Cultural Affairs in partnership with the City Council](#): Supports artists from all areas of the world presenting in NYC.

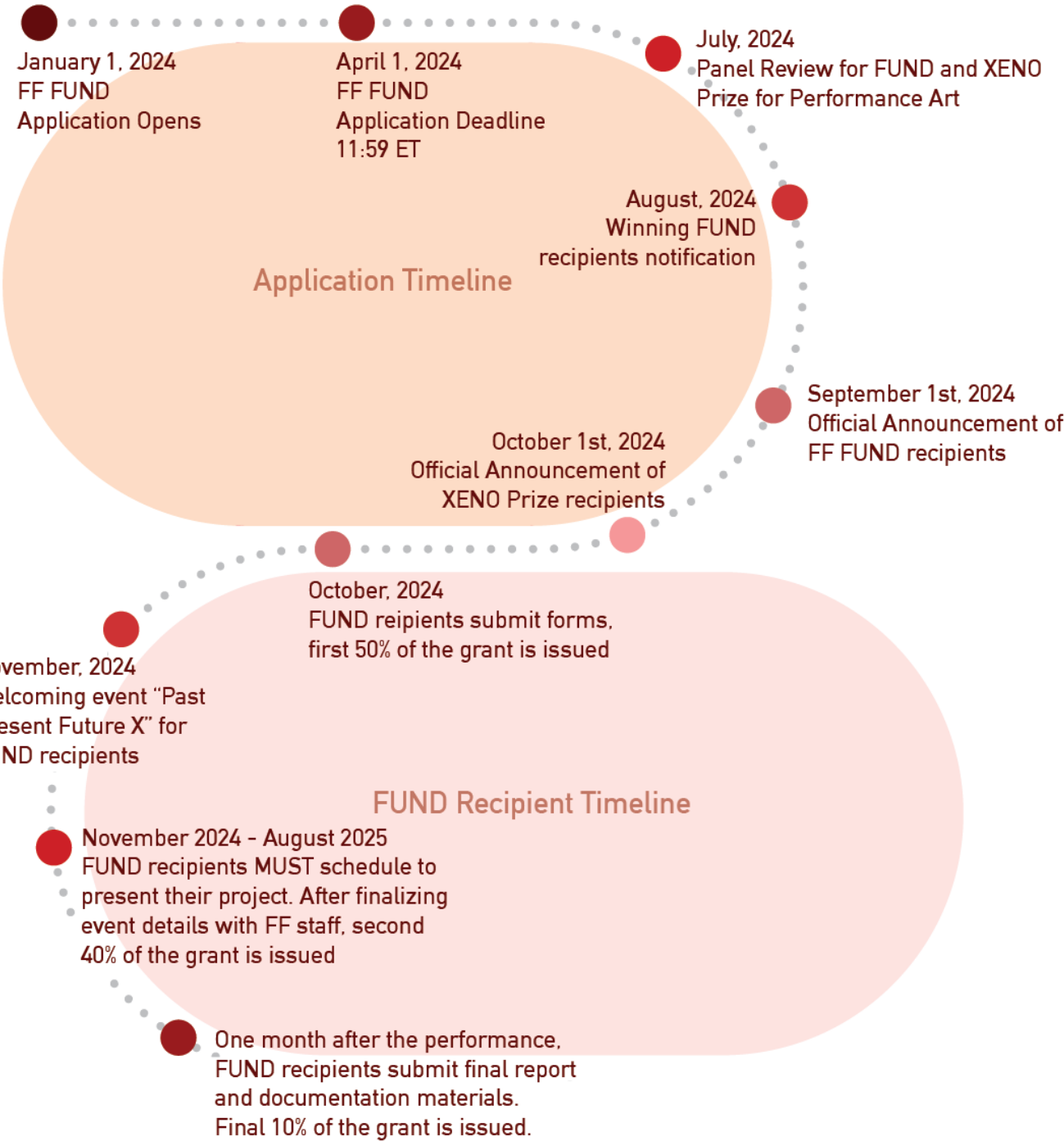


Council on  
the Arts

**NYC** Cultural  
Affairs



# Franklin Furnace FUND Timeline





## Award Terms

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- Grants range: \$2,000 - \$10,000USD
- Funded projects must be **presented in New York City**.
- Funded projects may begin as early as September 1st, 2024 and must be completed by August 31, 2025.
- Grant recipients must present **new work(s) of performance art** (check [eligibility](#)).
- Grant recipients must **submit video and photographic documentation** of their funded projects to Franklin Furnace for preservation in the Franklin Furnace Archive.
  - Grant recipients are responsible for hiring photographer(s)/videographer(s).
- As the grant award is a contract for art services, Grant recipients must do the following during the grant period:
  - Sign and return grant contract to Franklin Furnace.
  - Sign and return release forms allowing Franklin Furnace the non-exclusive right to share their project documentation
    - i. This includes a signed agreement by their photographer(s)/videographer(s)
  - Include funding credit and logos on all marketing and event materials, print and electronic.
  - Submit event notification emails at least 4 weeks before the funded project takes place to:
    - i. Allow Franklin Furnace to promote the event
    - ii. Prepare for documentation
    - iii. Arrange for a Franklin Furnace representative to attend the event
- Grant recipients must submit a **final report** and **documentation**, no later than 30 days after completion of all project activities.



## Applicant Eligibility

Requirements have been adapted from [Jerome Foundation's eligibility requirements](#).

All artists within an ensemble or collective must meet all criteria.

	Eligible	Ineligible
Career Status	<b>Early career performance artists</b> who <b>have yet to be substantially celebrated</b> within their field, the media, funding circles, or the public at large and are in the <b>early stages of their creative development</b> .	Mid- / late-career OR established in any arts discipline.
Student Status	Are <b>NOT participating in any degree granting programs</b> in any field including k-12, undergraduate, or graduate programs. <b>Current students</b> are eligible to apply if they graduate <b>or</b> cease studies <b>before</b> beginning work on the grant project..	Are or will be students enrolled in degree-granting programs during the grant period.
Vocation Status	<b>Vocational Artists</b> focused on generating new artwork. Must create works that are: imaginative, rigorous, well-executed, compelling; have a distinctive vision and authentic voice connected with intended audiences/participants; and are aesthetically and experientially engaging, bold, and risk-taking.	Academic, amateur, educational, avocational, or hobby artists or managers, administrators, builders, or technicians without a history of generating new artwork.
Authorship Status	Artists who <b>actively generate new work</b> and <b>claim creative "authorship"</b> and creative control in the creation of new work.	Artists who 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) but do not generate new work.

### Ideal applicants:

- Early-career artists with at least 2 years, but no more than 10 years, of experience generating new artistic works outside of a degree-granting program.
- Expand the aesthetic or social experience in the discipline in which they work and/or reclaim and revive traditional forms in original ways.



## How to Apply

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You may apply once per year as an individual, and once per year as part of a collaborative.

1. Read “**The Franklin Furnace FUND for Performance Art 2024-2025 Guidelines**” thoroughly.
2. Attend an online [information session](#). This is highly encouraged.
3. Ensure you meet [eligibility requirements](#).
4. Once eligibility is confirmed, **create/sign in to your Submittable account**.
  - a. Entered information can be saved so that your application may be completed in multiple sessions before final submission.

**Apply Here**

5. Prepare and complete ALL application requirements.
6. Once the application is complete, click the ‘Apply Now’ button. A confirmation email will be sent once your application is successfully submitted.

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

If you have any technical problems with the online application form, please check Submittable’s [Help Page](#). 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.

Franklin Furnace’s application process is meant to be as accommodating as possible to everyone. If you have any questions/concerns please contact [proposals@franklinfurnace.org](mailto:proposals@franklinfurnace.org)





# Application Requirements

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Applications may not exceed a total of 800 MB. **REQUIRED** components of the application are marked with a red asterisk (\*).

We HIGHLY RECOMMEND you visit our website to read about past projects and recipients [HERE](#).

**Short Proposal & Video Samples are the most important components of your application.**

## I. Contact Information \*

- Provide the requested contact information
  - First and last name
  - Preferred pronouns
  - Email, phone number, address
- If your contact information changes after you submit your application, please contact [proposals@franklinfurnace.org](mailto:proposals@franklinfurnace.org)
- **\*Additional checkbox for 2024-25: I'd like my application to also be considered for the 2024-25 XENO Prize for Performance Art.**
  - Started in 2023, the XENO Prize for Performance Art supports new work by an early-career LGBTQ+-identifying performance artist working in one of the 22 United States where, according to the [Human Rights Campaign Foundation](#), laws and policies restrict gender-affirming care. States include: MT, UT, ID, AZ, ND, SD, NE, OK, TX, IA, MO, AR, LA, IN, KY, TN, MS, AL, GA, FL, NC, WV.

## II. Proposal Narrative \*

### A. Project Title\*

- Your proposed title may be modified later

### B. Short Proposal\*

The short proposal must be very clear and concise, as this is a critical component of your application. It is the first piece of information that the selection panel reviews and a major factor in their deliberations.



- Max. 100-words
- Include: **title, medium, concept, and main objectives**
- Try to address the *who, what, when, where, and why* of your proposed project, including plans to present project in NYC

### C. Full Description\*

Please tell us about your project in detail, including the format. Your description should demonstrate an understanding of the steps necessary to create and share your project publicly.

- Max. 750-words
- Try to address the following questions: *What are the main concepts? Where do you envision the project taking place? Where are you in the process? How will the project ultimately manifest: is it a time-based performance? a digital work? an installation?*
- Panelists should be able to envision the event in its entirety.

## III. Budget \*

Total project income, total project expense, and Franklin Furnace FUND request.

Total income and total expenses must match

### A. Project Income \*

- Specify planned project income
- If you have other funding sources for your project, please indicate this here.

#### Sample

Income:

Individual donations (confirmed): \$500

Foundation Grant (confirmed): \$2000

**Franklin Furnace FUND Grant request (pending): \$5000**

Fund Me Campaign (pending): \$2000

Total projected income = \$9500

### B. Project Expenses \*

- Specify planned project expenses, please remember to include documentation costs.

#### Sample

Expenses:

Artist fee: \$2250

Performer fee (3, \$500 each): \$1500

Printing costs: \$500



Technical assistance - graphic designer: \$800  
Venue rental: \$800  
Rehearsal space (\$20/hr) for 40 hrs: \$800  
Photo documentation: \$500  
Video documentation: \$500  
Materials (specify materials): \$800  
Costume: \$400  
Marketing material costs: \$300  
Zoom subscription for virtual events: \$150  
Transportation= \$200  
Total projected expenses = \$9500

### C. FUND Request \*

- Enter your dollar amount request (USD) for Franklin Furnace FUND

## IV. Artist Information \*

### A. Resume/CV\* ( .pdf )

- Submit the most recent copy of your resume/CV (Max. 2 pages per artist)
  - Dates need to be included of all education and work experience
  - Biographies are not permitted or necessary
  - PDF format only
  - Must show evidence of creative & generative work
- For resumes of multiple people (collaborative), submit all resumes as a single document
- Please name your file as follows: **lastname\_firstname\_cv** (ex: Smith\_John\_CV)

### B. Website

- Provide URL for your art website(s)

### C. Press

- You may attach up to 2 press items (i.e. articles, past promotional materials)

## V. Work Samples \*

### ● Videos\* ( Youtube / Vimeo/.mp4/.mov )

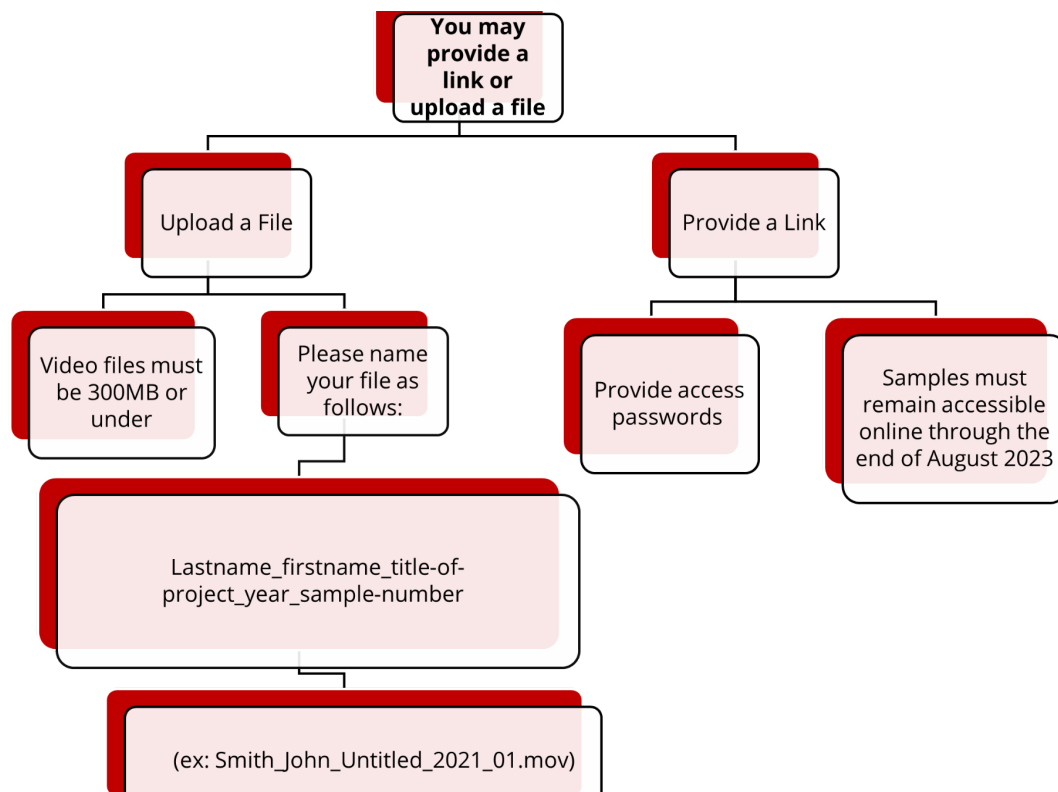
- Video samples illuminate your proposal by either showing your proposed project as a work in progress or a past project which gives an idea of the kind of work you propose.



- Keep in mind the panel reviews a large volume of material in quick succession; therefore, you should present your work *clearly*. The first video you submit will be considered as the **primary video** for the first round of review. The second video may be presented in the later rounds of review. Video samples will be the primary point of panel review, *so choose wisely*.
- Submit **at least one 5-minute video sample** and up to two 5-minute videos
- Do not submit edited promotional or interview videos. This includes recordings with voice-over narration or multiple artistic works compiled into a single video or image
- Unedited, continuous footage of your work from the past 3 years is preferred
- Provide the following information as metadata when you upload the file, or submit it with a link:
  - Password, if video is password protected
  - Title
  - Date when work was created
  - Duration
  - Cue times for a 2-minute selection (If no cue time is specified, the panel will focus on the first 2-minutes)
  - Indicate if sample is a past project or a work in progress of the proposed project
  - 50-word description of how this sample represents your work

## Details Regarding Video Sample

For instructions on how to compress your video, please click [here](#).





## Images\* ( .jpg / .jpeg / .png )

- Submit **at least 2 image samples** and up to 5 images
- You do not need to submit all 5 if you feel your practice is represented well with fewer
- Do not submit composite images, these will not be considered in the application
- Provide the following information for each image as metadata:
  - Title
  - Date when work was created
  - Duration of performance
  - Indicate if sample is a past project or a work in progress of the proposed project
  - 50-words description of how this sample represents your work

Upload image files directly to Submittable. (.jpg / .jpeg / .png)

Please name each file as follows:  
**Last\_first\_title-of-project\_year\_sample-number**

(ex: Smith\_John\_Untitled\_2022\_01.png).

## VI. Survey

- Demographic survey
- How did you hear about the Franklin Furnace FUND?

## Privacy Policy

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Franklin Furnace Archive, Inc. does not disseminate personal information obtained from applicants, donors, members, artists, visitors, or any others without express permission. As a condition of funding, Franklin Furnace FUND for Performance Art recipients must agree to permit Franklin Furnace Archive, Inc. to publicize their names and documentation of their FUND projects.

For questions, contact at [proposals@franklinfurnace.org](mailto:proposals@franklinfurnace.org)