



Artist INC Live Oklahoma City: Artist Application

Deadline: June 2, 2014, 5 pm – Open to artists of all disciplines.

Presented as a collaboration of the Oklahoma Visual Arts Coalition, Oklahoma Arts Council, Artist INC, Norman Arts Council, Oklahoma Contemporary Arts Center, Oklahoma Film & Music Office and the City of Oklahoma City Office of Arts & Cultural Affairs, with support from the Mid-America Arts Alliance.

Artist INC Live Oklahoma City is a cutting-edge training program that addresses the specific business needs and challenges of artists. Limited to 25 participants, artists gather once a week for eight weeks to learn business skills specific to their art practice and apply those skills cooperatively with their peers.

PROGRAM OBJECTIVES AND CRITERIA

Through mentorship, expert presentations, and peer networks artists gain:

- Tools and skills in arts planning, marketing, finance, law and technology;
- An increased knowledge of and ability to access local and national art business resources;
- A strategic artist's plan for pursuing, marketing and sustaining their art; and
- A long-term network of cross-discipline, diverse artists to provide peer learning and support into the future.

Artist INC Live Oklahoma City will be led by local artist facilitators and topic experts. The three-hour weekly seminar is structured in thirds, with the first hour focused on directed large group discussions of relevant issues, the second hour featuring multi-media lectures on the specified business topic, and the last hour spent in small group discussion and direct application of class concepts.

Local Artist Facilitators

- Beau Leland, Film & Media Artist
- Robert Matson, Playwright and Actor
- Sunni Mercer, Visual Artist
- Michelle Moeller, Choreographer and Dancer
- Jerod Tate, Composer and Musician

Weekly Seminar Session Topics

- The Business of Art Paradox: Strategic Planning and Goal Setting
- Marketing Your Art (Without Selling Your Soul): Communicating the Message of Your Work
- Budget is Not a Four Letter Word: Managing Money and Financial Planning
- Better Than Pulling Teeth: Writing About Your Work
- Zen and the Law of Art: Business Structure, Intellectual Property, Basic Legal Issues
- Show Me the Money: Finding Grants/Fellowships and Raising Capital
- Artist.com: Understanding the Technology Artists Need to Use
- Opening Night: Sharing the Completed Artist's Plan

Artist INC Live is open to any artist of any discipline, from emerging to established. Applicants should communicate how the Artist INC Live program will support or strengthen their own business practice as well as show interest in participation with their local artist community network.

TIMELINE

June 2, 2014, 5 pm: Artist Application Deadline

July 18, 2014: Applicant Notifications

September 30-November 18, 2014: Seminar held weekly, Tuesday nights, 6-9 pm at Oklahoma Contemporary Arts Center, 3000 General Pershing Blvd, Oklahoma City, OK 73107.

COST

It is through generous support from Mid-America Arts Alliance, the Oklahoma Arts Council, Allied Arts and other supporters that this professional development program is offered at a greatly reduced program fee of \$150 (from \$1,000). Participants are expected to attend all sessions of the seminar, barring illness or emergency. Please review the timeline to be sure that you are available for all sessions. Payment of \$150 will be required for those accepted into the program.

ELIGIBILITY

Artist INC Live Oklahoma City is open to artists of all disciplines who are residents of Oklahoma, including performing, literary and visual artists. Applicants must be 21 years of age or older, and may not be a degree-seeking student. Due to the weekly in-person attendance required, *Artist INC* recommends participants live within a 90-mile radius of Oklahoma City. For those outside this radius, please look into the [online Artist INC program](#) (OVAC members receive a discount on registration).

Applications are reviewed by representatives of the partnering organizations as well as artists and arts professionals in the field. The selected participants will reflect a balanced cross-section of artists from multiple disciplines, backgrounds and ethnicities.

HOW TO APPLY

If you wish to apply, please use the following checklist to prepare your application. Applications should be submitted online at www.ArtistSurvivalKit.org.

APPLICATION CHECKLIST

Applications include basic contact information, plus the following:

Narratives: (maximum 500 words for each question)

- Provide a statement describing your work, your primary motivation for creating work, and your passion for your chosen artistic discipline.
- What do you want your arts career to look like five years from now?
- What do you see as key opportunities or challenges relative to your artistic career, and how do you think participation in this program will help you to advance as a professional artist?

Support Material and Work Samples:

Samples should be carefully selected to reflect the applicant's work, focusing on work generated in the last three years. Panelists will spend up to five minutes reading, watching, viewing, or listening to your samples.

- **Work Samples – Limit 4:**
 - Images: jpg files, 1 MB maximum per image
 - Audio/Video: Web addresses linking directly to work samples
 - Literary: PDF format, limit 8 pages total
- **Work Sample Summary – PDF Format, Limit 4 pages:**

When applicable, include the following for each work sample corresponding to the order the samples are submitted: artist name, title of work, URL, medium, dimensions, date of completion/performance/publication, running time, number of pages and other details regarding the creative development, inspiration or relevance of the work. Clearly indicate selections intended for review including portion (i.e. URL – “Video Title” – view from 1:36-3:06).
- **Resumé or CV – PDF Format, Limit 3 pages:**

Highlighting your artistic training and accomplishments

Questions or inquiries contact Oklahoma Visual Arts Coalition, office@ovac-ok.org or 405-879-2400.