



# Creative Opportunities

HOW TO CREATE A STRONG APPLICATION



# Artist opportunities

As an artist – any type of artist, whether photographer, writer, musician, craftsperson, muralist, performer, visual artist, etc. – you will find a wide variety of opportunities created specifically FOR creative people.

These opportunities include but aren't limited to:

- ▶ Exhibitions (group and solo)
- ▶ Commissions (for example, murals)
- ▶ Grants
- ▶ Public art
- ▶ Art fairs and festivals
- ▶ Special programs (for example, workshops, mentorships, etc.)
- ▶ Plus – you can create an opportunity for yourself and work to make it real!



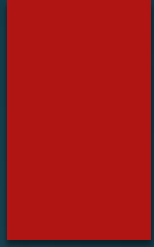
**SUSAN WOODFORD, LION'S TOOTH, 25X10X10', STAINLESS STEEL / FAIRMOUNT PARK**

# How to find opportunities?

- ▶ Some websites gather artist opportunities in one place, so you can bookmark the ones that suit you. <https://www.nyfa.org/classifieds/> is one such trustworthy site, run by the NY Foundation for the Arts.
- ▶ Follow art centers and cultural institutions you are interested in – bookmark websites and/or follow on social media.
- ▶ Check your local and regional arts councils (especially for grants!)
- ▶ Check with local governments for public commissions or other opportunities
- ▶ Attend cultural events and network with other creatives.
- ▶ Read local news to learn about new initiatives.
- ▶ Talk to your creative community.
- ▶ Create your OWN opportunities – curate a show and reach out to an art center; approach a business about doing a mural; start your own open-mic event.

# Some places to find listings:

- ▶ For residencies: <https://artistcommunities.org/residencies> or <https://resartis.org> ; for residencies in national parks: <https://www.nps.gov/subjects/arts/air.htm>
- ▶ For exhibits, residencies and more:
- ▶ <https://www.nyfa.org/classifieds/>
- ▶ [https://www.artworkarchive.com/call-for-entry?utm\\_campaign=5-opportunity-sites&utm\\_source=blog](https://www.artworkarchive.com/call-for-entry?utm_campaign=5-opportunity-sites&utm_source=blog)
- ▶ <https://theartguide.com/calls-for-artists>
- ▶ <https://artist.callforentry.org/festivals.php>
- ▶ For art festivals and fairs: <https://www.artworkarchive.com/blog/guide-to-the-top-art-fairs-across-the-u-s>



# I found a great opportunity!

## NOW What?

- ▶ Be sure the opportunity is a good match:
  - ▶ Do you **fit all the criteria** (for example, where you live, the type of work they want, and so on)?
  - ▶ Do the dates work with your schedule?
  - ▶ Do you have the proper expertise and or equipment to complete this opportunity?
- ▶ Give yourself **plenty of time** to apply. Sometimes you need to collect information, images, update resume, find people to serve as references, etc.
- ▶ **Gather everything** you need to apply with – resume, images, artist statement, etc.
- ▶ Read directions and **FOLLOW THEM EXACTLY!** If you are not 100% sure, write or call to get clarification. Your application will be tossed out if it is not complete!



# What materials might you need?

These materials are usually required for most creative opportunities:

- ▶ *Artist CV*
- ▶ Portfolio of *images* of prior work (or preliminary studies if a commission or public artwork)
- ▶ *Cover letter*
- ▶ *Artist Statement*
- ▶ *Artist bio*



# Additional materials that may be requested:

- ▶ **Project proposal** (a clear description of what you intend to do; and/or what sort of creative work you hope to create): this is required for residencies, grants and much public art.
- ▶ **Projected budget**: this is needed for public art, as a total cost and cost breakdown must be established; many grants ask for a budget to understand what any money granted would be spent on.
- ▶ **Timeline**: this is very important for public art or interactive community art projects – when will it happen? How long will it take to be completed?
- ▶ **References**: Often for residencies you may be required to provide personal references who can vouch for your ability to get along with others; professional references may be needed for public or private art commissions.

# What goes in a proposal?

- ▶ Possibly, an **executive summary** (short statement with general idea of project)
- ▶ Your background **qualifications**: what skill sets/experiences do you have that will enable you to do this successfully?
- ▶ **Project description**: what exactly will you accomplish?
- ▶ **Budget**: fairly detailed and accurate breakdown of expected costs
- ▶ **Timeline**: schedule of what will be accomplished by certain dates
- ▶ **Intended audience**: who will benefit or experience this project?
- ▶ **Expected outcome**: what will you accomplish?
- ▶ **Community impact**: For grants and public proposals, a community benefit may be expected.



# How to better your chances for success:

- ▶ Look for opportunities that are a **good fit**:
  - ▶ Do you and your work fit their **mission**?
  - ▶ Are you the **demographic**/type of artist supported (for example, young artist, sculptor?)
- ▶ **Follow directions EXACTLY.**
- ▶ Show a **consistent body of work** – not one of this and one of that.
- ▶ Write a **clear, compelling narrative** for a project they would be likely to be interested in.
- ▶ Be **specific.**
- ▶ Be **organized.**
- ▶ **Individualize** each application for the specific opportunity.
- ▶ Turn in your entire application at one time and **ON time.**
- ▶ **Keep trying.** Rejection is completely normal and sometimes you barely missed the cut and don't know it.
- ▶ **Start small**, with less competitive opportunities so you can build some success.
- ▶ Find a way to **benefit a broader community** with your project; a bigger impact always looks good.

