

Eastern State Penitentiary

Artists' Proposal Guidelines, 2011 Season

Proposal Deadline (for all funding and approvals):

Tuesday, June 15, 2010, 4:00 pm

At Eastern State Penitentiary:

Attn: Sean Kelley
Eastern State Penitentiary Historic Site
2027 Fairmount Avenue
Philadelphia, PA 19130

Notes: This is not a deadline for a postmark, but for delivery at the historic site. There is a 24-hour grace period for all applications. Applications received after 4 pm on June 16, 2010 will not be reviewed.

Contact:

Sean Kelley, Program Director, sk@easternstate.org, (215) 236-5111 x13

Important Dates & Times:

Orientation: We recommend that artists begin the proposal process by attending an art orientation tour. These tours give the artists a chance to walk through the space, discuss what makes a successful proposal, ask questions, and observe visitors interacting with the current artist installations. There is no need to call in advance. Simply check in at the historic site ticket office ten minutes prior to the start of the orientation tour. There is no charge.

2010 Orientation Dates and Times

Friday, January 29 at 11 am
Saturday, February 20 at 3:30 pm
Saturday, April 10 at 2 pm
Wednesday, April 21 at 3:30 pm
Saturday, May 15 at 1:30 pm
Wednesday, June 2 at 6 pm
Sunday, June 6 at 11 am

All Proposals Due: Tuesday, June 15, 2010, 4:00 p.m.
See details above.

Artists Notified Via Email By: Tuesday, September 28, 2010

Initial Payment (75% of Approved Budget): Wednesday, October 20, 2010

Installation Completed By: Tuesday, March 8, 2011

Removal of Work: To be completed by Friday, December 30, 2011
(unless the installation is extended
through consent of the Review Committee)

Choosing a Location in the Penitentiary Complex:

| Artists may apply for any area in the penitentiary complex for the 2011 season, except Cellblock 2 and the audio tour route (indicated on our site map/ brochure with a red line). Some installations, such as Linda Brenner's *Ghost Cats* have been sited throughout the penitentiary complex.

Funding and Approval:

Funding: The historic site will fund a maximum \$7,500.00 per project. This funding includes approval to exhibit during the next exhibition cycle. All projects that are approved will be installed for one full tour season (March through November), unless the artist proposal states otherwise.

Proposal Development: The historic site no longer accepts Proposal Development applications. The Review Committee may offer, at their discretion, development funds for applicants whose applications look promising, but whose ideas require additional resources to get a better idea of the final direction the work will take.

Extending an Installation: Artists whose work is currently installed may request that the Review Committee extend their installation by one tour season. They are merely required to submit this request in writing by the same deadline that applies to new applications. Many artists have kept work on view for multiple tour seasons through this process.

Notes on Funding:

- Artists wishing to receive an artist fee should include their compensation in the budget.
- Selection and funding are contingent upon a signed Letter of Agreement.

- Twenty-five percent (25%) of the total budget will be withheld until the exhibit has been removed and the space returned to its condition prior to the installation.
- Many artists are able to secure additional funding for their installation at Eastern State. The historic site can sometimes act as the fiscal agent for an artist who has received additional funding from an outside foundation.
- Most funding is provided by Eastern State Penitentiary's Halloween fundraiser — *Terror Behind the Walls*. Additional funding is provided indirectly by foundations and other funding organizations supporting programming at Eastern. We may ask artists to recognize these funders in any printed materials or wall texts associated with their exhibition.
- The historic site produces press photos, an audio tour stop, up to two exhibit signs for each project, and distributes press releases about the installations. It also hosts an opening reception in May of each year, and produces and mails invitations to this reception. It is not necessary to include these expenses in the exhibition budget.

Eligibility:

- Collaborative proposals are permitted; individuals may submit only one proposal per year (whether alone or as part of a collaboration).
- Artists who have previously exhibited at the site must wait five years before submitting a proposal for a new installation.
- Currently enrolled undergraduate students are ineligible to apply.
- All proposals must be for a site-specific installation.

Exhibition Conditions:

Eastern State Penitentiary Historic Site is a National Historic Landmark, the highest designation for an historic property under Federal Law. It is also a ruin, abandoned in 1971, and stands today as an architectural shell. The building has virtually no running water, no climate control, and limited electrical service. These conditions can be destructive to many types of materials. Most artists working at Eastern State build their work for the space and incorporate the inevitable deterioration into the piece.

Because of the building's condition, neither Eastern State Penitentiary Historic Site, Inc. (the organization that administers the historic site) nor the City of Philadelphia (the owner of the site) can be responsible for damage to work on site. The historic site carries insurance for the safety of the public while in the building, and of the artists during the installation process, but not for the value of the art installations on display.

Electricity is available in several places. Most locations do not have electric service and artists may wish to include electrical installation in these areas of the penitentiary as part of their proposal and budget. Please contact us about soliciting cost estimates for this work. Electrical installation must meet strict guidelines and be completed by the historic site's electrical contractor. Extension cords are limited to one 9-foot cord from the outlet to the unit requiring power.

Because of Eastern State's historic designation, art installations may not permanently damage or alter the building or artifacts inside the penitentiary complex in any way without prior written approval. This approval process includes what might seem to be relatively minor damage, such as nailing into plaster, taping or painting surfaces, brushing paint from the walls, or removing debris. Failure to account for this restriction eliminates many proposals for artist installations. Many artists have found creative ways to install work that creates an illusion of permanence, but is reversible. We are happy to share examples of previous solutions to these challenges.

Installation/Maintenance:

Artists are responsible for the installation and removal of their work. Artists will have access to the building for planning and installation once their proposal has been accepted and they have signed a Letter of Agreement.

Tour staff can perform limited maintenance (turning on and off power, sweeping, monitoring the condition of the work, etc.). Artists should assume, however, that the staff at the historic site will not be able to monitor the spaces during all public hours.

What to Send:

General Proposal Guidelines:

Proposals will not be reviewed if they are submitted after the deadline, are incomplete or do not follow the requirements listed below.

- All pages, including illustrations, must be printed on plain letter-sized paper (8.5" x 11"). No paper heavier than 30 lb. No glossy paper, cardstock, or vellum.
- All pages must be typed in 10 point font or larger, 1.5 line spaced and have at least one-inch margins.
- Pages must be numbered. The artist's full name must appear on every page.
- Nothing will be returned to the artist. All proposals, compact discs, illustrations etc. will be either kept by the historic site or destroyed at the end of the review process. All proposals become the property of Eastern State Penitentiary Historic Site, Inc. and may be published even if the proposal is not accepted.

- Please do not submit any additional materials, as they will not be forwarded to the committee. Proposals should not include artist statements or letters of support. Cover letters will not be forwarded to the committee.

The Written Proposal

- Please provide twelve (12) copies of the Written Proposal. The proposals should be collated and each proposal should be bound with a paper clip. Please do not staple, punch holes in, or place the Written Proposals in binders, folders etc., as this will prohibit them from being bound for the committee.

Part A: Illustration(s) of Proposed Work:

Proposals must contain a minimum of one sketch or printed computer illustration of the proposed installation. Proposals may contain a maximum of five illustrations of the proposed installation.

Part B: Contact Information:

Include full name, address, telephone number and email address. (Artists communications take place via email).

Part C: Installation Title and Location:

- Title of the proposed installation.
- Location of Proposed Work (if flexible, write "Any Location."). Artists applying for a specific area should identify this area by its historical name (i.e. "Cellblock 7") and not by a map symbol (i.e. "A2") as these may change from year to year.

Part D: A Physical Project Description (50 words maximum):

A physical description of the proposed work, naming materials and placement, in as clear and direct language as possible. See the "Helpful Hints" section for an example.

Part E: Narrative (1 - 3 pages total):

1. Detailed Project Description, including a literal explanation of the project (materials involved, installation techniques, amount of space required, etc.).
2. "Why Eastern State Penitentiary?"
3. List of the types of maintenance the piece will require.
4. Did you attend an artist orientation? If so, what date?

Part F: Requested Funding/Budget

Detail how the funds will be spent. \$7,500.00 maximum.

Part G: Previous Work: Titles and Descriptions of Electronic Files:
Proposals may be accompanied by a maximum of 12 electronic files illustrating the artist's previous work (see below). Section G of the Written Proposal should include the title of each electronic file uploaded, with a maximum of 20 words of explanation per file.

Part H: Resume/Vita/ Previous Exhibition List:
Maximum 3 pages per artist.

Previous Work: Electronic Support Materials

Artists may upload up to 12 electronic files, total, illustrating previous work. These files may be photographs, audio files (4 minutes maximum length, per file) or video (4 minutes maximum length, per file). Collaborative teams must still limit themselves to 12 electronic files, regardless of format or content.

Electronic file names should include the artist's last name and the sequence number (i.e. "Cardiff_1.jpg," "Cardiff_2.jpg"). These electronic files should be listed and described in Section G of the written proposal (above).

A website will be available to upload electronic files beginning May 15, 2010. A link to the website will be posted here:

<http://easternstate.org/exhibits/guidelines/upload>

Helpful Hints:

- Follow the guidelines in this application. While we consider ourselves flexible in many ways, the Review Committee views the inability to follow these guidelines as a bad indicator of an artist's commitment or attention to detail.
- The Physical Project Summary (Section D) of the narrative should be as literal as possible. Avoid interpretation of your work, and simply tell the Review Committee what you plan to install. Example: "My project consists of thirty-nine white plaster castings of cats posed in various natural positions. Castings will be dispersed throughout the prison (primarily outdoors) located in areas they can be seen by the public on self guided tours."
- Avoid proposing materials that will not hold up in Eastern State's environment.
- Be careful not to romanticize the prison, or make assumptions or sweeping generalizations. The prison's history is complicated, and broad, simple statements often reduce much of its meaning.
- Do not suggest Eastern State solely as an architectural backdrop. Artist installations must deepen the experience of visitors who are touring this National

Historic Landmark, addressing some aspect of the building's significance.

- Although your proposal must address some aspect of Eastern State's significance, feel free to think about this significance broadly. It is not necessary to incorporate Eastern State's history, for instance. Many successful proposals, including Nick Cassway's *Portraits of Inmates in the Death Row Population Sentenced as Juveniles* and Ilan Sandler's *Arrest*, did not focus on Eastern State's history at all. They did, however, address subjects central to the topic we hope our visitors will be contemplating during their visit.
- Some of our best installations did address Eastern State's history, including Linda Brenner's *Ghost Cats* and Nick Kripal's *Contemplation/Cultivation*. If you are going to include historical information about Eastern State's history, please make sure you are accurate. Artists should be sensitive to the history of the space and only include historical information in the proposal if it is relevant to the work. Our staff is available to consult on historical accuracy. An extensive history of Eastern State Penitentiary, including detailed narratives and information on specific inmates, can be downloaded and searched electronically from our website: <http://www.easternstate.org/history/571page.php>
- Overt political content can be good.
- When possible, the committee likes to see multiple viewpoints expressed among the artists who exhibit their work at Eastern State. Every year the committee reviews dozens of proposals for work that will express empathy for the men and women who served time at Eastern State. The committee has accepted many of these proposals, generally resulting in successful installations. These include Michael Grothusen's *midway of another day*, Dayton Castleman's *The End of the Tunnel*, and Judith Taylor's *My Glass House*. The committee rarely sees proposals, however, that explore the impact of violence on families and society in general, or the perspective of victims of crime. One such installation, Ilan Sandler's *Arrest* (2000 to 2003) is widely considered among the most successful installations at Eastern State. Sharyn O'Mara's 2010 installation will also directly address the impact of crime. We welcome more such proposals.
- Samples of previous successful proposals are also posted on our web site: http://www.easternstate.org/exhibits/gl_sample-proposals.php Although some guidelines have changed since these proposals were written, the tone and directness of the proposals (and their underlying vision of a successful work) remain exemplary.
- Be realistic. How much will you be able to accomplish with available funding and installation time?