



The
Pew Center
for Arts
& Heritage



APPLICATION
GUIDELINES 2019
**PROJECT
GRANTS**

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Program Modifications

As of their release date, January 7, 2019, these guidelines represent the complete instructions for grant applicants. However, The Pew Center for Arts & Heritage and The Pew Charitable Trusts reserve the right to change and/or modify them at any time in the future in response to experience gained from their operations, input from applicants and recipients, external evaluations, and the community. Any changes or updates to the guidelines will be made known to potential applicants in a timely manner. Grant applicants will be required to submit written acknowledgment of these updates within seven business days of notification.

Cover: *Symphony for a Broken Orchestra*, 2017.
Photo by Karl Seifert, courtesy of David Lang
and Temple Contemporary.

Letter from the Executive Director

Dear Colleague and Center constituent,

I am pleased to share with you the 2019 guidelines for Project grant applications to The Pew Center for Arts & Heritage's Exhibitions & Public Interpretation and Performance programs.

In 2018, the Center awarded more than \$8.7 million to Philadelphia area organizations and individual practitioners, encompassing 33 Project grants and 12 Pew Fellowships for individual artists.

If you peruse our [website](#) for lists of Project grants in Exhibitions & Public Interpretation and Performance, you will discover a remarkably broad range of hybrid and discipline-specific cultural programs, events, and experiences that reflect the breadth and vitality of our region's cultural ecology. We are gratified to be able to support such a lively diversity of work, and we look forward to continuing to carry out The Pew Charitable Trusts' strategic goal of fostering a vibrant civic life by bringing high-quality, substantive, and richly rewarding experiences to our region's many publics.

As you plan your application to the Center for project funding, I hope you will feel encouraged to think boldly and imaginatively, and to consider with enthusiasm the potential opportunities that our funding offers to your organization and your audiences. Once you have reviewed these guidelines carefully and familiarized yourself with our goals and criteria for application, as well as any relevant new information for the 2019 cycle, I strongly encourage you to [contact](#) our senior program staff, as early in the grant cycle as possible, to discuss your program ideas prior to submitting a Letter of Intent to Apply.

We look forward to hearing from you as we begin a new grant-making cycle, and we deeply appreciate your participation in the Center's grants process.

Cordially,

A handwritten signature in black ink that reads "Paula Marincola". The signature is fluid and cursive, with a large initial "P" and a long, sweeping underline.

Paula Marincola
Executive Director

Vision Statement

At The Pew Center for Arts & Heritage, we envision Greater Philadelphia as a widely recognized hub for dynamic cultural experiences and a place in which creative expression and interpretation, as well as the exchange of ideas, are vital forces in public life.

We endeavor to realize this vision in two ways—

By supporting area leaders who think ambitiously and innovate boldly in their public offerings; who are rigorous in their programmatic processes; who employ prudent governance and management practices; and who are adventurous in the ways they interact with their audiences; and

By advancing the fields we serve through research and knowledge-sharing on distinctive, imaginative, and effective practices.

Overview | Goals of Center Grant Making

Recognizing the increasingly blurred lines and fluid boundaries in the presentation and interpretation of material and visual culture, as well as in performance, The Pew Center for Arts & Heritage (the Center) has two categories of funding. These categories support projects that are multi- or interdisciplinary, as well as those based in a specific discipline. All projects must be presented to public audiences.

Areas of programming considered within **Exhibitions & Public Interpretation (EPI)** include public display and/or interpretation of artworks, historical artifacts, scientific objects, living collections, buildings, stories, or ideas; film, video, or other moving-image presentations and technology platforms; and all other forms of exhibitions and public cultural interpretation, including those that take place in public spaces, online, and/or make use of participatory strategies.

Areas of programming considered within **Performance** include original works or new treatments of existing works in all performance forms; film, video, and other moving-image performance works; distribution of performance using experimental media or technology platforms; and performances in public spaces, online, and/or making use of participatory strategies.

GOALS OF CENTER GRANT MAKING

The goals of Center grant making are to—

- Support substantive projects that grow out of mission; demonstrate a high level of artistic and programmatic excellence, ambition, and conceptual rigor; and represent a thoughtful development of an existing line of work or a heretofore unexplored direction.
- Support partnerships and collaborations outside of the applicant's habitual frame of reference (i.e., disciplinary, geographic, cultural, etc.) that are significant and build new relationships and audiences.
- Support projects that provide inspirational models for cultural practice in the region and beyond.
- Support projects that expand the audience reach and impact of the applicant's programming, deepen meaningful engagement, improve audience prospects for the longer term, and, as relevant, connect the applicant to unfamiliar audiences.

What's New in 2019

We are gratified to continue the Center's annual support of the Greater Philadelphia region's cultural organizations and artists. Our 2019 guidelines include changes that will support the highest levels of artistic and programmatic excellence.

2019 updates to our Project and Discovery grants include the following—

- The maximum Project grant amount has been raised to \$400,000 for a single applicant and up to an aggregate of \$800,000 for multi-organizational collaborations. Grants at this level are to support efforts that demonstrate new levels of ambition in content, scope, and scale for applicants. ([See page 7 for details](#))
- Individuals are now required to apply for Project grants with an organizational partner. That organization will be responsible for collaborating fully with the individual partner in managing and producing the project. Applicants are not eligible to apply for Project or Discovery grants as individuals. ([See page 7 for details](#))
- The maximum amount awarded for Discovery grants is \$50,000.
- Individuals who have been nominated and are submitting a Pew Fellowships in the Arts application may not participate in a Project grant application as a commissioned or key featured artist within the same grant cycle.

Types of Support

PROJECT GRANTS

Project grants are for making big ideas happen: bringing artistically and programmatically excellent, ambitious, and substantive performances, exhibitions, or interpretation projects to fruition. Projects can take various forms, and be produced by single organizations or multi-organizational collaborators. They may be wholly new undertakings for the applicant or represent the further development of an ongoing direction. Projects must deliver distinctive, high-quality, and meaningful cultural experiences to audiences in the Philadelphia region. They should also demonstrate awareness of leading practices in the field and be situated in relationship to them. Core artistic or program personnel must include one central practitioner with whom you have not worked before. Program series within the same application must be conceived for presentation under a single rigorously considered curatorial premise that cogently outlines what is at stake artistically and programmatically. Documentation that extends the life of the project and amplifies its non-regional audiences is a priority.

Project grant award levels—

- Organizations may be eligible to apply for Project grants up to \$400,000.
- Project grants exceeding \$300,000 must meet additional criteria (see [page 7](#)).
- Up to three organizations can also pool their individual grants towards a collaborative effort, not to exceed \$800,000 in total. Multi-organization collaborators must each submit an individual application for their collective project.

For All Project Grants: Maximum allowable requests for all Project grants are dependent on organizational budget size. *The amount of the request should be discussed with the Center's senior staff before submission of a Letter of Intent to Apply (LOI) and subsequent application.* Funds must be expended within 24–30 months.

DISCOVERY GRANTS

Discovery grants are for focused exploration that will seed future project proposals. They are designed to create the conditions that will allow applicants to be competitive and successful within the Project grant arena. Discovery grants support: the development of a creative process or strategy; deep examinations of a curatorial/program idea; rigorous topical research and knowledge acquisition; testing a hypothesis; piloting or prototyping a project or program; conducting audience research that will enhance artistic decision-making; and developmental consultations with creative minds from around the world. A public component is required of all Discovery grants

Discovery grant award—

- Organizations may be eligible to apply for Discovery grants up to \$50,000.

For All Discovery Grants: *The amount of the request should be discussed with the Center's senior staff before submission of a Letter of Intent to Apply (LOI) and subsequent application.* Funds must be expended within 12 months.

Eligibility

ELIGIBILITY CRITERIA FOR ALL GRANT REQUESTS

Only organizations are eligible to apply to The Pew Center for Arts & Heritage as of the 2019 cycle. Support for individual artists and curators must be considered as part of an organization's proposal. Please [contact](#) program staff with any questions.

- Organizations must have 501(c)(3) designation at the time of submitting a Letter of Intent to Apply (LOI) and must have paid, professional artistic and managerial project staff. If awarded funding, grant contracts can only be signed by a person with legal and fiduciary responsibility for the organization.
- Organizations must be in sound financial health, as determined by audited financial statements and/or verified Cultural Data Profile (CDP) Funder Reports demonstrating no operating losses in two out of the past three years and showing positive working capital. Audited financial statements are required by the Center from organizations with annual budgets exceeding \$100,000; outside financial review is required for all others.
- Organizations must be located in the five-county Philadelphia area (Bucks, Chester, Delaware, Montgomery, and Philadelphia counties).
- Organizations must have a substantial record of presenting professional public programs.
- If you have an **open Center grant**, please contact the appropriate program to determine your eligibility to apply in 2019.

ADDITIONAL CRITERIA FOR PROJECT GRANTS EXCEEDING \$300,000

Along with meeting all other eligibility criteria, these projects, whether from a single organization or a multi-organizational team, must—

- represent a demonstrably new level of ambition in content, scope, and scale for applicants;
- be artist/creative practitioner driven and involve new commissions;
- include one major creative contributor from outside the United States; and
- incorporate the audience experience as integral to the project's design and realization, as well as its impact.

FOR ALL APPLICANTS: GRANT PERIODS & MAJOR EVENT DATES

- The implementation period for **Project grants** extends from January 1, 2020 and must conclude by June 30, 2022.
- The implementation period for **Discovery grants** extends from January 1, 2020 and must conclude by December 31, 2020.
- Major public events that are part of a Center grant should generally not be scheduled to take place before March 1, 2020.

Eligibility: Ineligibility

INELIGIBLE FOR SUPPORT

Grants in the **Exhibitions & Public Interpretation (EPI)** program are not made for individual exhibitions of private collections, nor for acquiring artworks, collections, or property.

Grants in the **Performance** program are not for ongoing seasonal support.

For all applicants:

We encourage applicants to tour or present Center-funded projects outside the region, when appropriate. If you are touring a project, or working collaboratively with an organization outside of the region, *please discuss with Center senior staff the types of those costs which are and which are not eligible for support.*

Ineligible costs in both programs include capital improvements or real estate expenditures; debt service or retirement; endowment funds; or operation support (including salaries).

Organizations are ineligible if they are managed by current employees of The Pew Center for Arts & Heritage or The Pew Charitable Trusts; members of such employees' households; or people closely related to such employees through blood, marriage, or domestic partnership.

If you are uncertain as to whether or not your project is eligible for Center support, [contact](#) a staff member.

How it Works: Our Process & Important Dates

STEP 1: TALK TO US PRIOR TO DEADLINES

First-time applicants are required to make an appointment to discuss their project with the Center's senior staff by **February 15, 2019**.

Returning applicants are required to identify their intention to apply to the Center by contacting staff by **March 1, 2019**, before beginning a Letter of Intent to Apply (LOI).

All applicants requesting awards over \$300,000, whether for single-organization or multi-organization projects, are required to make an appointment with the Center's executive director and appropriate senior program staff by **February 15, 2019**. During this conversation, we can discuss any eligibility concerns and your project's fit within the Center's goals and priorities.

STEP 2: SUBMIT A LETTER OF INTENT TO APPLY (LOI)

*Letters of Intent to Apply are due on **March 27, 2019 by 4 p.m.***

The LOI must be completed [online](#). The online form requires you to provide basic organizational information, respond to questions regarding eligibility, provide a brief applicant profile and a brief project description, and submit a small number of images or other relevant work/site samples. Applicants whose LOIs are reviewed favorably will be invited to submit a full application. For more information on the LOI review process, please see [page 15](#). Notification regarding an invitation to apply will be sent by **May 1, 2019**.

STEP 3: SUBMIT A FULL APPLICATION

*Applications are due on **June 26, 2019 by 4 p.m.***

The full application must be completed [online](#). The online form requires responses to questions about the applicant and the project, a project budget, timeline, and work/site samples. Organizations must also submit a completed [Cultural Data Profile](#) (CDP) Funder Report for their most recently completed fiscal year, which should be no earlier than FY17. For more information on the application questions and review process, please see [pages 11-12](#) and [page 14](#).

STEP 4: ANNOUNCEMENT

Announcement of grant recipients will be made in Fall 2019.

Project Grants: Letter of Intent to Apply

All organizations must submit a Letter of Intent to Apply (LOI) along with work samples that reflect the applicant's understanding of, and ability to respond to, the Center's goals and criteria. LOIs will be evaluated by an outside review panel, and those applicants whose LOIs are favorably reviewed will be invited to submit a full application. See [page 16](#) for instructions on how to submit the LOI online.

FOR ALL PROJECT GRANT LOIs

You will be asked to address the following questions when submitting your LOI for a Project grant. The word limit for each answer is indicated in parentheses.

- Describe your project, its central concept, and the project's point of view in relation to this idea. How is this project artistically/programmatically excellent? Why is it compelling and what is at stake artistically and programmatically in this work? (600) **If request is above \$300K:** How does this project demonstrate a new level of ambition in content, scope, and scale? (Additional 200)
- Who are the primary creative personnel and how did you arrive at their selection? What makes them the best people possible for the project? What are the specific roles and responsibilities of each of the central contributors to the project? (350) **If request is above \$300K:** How are artists and creative practitioners driving this project? Who is your major creative contributor from outside the US and how did you arrive at their selection? (Additional 350)
- If the project is interdisciplinary, why? How are each of the distinct disciplinary parts of equivalent artistic or interpretive excellence and how are they integral to the interdisciplinary whole? (350)
- How is this project tied to your mission? How does it propel you to go beyond business-as-usual in advancing that mission? (250)
- What else has been accomplished in the field in this area? How does your project connect to and differentiate itself from those efforts? Be specific. (250)
- Who are the audiences for the project? What are your audience development and engagement goals and strategies? (250)
- **If request is above \$300K:** How will considerations of the audience experience be incorporated into the design of this project from its inception? (350)
- What is the intended impact of this project? What makes it an important experience for your audience? What would be lost if you didn't do this project? How will you capture and evaluate project outcomes? (250)
- What evidence do you have for your ability to effectively manage and steward this project from an administrative, financial, and governance standpoint? (250) **For multi-organizational collaborations only:** How will you manage the process of collaboration? Be as specific as possible as to roles and responsibilities. (Additional 250)

Project Grant Application: Criteria & Questions

Three criteria will be used to evaluate Project grant applications: Excellence, Ability to Realize Project, and Impact. The following questions will appear on the application and will be used by panelists in determining how well your application makes a case within each criterion. See [pages 15-16](#) for Application Assessment & Evaluation and for instructions on how to submit the application online. The word limit for each answer is indicated in parentheses below.

PROJECT GRANT APPLICATION

Excellence

- Describe your project, its central idea, and the project's point of view in relation to this idea. How is this project artistically, conceptually, and programmatically excellent? Why is it compelling and what is at stake artistically and programmatically in this work? (1000) **If request is above \$300K:** How does this project demonstrate a new level of ambition in content, scope, and scale? How are artists and creative practitioners driving this project? What are the new commissions for this project? (Additional 500)
- Who are the creative practitioners or primary creative personnel? How did you select them and why are they the best people possible for this project? (400) **If request is above \$300K:** Who is your major creative contributor from outside the US and how did you arrive at this selection? What will they contribute to the project? (Additional 300)
- How is this project tied to your mission? How will it propel you to go beyond business-as-usual in order to advance that mission? (300)
- What else has been done in the field in this area? How does your project connect to and differentiate itself from those efforts? Be specific. (350)
- **If request is above \$300K:** How are you incorporating considerations of the audience experience in the design of this project? How will you keep those concerns at the forefront as you proceed to realize the project? (600)
- What would be lost if you didn't do this project? (100)
- **For multi-organizational collaborations only:** What does your organization specifically bring to this project and how is your role critical to its realization? (250)
- **As relevant for all projects:** If your proposed project involves a social/community engagement component, please address the following questions (400):
 - *What evidence do you have that the propose community is open to and interested in this project?*
 - *What is your understanding of the ethical implications of your proposed community engagement and how are you addressing (or how do you intend to address) these complexities?*
 - *Once the project is complete, how will you continue your involvement with this community, if at all?*
- **As relevant for all projects:** If the work or project has been presented elsewhere, why is it important artistically and/or programmatically to present this work locally? (250)

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Project Grant Application: Criteria & Questions

Ability to Realize Project

- What are the specific roles and responsibilities of each of the primary contributors to the project? (400)
- Provide specific examples of how past projects have helped you to prepare to undertake this project from an artistic/ programmatic perspective. (250)
- What evidence do you have for your ability to effectively manage and steward this project from an administrative, financial, and governance standpoint? Please cite relevant CDP and/or financial audit data. (250)
- **For multi-organizational collaborations only:** How will you manage the process of collaboration? How will you ensure equitable input among the partners? What is your specific role in this collaboration? (300)

Impact

- Who are the intended audiences for the project, and why? What are your audience engagement goals? How is the project designed to produce meaningful engagement with your intended publics? (400)
- What is the intended impact of this project? In what ways is it important for your audiences to experience it? (300) **If request is above \$300K:** How will the audience experience for this project be different from your previous efforts? (Additional 300)
- What communications strategies and marketing tactics will you develop to reach audiences for the project? Who will oversee the implementation of your marketing plan? (400)
- How will you assess and measure this project's impact in order to know if it has met its goals? Who will conduct the evaluation of these impacts? (300)
- How will you document this project and share knowledge gained through it? (200) **If request is above \$300K:** How will this project help develop enhanced strategies for documentation? (Additional 200)

Discovery Grants: Letter of Intent to Apply

All organizations must submit a Letter of Intent to Apply (LOI) along with work samples that reflect the applicant's understanding of, and ability to respond to, the Center's goals and criteria. LOIs will be evaluated by an outside review panel, and those applicants whose LOIs are favorably reviewed will be invited to submit a full application. See [page 16](#) for instructions on how to submit the LOI online.

DISCOVERY GRANT LOIs

You will be asked to address the following questions when submitting your LOI for a Discovery grant. The word limit for each answer is indicated in parentheses.

- Describe your discovery process and its central purpose. What questions are at its heart? What are you trying to discover, and what is artistically and programmatically at stake in this discovery? What specific activities will constitute the discovery process? (750)
- In what ways does this discovery process grow out of your mission? How will it propel you to go beyond business-as-usual to advance that mission? (350)
- Who are the primary creative personnel and how did you determine their selection? Why are they the best people possible for this process? What are the specific roles and responsibilities of each of the primary contributors? (350)
- How might this discovery process help you to identify and/or engage audiences for your work? (250)
- What evidence do you have for your ability to effectively manage and steward this project from an administrative, financial, and governance standpoint? (250)

Discovery Grant Application: Criteria & Questions

Two criteria will be used to evaluate Discovery grant applications: Excellence and Ability to Implement Process (unlike Project grants, these are combined into a single criterion); and Impact. The following questions will appear on the application and will be used by panelists in determining how well your application makes a case within each criterion. See [pages 15-16](#) for Application Assessment & Evaluation and for instructions on how to submit the online application form. The word limit for each answer is indicated in parentheses below.

DISCOVERY GRANT APPLICATION

Excellence & Ability To Implement Process

- Describe your discovery process and its central purpose. What questions are at its heart? What are you trying to discover, and what is artistically and programmatically at stake in this discovery? What specific activities will constitute the discovery process? (750)
- Who are the primary creative personnel? What are the specific roles and responsibilities of each of the primary contributors? How did you select them and why are they the best possible people for the process? (250)
- In what ways does this discovery process grow out of your mission? How will it propel you to go beyond business-as-usual to advance that mission? (250)
- Provide specific examples of how past projects have helped prepare you to undertake this discovery process from an artistic/programmatic standpoint. (250)
- What evidence do you have for your ability to effectively manage and steward this process from an administrative, financial, and governance standpoint? Please cite relevant CDP and/or financial audit data. (250)

Impact

- Who are the primary beneficiaries/recipients of this discovery process? What is the intended impact on them and on your institution and its future project planning? (300)
- How will this discovery process be critical in identifying and engaging future project audiences? How might it enhance future marketing and communications strategies? (300)
- How will you document and share knowledge gained through this discovery process? (250)
- What is the intended impact of this discovery process? How will you assess what you have learned from it and if it has met its goals? Who will conduct the assessment? (300)

LOI & Application Assessment & Evaluation

LOI ASSESSMENT

The LOI reviewers will consider the questions found on [page 10](#) and [page 13](#) in ranking the LOIs. Using the ranking scale below, they will score each LOI based on the applicant's ability to address the overarching goals of the program and the Center:

- 3 Strong potential to address goals (see [page 4](#)) and to produce a competitive application
- 2 Moderate potential to address goals and to produce a competitive application
- 1 Low potential to address goals and to produce a competitive application

Full applications will be submitted by invitation only, as a result of a favorable LOI review

APPLICATION ASSESSMENT: PEER PANEL REVIEW

All applications are reviewed by a peer review panel composed of panelists from outside the Greater Philadelphia region. Panelists are selected for their expertise in the disciplines and issues represented in the applicant pool.

The peer review panel will assess applications according to the criteria noted on [pages 11-12](#) and [page 14](#) using the ranking scale that follows:

- 5 Outstanding in relation to all the criteria
- 4 Very good to excellent in relation to the criteria
- 3 Competent: meets professional standards
- 2 Insufficient competence in meeting professional standards
- 1 Does not meet professional standards

Staff of the Center and of The Pew Charitable Trusts do not serve on the peer review panel and do not determine grant recipients.

Submitting Your LOI & Application

LOIs and applications are submitted online through The Pew Center for Arts & Heritage application system. After contacting the Center about your intention to apply, visit www.pewcenterarts.org/apply to register and create an account for your organization. Only online submissions will be accepted.

SUBMITTING A LETTER OF INTENT (LOI)

The LOI requires responses to basic questions about your organization and eligibility, responses to narrative questions ([page 10](#) and [page 13](#)), and work/site samples pertinent to the proposed project (see [page 18](#) for instructions).

SUBMITTING A FULL APPLICATION

The full application requires responses to questions related to the Center's evaluation criteria ([pages 11-12](#) and [page 14](#)), a complete project budget with narrative details ([page 17](#)), a timeline, and work/site samples pertinent to the proposed project (see [page 18](#) for instructions). The full application also requires uploading the following documents, formatted as PDFs:

- A fully executed Letter of Commitment from each commissioned artist, company, venue, and/or project participant identified in the proposal, including lead production personnel. These letters must be from the participant or organization and clearly state knowledge about the project, fees for designated project work, and timeframe for such work.
- A narrative biography, not more than one page in length, for each key personnel member. Résumés are not acceptable.
- List of organization's professional staff and board members.
- A copy of the most recently completed and filed audited financial statement.
- A Cultural Data Profile (CDP) Funder Report for your most recently completed fiscal year, but not older than FY17, containing a completed signatory page.

Budgeting Recommendations

While an LOI does not require a budget, early consideration of cost implications is encouraged. If the LOI applicant is advanced to a full application, a budget and supporting documentation will be required.

The Center encourages applicants to consider the following when preparing their full application budgets:

- **Fees and Honoraria:** The Center values all personnel that are part of the process of creating an exhibition, event, performance, or publication. Honoring this value mandates that a minimum standard of compensation be applied to proposed project budgets. Payment to collaborators at all stages of production should be appropriately calibrated to the quality, effort, and time contributed by other members of the creative team.
- **Marketing and Communications:** Applicants are encouraged to allocate up to 15% of the total project budget and 15% of the grant request to marketing and communications expenses.
- **Documentation:** Applicants are encouraged to allocate an appropriate amount relative to the project for documentation across all media (e.g., audio, video, photography, print or text, critical essays in program books, etc.).

Submitting Site & Work Samples

Work and site samples are primary components of Letters of Intent to Apply (LOIs) and full applications, and are critical in your project's evaluation by the panel. Panelists need to view evidence of both the site where the activities will take place and documentation of past work that is pertinent to the proposed project. This includes documentation of previous iterations of the proposed project, if relevant. All digital samples must be submitted online.

SITE SAMPLES

Please upload digital images that describe the location(s) where the activities will take place—for example, images of the auditorium, empty lot, gallery, garden, lobby, street corner, website, etc.

WORK SAMPLES

Evidence of work—including that of collaborators—is vital in all proposals submitted for review. ***We strongly encourage applicants to discuss work samples with relevant program staff before submission of LOI or full application.***

Please submit work samples pertinent to the work to be presented—for example, documentation of related past exhibitions, interpretive activities, performances, etc.; or sketches or plans for proposed commissions, etc. Work samples must be provided for all key artistic personnel.

Work samples can be submitted as a combination of digital images (JPEG upload), text (PDF upload), and audio/video files (embedded from third-party hosts, such as YouTube or Vimeo).

When submitting audio/video, please adhere to the specific instructions in the LOI or full application. ***In the meantime, please note:***

- There are limits to the number and length of the samples you can provide.
- Samples do not need to be direct examples of the proposed project; however, they should represent the applicant's or guest artist's/curator's/programmer's creative vision and accomplishments in previous work and provide clear evidence for the proposal's quality and rigor.
- The applicant should carefully preview, cue, and provide detailed information for all samples, uploading each file in order of priority for viewing/listening by the peer review panel.
- When a project involves work by a guest artist, at least one example of past work by the guest artist should be submitted, along with one sample of relevant past work from the organization with which the work is to be created.

The following are not acceptable work samples: work created when the applicant was a student; work that is over five years old; sampler or promotional moving image or audio material; or work that is heavily edited or processed, unless appropriate to proposal request or representative of video or film art in the project.

Advice & Assistance: Contact Us

All potential applicants are encouraged to meet with Center staff prior to submitting a Letter of Intent to Apply (LOI)

- **First-time applicants** are required to make an appointment to discuss their project with the Center's senior staff by **February 15, 2019**.
- **Returning applicants** are required to identify their intention to apply to the Center by contacting staff by **March 1, 2019**, before beginning a Letter of Intent to Apply (LOI).
- **All applicants requesting awards over \$300,000**, whether for a single organization or multi-organization collaborations, are required to make an appointment with the Center's executive director and appropriate senior program staff by **February 15, 2019**.

Executive Director

Paula Marincola

Program Directors

Bill Adair, *Exhibitions & Public Interpretation*

Bill Bissell, *Performance*

Senior Program Specialists

Laura Koloski

Kelly Shindler

Program Specialists

Murph Henderson

Josie Smith

To schedule an appointment, please contact—

Exhibitions & Public Interpretation

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267.350.4950

ncroom@pewcenterarts.org

Performance

Carlos Diaz

267.350.4970

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Grant requests exceeding \$300,000

TJ Hunt, *Executive Assistant*

267.350.4953

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