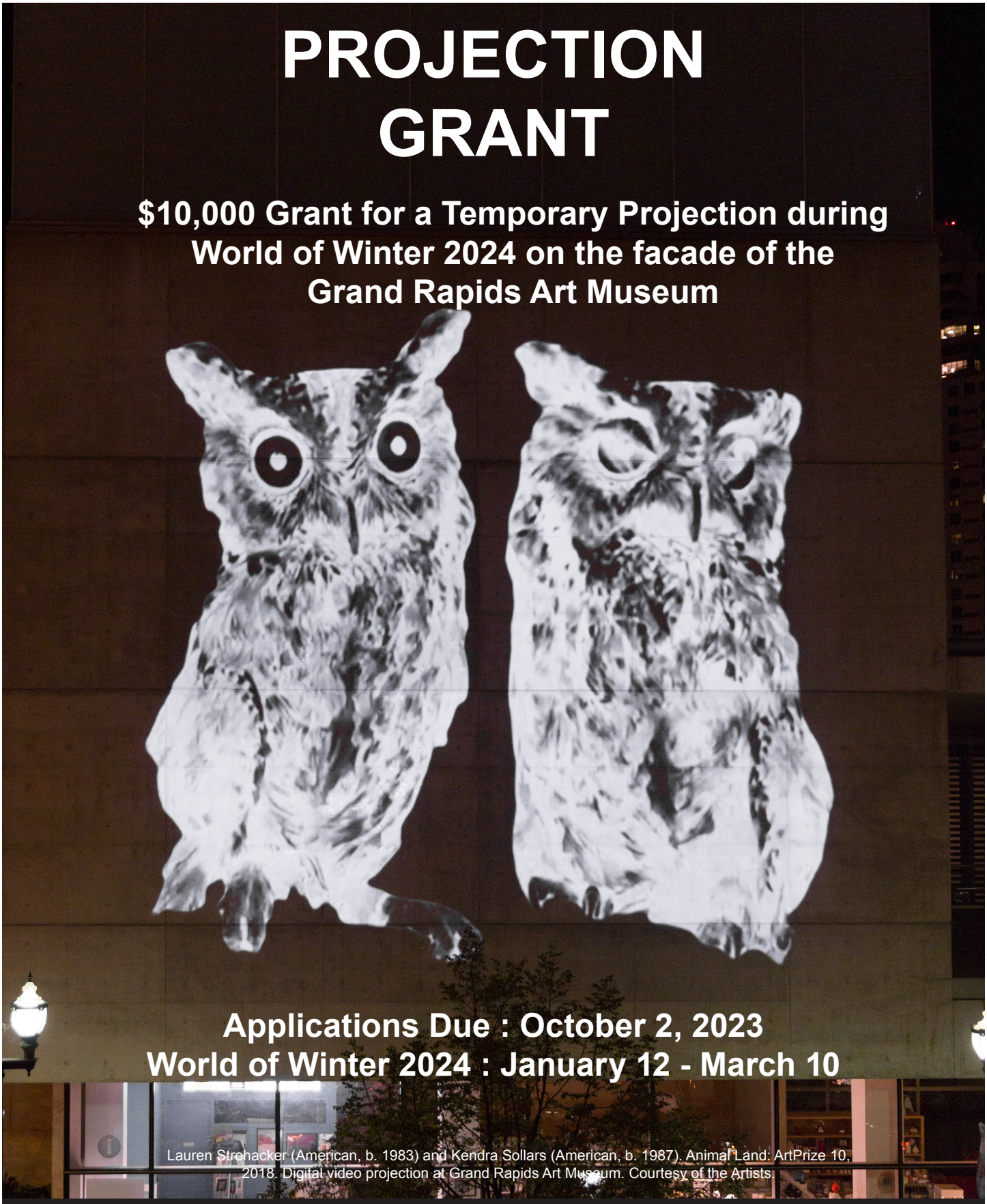
PROJECTION GRANT

$10,000 Grant for a Temporary Projection during World of Winter 2024 on the facade of the Grand Rapids Art Museum



Applications Due : October 2, 2023
World of Winter 2024 : January 12 - March 10

Lauren Strohacker (American, b. 1983) and Kendra Sollars (American, b. 1987). Animal Land: ArtPrize 10, 2018. Digital video projection at Grand Rapids Art Museum. Courtesy of the Artists.

SMITH HAUGHEY RICE & ROEGGE

DOWNTOWN GRAND RAPIDS INC.

GRAM

Project Summary

The Projection Grant is a partnership between Downtown Grand Rapids, Inc (DGRI), and the Grand Rapids Art Museum (GRAM). It is generously supported by Smith, Haughey, Rice & Roegge.

The Projection Grant is intended to support an artist(s) in creating a large-scale projection on the side of GRAM during the annual World of Winter Festival (WoW). The selected artist will be provided a projector, location at GRAM, and a $10,000 stipend to produce and display a work for the duration of WoW – January 12 to March 10, 2024.

Michigan based artists are invited to apply with their portfolios and a brief proposal. Applicants are encouraged to create dynamic and engaging work.

WoW is a two-month long Festival that aspires to make Grand Rapids a more active winter city all year round by hosting all activities outdoors in public spaces. All programming, events, installations, and activities are FREE for the public to enjoy and experience.

In 2023, the festival hosted well over 100 events and installations during an 8-week time-frame bringing in over 4.5 million visitors to downtown making the festival the largest winter festival in North America.

Equipment

The selected applicant will be provided a Vivitek DU9000 12,000 Lumen Projector. Grand Rapids based production company, Livespace, will install and de-install and maintain the projector for the duration of WoW. The selected applicant will be responsible for providing Livespace with the content. The projector and surface are roughly 80ft apart.

Requirements

•Applicants must live in Michigan.
•Applicants will need to follow all standard City rules and permitting. DGRI will go to the Arts Advisory Council (AAC) on your behalf for installation approval.
•DGRI, GRAM & Smith, Haughey Rice & Roegge will not be liable for any personal injury to damage that occurs.
•DGRI cannot support any event, program, art, or installation that includes political, religious, or sexual content.

Budget

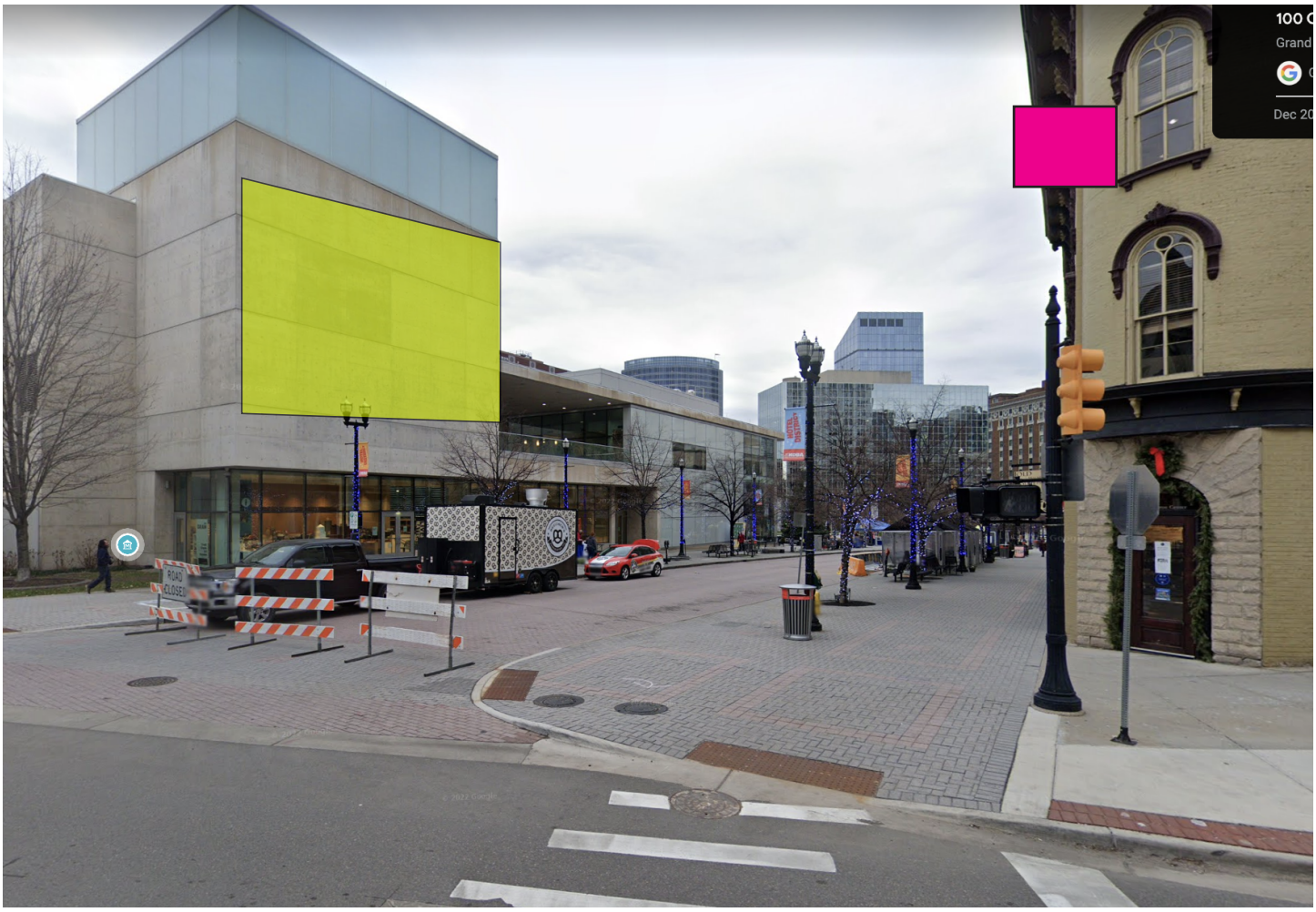
•The installation, rental, and maintenance of the projector will be covered by DGRI.
•The selected applicant(s) will be provided a $10,000 stipend for production and display of their artwork during World of Winter. $5,000 will be paid upon signing the contract and the other half will be paid upon completion of the project.
•Artist(s) will retain ownership and copyright of the artwork.

Selection Process

Applications will be evaluated on how well the project addresses space, submitted application materials, community engagement, merit, diversity, equity, and inclusion. Once a recommendation is made, DGRI will be in touch with you regarding funding for your application. All proposals for grant implementations cannot be political or religious in any way.

Project Location

North-West wall of GRAM on the corner of Monroe Center and Ottawa in downtown Grand Rapids.





Schedule

October 2, 2023 : Applications Due
Mid-October 2023 : Applicants notified
November – December 2023 : Production of work
November 20, 2023 : Arts Advisory Council Review
January 10 – 11, 2024 : Install
January 12 – March 10, 2024 : World of Winter 2024

How to Submit

Please submit the following information here by October 2, 2023. File names should include artists' first and last name. Dropbox link https://www.dropbox.com/request/fnsBQ7tFT1OJ2hNTAOfX

- Please complete this short questionnaire. (Does not need to be emailed)
- Resume or CV that includes relative experience.
- Artist website or social media that represents similar projects. If you don't have either, please provide at least (5) images or videos of relatable previous projects.
- Detailed physical and conceptual description of proposed artwork. This should also include a description of materials being used, any programming involved, maintenance plan and any other information you feel would be helpful for the review committee. If your installation has interactive components, please explain.
- Renderings and/or images of proposed project.

Questions?

If you have any questions concerning your application, ideas, exc, please reach out to Katie Moore at kmoore@downtowngr.org.

World of Winter
Largest Winter Festival in the Midwest