

Iowa Arts Council,
Capitol Complex,
Des Moines, Iowa 50319
515/281-4451

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4/89

ARTalk

This is the third edition of **ARTalk for Creative Artists/Visual Arts Programs, Bruce Williams, Editor.**

VOLUNTEERS WANTED

HELP! The Iowa Arts Council has two projects which need volunteers. If you are interested in volunteering your time, please contact me.

Art Exhibitions: Several touring art exhibition tours have ended and artwork needs to be returned to lenders. Volunteers will remove art from frames, pack and mail to lenders in February and March.

Art Moving: We are planning on moving art work stored in our office to storage facilities at the new Iowa Historical Museum. Volunteers will pack and move art in February and March.

SLIDE BANK UPDATE

The deadline for the IAC Slide Bank program was November 7th and 143 artists submitted applications to the non-juried division. Of these, 135 applied to the juried studio art division and 42 applied to the juried public art division. The Slide Bank Panel met December 12 to review juried applications and plans to meet a second time to complete the review process. Panel members included Jack Becker, Coordinator, FORECAST, Minneapolis; Connie Butler, Associate Curator, Des Moines Art Center; Joann Fetner, IAC board member, Curator of Collections, Waterloo National Bank; Mary Kujawski, Director and Curator, Museum of Art, The University of Iowa, Iowa City; William Lew, Director, Department of Art, University of Northern Iowa, Cedar Falls; Joan Mannheimer, collector, Des Moines; and Lynette Pohlman, Director, Brunnier Gallery and Museum, Iowa State University, Ames.

A second deadline has been added in 1989 for both juried categories of the Slide Bank. The newly added deadline for applications to the juried division

is April 3, 1989. The second and previously advertised deadline is November 6. There is no deadline for the non-juried division. Non-juried applications and materials are automatically added to the Slide Bank. *Please remember that artists must apply to the non-juried division before applying to the juried division.*

Because the IAC increasingly relies on the Slide Bank to identify artists for IAC programs and special projects, the IAC encourages artists working in the following disciplines to be represented in the juried categories of the Slide Bank:

- Visual Artists:** experimental art/ conceptual/new media/new approaches, graphics/printmaking and book arts, painting/watercolor, sculpture;
- Design Arts:** architecture, fashion, graphic, industrial, landscape architecture, urban/metropolitan;
- Crafts:** clay, fiber, glass, leather, metal, paper, plastic, wood, mixed media;
- Photography/holography;**
- Media Art:** film, audio/radio/sound installations;
- Interdisciplinary/collaborations/performance art.**

Slide Bank guidelines and applications will be mailed in February. If you have any questions, please contact me.

IOWA TOWN SQUARES UPDATE

Information on the Iowa Town Squares program was mailed to city governments and community arts councils in eligible counties, which include Adair, Adams, Clarke, Decatur, Madison, Montgomery, Ringgold, Taylor and Union counties.

The pilot program operates in conjunction with the Southwest Iowa Development Project conducted by Iowa State University through a grant from the Northwest Area Foundation, St. Paul, Minnesota.

The program takes a regional approach in assisting communities in town square planning and development by sponsoring design awareness and technical assistance workshops, design consultancies, design team residencies, and construction of design arts/public arts projects to redevelop town squares in targeted regions of the state.

Artists and design professionals serving on teams will be selected by the Iowa Town Squares Jury after communities are selected. Artists and designers will be chosen from the juried public art category of the IAC's Slide Bank and from names recommended by jury members.

Artists and designers, not represented in the juried public art division of the Slide Bank, but who want to ensure they are considered, should contact the IAC for Slide Bank guidelines and application forms. The next application postmark deadline is April 3, 1989.

Attention: visual artists, architects, landscape architects, craft artists, and others interested in participating in public arts and design arts projects.

Art in a community context and the democratic process of public art will be the focus of a one-day conference sponsored by The University Museums at Iowa State University on Saturday, March 4, 1989. Cost to attend is \$75. Artists and designers interested in participating in public art and design arts projects are encouraged to attend.

Conference objectives include:

- a. explore the public art movement and its potential in Iowa communities, both large and small;
- b. promote dialogue between the public and artists, architects, landscape architects and

community planners; and consider the unique roles of these professionals in the public art process;

- c. explore the relationships between public art, community and the Midwest landscape;
- d. explore gardens, both public and private, through the perceptions of artists.

Who should attend? Artists, community planning participants, community arts councils, landscape architects, architects, community planners, museum professionals, landscape products professionals, garden enthusiasts, and students.

Sessions topics:

- a. Where is the Meeting Ground? Landscape, Community, Architecture, and Art;
- b. ISU Campus and Community Vision: Past, Present, and Future;
- c. Traditional Gardens of the East and West: Their influence on one artist's Contemporary Garden/Sculpture Installation: Catherine Ferguson
- d. Community Images: The Iowa Town Squares Project;
- e. Color, Shape, Texture and Season: Two Artists and Garden Design, Karen Strohbeen and Bill Luchsinger;
- f. Collaborations and Public Space
- g. An exhibition titled Beyond the Garden Gate: The Enigmatic Clay, organized by the Brunner Gallery and Museum;
- h. Site-specific landscape installation, reflecting the themes of the exhibition and conference by Katherine Holt;
- i. Garden picnic;
- j. Conference reception

For more information on the conference, or to obtain a conference brochure, contact Dorothy Dunn, Education and Conference Coordinator, The Brunner Gallery and Museum, Scheman Building, Iowa State University, Ames, IA 50011, 515-294-3342.

For registration questions contact Deb Schmidt, ISU, Office of Continuing Education, 515-294-5961.

LETTER TO THE EDITOR

The proposed Endowment Program is timely and has the potential, it seems to me, to reward and encourage excellence in the fine arts in Iowa. On the other hand, it could be a vehicle for the perpetuation and embellishment of mediocrity, further confusing and bewildering the public, and furthering the cause of those who adamantly believe the fine arts are not a necessity and that the people of Iowa can get along quite well without them. I doubt there will be much middle ground between the two possibilities.

Unless the Council takes a firm and decisive stand for excellence from the beginning, and advocates enthusiastically a clear and simple program of administration which assures and protects this pursuit of excellence, mediocrity will prevail and with it the certainty for an early conclusion of the program. That would be too bad because a well-administered Endowment Program could spearhead the establishment of recognized and respected standards for excellence in the fine arts in Iowa. Such standards, once recognized, could fortify and encourage the best in art programs in the schools, colleges, and universities, as well as in the creative work of those not actively engaged in the teaching profession. If your Endowment Program succeeds well, more money will be forthcoming. If it should fail, all of us who teach art on any level are going to experience continued erosion of our programs in the schools. Other professionals will have increased difficulty maintaining respect for their work and life styles.

The program you propose is important. I am sure you must

be aware that the Arts Council bears an immense responsibility to all those in this State who have a profound interest in promoting the fine arts, whether artists, craftsmen, educators, business people, or laypersons. Please, oh, please, do not let us down.

The voices of mediocrity are speaking when they suggest that "teachers in public schools, colleges, and universities be ineligible for fellowships..." Mediocrity, with its myopic vision, would be enthusiastic to penalize the very teachers and professors who may have taught them in the past. They would like to give credence to the idea that teaching excludes one from the "real artistic community". And they would seek to drastically limit the field of potential candidates so their own chances for reward might be greatly improved. If quality production and quality alone does not rule the choices made for the Endowment Fellowships from the beginning, the program is going to hurt the genuine talent, young and old, in this State. To discriminate because (of all things) they are also teaching professionals would indeed be ludicrous, if not illegal. All of us must pay taxes to this State.

Administration of the program should be as simple as possible. The people you ask to be judges ought to be drawn only from those artists, performers, administrators, critics, and educators who have lived and been deeply involved with promoting the first-rate fine art in this State for many years. And they should be well paid for their services. People whose integrity is impeccable and recognized. Nor should "at large" applications be accepted from anyone for the Fellowships. Allow the committee to decide each year how many fellowships (if any) are to be given purely on the basis of excellence of the work and not upon location of their studios or what they do in addition to

creating fine art. The bottom line must always be unequivocally quality. Do not complicate the committee's work by requiring them to make a specific number of awards in any year, or to any particular discipline, or to this or that region of the State, or to certain age groups. But when awards are given, make the dollar amount as substantial as possible: better one or two truly worthwhile awards than a dozen piddling insignificant ones. And afterwards, bombard the State with publicity about the grantees.

These are not unreasonable considerations or criteria. There are people in this State, musicians, composers, dancers, artists, and craftsmen, who qualify and who, by their selection, will bring honor, prestige, and future support to your Endowment Program. And you will see your Program grow and prosper and not at the expense of Iowa artists being asked "to raise \$50,000 for the Endowment principal."

Virginia A. Myers
Solon, Iowa

**PROPOSED GUIDELINES FOR
NEW ART GRANT PROGRAM**

As a result of two years in input from artists and the arts community into the Iowa Arts Council's planning process, the IAC is initiating several new pilot grant programs that support and assist Iowa artists. This edition features a summary of the proposed guidelines for NEW ART.

Artists and arts organizations are encouraged to review and comment on these proposed grant guidelines by submitting written comments to the IAC on or before March 31, 1989.

NEW ART is a 2-year pilot grant program of the Iowa Arts Council.

It's goal is to assist major Iowa producing arts organizations in

supporting the creation of new, original work by Iowa artists.

To be eligible to apply for NEW ART grants, applicants must fulfill the following requirements:

Organizations must be:

- a. located in Iowa and have served Iowans for at least one year prior to the deadline;
- b. a Nonprofit Corporation Act and federally tax-exempt. Nonprofit organizations that have not yet achieved tax-exempt status are not eligible to apply;
- c. a single-discipline, producing organization that has a professional staff which provides quality cultural programs and managerial excellence on a continuing basis to the citizens of Iowa. Organizations that apply or receive IAC Operational Support grants are eligible to apply for NEW Art grants.

Artists must be:

- a. a resident of Iowa and have lived in the state for a minimum of one year prior to the deadline;
- b. 18 years of age or older.

Artists not eligible to apply are:

- a. students;
- b. artists employed or affiliated with the applicant organization (i.e. artist faculty members would not be eligible for a project with an organization that is attached to the university they are affiliated with or employed);
- c. artists receiving NEW ART grants will not be eligible to apply for 2 years after the completion of the grant.

The organization and artist apply as co-applicants with the organization acting as fiscal agent for the project and responsible for all reports.

Applications must incorporate all of the following:

- a. the creation of new, original works by Iowa artists that are site-specific, project or performance specific;
- b. new works that are innovative, provocative, and challenging,

and which demonstrate individual artistic growth, development, and experimentation;

c. projects that are sponsored by single-discipline arts institutions and organizations that are non-profit and tax-exempt in Iowa;

d. projects that encourage dialogue between artists and the public;

e. projects that are presented to the public in innovative and imaginative ways.

The proposed application deadline is September 3, 1989. Funded projects can begin December 1, 1989. New work must be completed by June 30, 1990 and presented to the public by June 30, 1991.

Approximately 4-8 matching grants of approximately \$500 to \$1,500 will be awarded in 1989. Grants must be cash matched by the applicant organization. Grants and matching funds pay artist fees, material and travel expenses associated with creating the new, original work. Costs associated

with presenting the completed work to the public is not funded under this program.

Applications will be reviewed by a multi-discipline panel of arts professionals. Panel recommendations will be reviewed by the Council and final award decisions will be determined by the IAC Executive Director.

Applicants will be notified by mail of grant decisions. Staff will not provide funding recommendations until after notifications are mailed.

The following review criteria will be used by the review panel to score and evaluate applications:

- a. excellence of artists past work as demonstrated by support material, 25 points;
- b. excellence and innovation of the proposed project, 25 points;
- c. record of artists professional activity and achievement as they relate to the proposed project, 15 points;
- d. degree to which the project deals with ideas and issues not

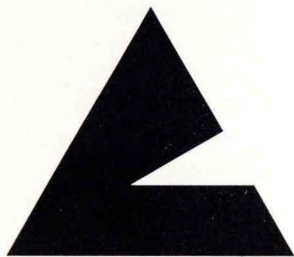
usually seen or heard and audiences not reached, 10 points;

e. plans to involve and inform the public, 5 points;

- f. potential of the project to promote discourse, 5 points;
- g. evidence of the artists and sponsors ability to successfully complete the project, 5 points;
- h. commitment of the applicant organization to pay adequate professional fees to participating artists, 5 points;
- i. completeness of the application, 5 points.

We again encourage artists and arts organizations to comment on these proposed guidelines in writing on or before March 31, 1989.

Next edition will be in the Summer. Deadline for letters, articles, etc. is May 31, 1989. Letters to the Editor are encouraged.



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