

Miranda Krajniak
Executive Director, Urban Institute for Contemporary Arts
Faculty Staff Diversity Mini-Grant Application
4/8/2016

Project Title

30 Americans / Here + Now: Urban Institute for Contemporary Arts presents works from the Rubell Family Collection with newly curated work by African American artists.

List the members of the team and indicate their roles on the project. One member should be identified as Team Leader.

1 (required) Miranda Krajniak	Role on team: Executive Director/Team Leader
2 (required) Heather Duffy	Role on team: Exhibitions Curator
3 (required) Katherine Williams	Role on team: Community Programs Coordinator
5 (optional) Megan Bylsma	Role on team: Associate Director/Operations
6 (optional) Stephen Rainey	Role on team: Lead Preparator

Contact Information for Team Leader:

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Project Summary (150-200 words).

UICA, working with Juan Roselione-Valdez, Director of the Rubell Family Collection Museum, will bring a new version of the exhibition *30 Americans* to Grand Rapids, MI from January - May 2017. This exhibition will feature one work by each of 31 artists, and will be exhibited as its own complete show. In conjunction, UICA will curate and present *Here + Now*, to include a collection of Nakeya Brown's work that will become a traveling exhibition, complete with a catalog and documentation. Exhibitions of works by six additional emerging and mid-career African American artists will be presented simultaneously, to include spoken word, visual, and performance art. The exhibition will be accompanied by an accessible digital catalog, community programming, and events that are being developed with the assistance of and input from a committee of African

American artists and community leaders from the Michigan region. These exhibitions and programs will comprise a full building (28,000 sq ft) takeover of UICA.

Project Narrative.

1. Discuss the need for this project.

UICA will present a new version of the traveling exhibition *30 Americans*, developed with the assistance of Juan Roselione-Valdez, Director of the Rubell Family Collection Museum. *30 Americans* will showcase works by some of the most important African American artists of the last three decades. This show focuses on issues of racial, sexual, and historical identity in contemporary culture while exploring the powerful influence of artistic legacy and community across generations. We will collaborate with many of the artists, as well as art writers and experts on the works, to present the artists' experiences at the time the works were created, and how those reflections might have changed in the face of the current cultural climate, or the artist's recent experiences. The 'recent historical' framing of *30 Americans* is meant to lend the audience a context for the second major concurrent show, *Here + Now*, featuring new works by emerging and mid-career artists.

Group shows of black artists have been criticized in the past for not extending conversations or opportunities beyond the survey. *Here + Now*, a series of solo exhibitions, performances and community events curated by UICA Exhibition Curator Heather Duffy, with input and assistance from a committee of black West Michigan community members, will extend the opportunity presented by *30 Americans* to six or more emerging and mid-career African American visual artists, spoken word artists, poets and writers. *Here + Now* will include newly created solo shows with catalogs and contextual materials, as well as speaking engagements by prominent activists and organizers.

2. Provide a detailed description of the project, including how it will be implemented and the specific roles of each member of the team.

For *30 Americans*, Exhibitions Curator Heather Duffy will select works from the Rubell Family Collection that are representative of a range of American historical and contemporary events as they relate to the African American experience, and the individual artists' experiences that have shaped not only their practices, but contemporary art history over the last 30 years. Primary artists for the *Here + Now* exhibition were selected for their excellence, relevancy, and primacy to the African American experience and voice of expression in 2017. In order to avoid imposing a Caucasian perspective on black voices and experiences, UICA has assembled an advisory committee made up of African American community members who are active

in the arts, social equity, and economic development arenas. Those committee members will provide guidance in the following areas: Exhibition design and user experience, outreach and communications, and the development of panels, speaker events, and performances. The committee and its work will be organized by Katherine Williams, Community Programs Coordinator. Ms. Williams will also plan and implement University and community events associated with the project, as well as the associated educational workshops, tours, and adult programs. The following are several representative artists whose work will appear in *Here + Now*.

Nakeya Brown

Nakeya Brown is a visual artist who received her BA in Visual Arts and Journalism & Media Studies from Rutgers University. Her work has been shown at the McKenna Museum of African American Art, Woman Made Gallery and elsewhere. Her work has been reviewed by The Washington City Paper, African & Afro-Diasporan Art Talks, and For Harriet, and published internationally. She is an M.F.A. student at George Washington University and has received multiple endowed scholarships.

Rashida Bumbray

Rashida Bumbray is a curator and choreographer. Former Associate Curator at The Kitchen, she organized several critically acclaimed projects and commissions there. Prior, Bumbray was Curatorial Assistant and Exhibition Coordinator at The Studio Museum, where she co-founded the installation StudioSound, and Hoofers' House. Bumbray is a recipient of the Harlem Stage Fund for New Work, and was nominated for a Bessie: NY Dance and Performance Award for Outstanding Emerging Choreographer.

Mario Moore

Mario Moore received his BFA in Illustration from The College for Creative Studies in his hometown of Detroit, MI. He completed his MFA in Painting from Yale University in 2013. His solo exhibitions include Harlem School of the Arts, The Diggs Gallery/Winston-Salem State University, and Knox College. He is currently Artist-In-Residence at Knox College, and has received scholarships from National Cowboy & Western Heritage Museum and the NAMTA Foundation Visual Arts Major Scholarship.

Janice Bond

Janice Bond is a communications, programs, and business development strategist specializing in arts and culture. Janice opened Gallery ONI in 2014, a contemporary art gallery and cultural space located in Chicago, Illinois dedicated to promoting the work of women artists of color. As a visual/multimedia artist, her original paintings, installations,

and collective soundscapes focus on multidimensional human perspectives and identity, sacred geometry, sound frequencies, and indigenous fractal patterns found in various cultures and urban landscapes. For *Here + Now*, Janice will curate a selection of up and coming black artists as part of a small group show.

The project is led by UICA Executive Director Miranda Krajniak. Prior to being named Executive Director of UICA in 2013, Krajniak was the Manager of Education and Exhibitions at the Saugatuck Center for the Arts, where she successfully designed and implemented education programming and curated four exhibitions a year, including complementary events. In 2015 Krajniak served as UICA's Project Director for the NEA-funded 'Art of the Lived Experiment,' an exhibition of work by international Disability Artists that was part of the inaugural DisArt Festival.

Megan Bylsma, Associate Director, will be the point person for all operational aspects of the project, including contracts, scheduling, event planning, and purchasing and payments. Kristen Taylor, Development Officer, will oversee marketing and communications for the project, incl

uding the creation and implementation of a cohesive design for all of the exhibition's signage, web presence, advertising, and marketing. Steven Rainey is the UICA's Lead Art Preparator, and will thus lead the exhibitions' installation, the creation of shipping crates for Nakeya Brown's work to travel to other institutions, and the de-installation and return shipping of all artwork.

3. Provide the timeline for the project. Be sure to specify at what point the grant will be considered complete.

January 9 – January 23 2017

Receive, uncrate and hang *30 Americans*

January 27 – May 14 2017

30 Americans open

January 2017

Publication of *30 Americans* catalog

January 9 - 26, 2017

Receive, uncrate and hang *Here + Now*

February 11 – April 30 2017

Here + Now open

January 27 – May 14

Adult Programs

January 14 – May 14 2017

Three artist-led workshops for middle/high school students and school age tours with a hands-on project.

February 2017

Publication of Nakeya Brown catalog

February 2017

Free Family Saturdays with hands on art making inspired by artworks on display in the gallery.

March 2017

Performance by Kyd Kane

January 27 – May 14 2017 (TBD)

Speaking engagements/readings by Taylor Aldridge, Jessica Lynn, Kim Drew, David Pilgrim, and other invited guests.

January 27 – May 14 2017

Evaluation instruments/activities administered

May 15 – May 30

Crating and return shipping of *30 Americans / Here + Now*

May 30 – June 30 2017

Data compilation and report generation

June 30, 2017

Project complete

4. Describe the target audience and indicate how many participants are expected. Discuss how the project will be publicized and promoted and, if appropriate, how participants will be selected.

The Grand Rapids metro area, the primary audience for this project, has a population of just over 1 million, which has grown by 3.1% over the last three years. Employment has grown by 3.9% in 12 months. This growth is reflected in the area topping national lists for best housing market (*Forbes*), places to visit (*New York Times*), and places to raise a family (*Forbes*).

Some of Grand Rapids' population, however, has been left out of this post-recession boom. The overall poverty rate in the City of Grand Rapids is 26.8%, and nearly 45% of black residents live in poverty. The Grand Rapids Metro area, which is 8% black or African-American, is the U.S.'s 26th most-segregated metro area (out of 102). The city of Grand Rapids, which is 21% black or African-American, currently ranks 51 out of 52 as worst cities economically for blacks (*Forbes*).

President of Kendall College of Art and Design of FSU Leslie Bellavance said, "The *30 Americans / Here + Now* exhibitions at UICA will create opportunities for interaction among people from different identity groups, create a learning environment that is inclusive of and sensitive to diverse populations, and strengthen and extend collaborations and partnerships with diverse communities surrounding University campuses in Grand Rapids."

UICA curates and presents exhibitions with the belief that art acts as both connector and instigator, and can transform lives in many arenas – from the political to the personal. We believe that experiencing art can break down institutional barriers, give amplification to voices that have been suppressed, and create change, one

viewer/audience member at a time. The proposed exhibitions, which will explore racial, sexual, and historical identity for blacks and African Americans in our recent history, will provide cause for both education and celebration. Audience members of all races stand to benefit from experiencing the dozens of artworks, performances, speakers, and opportunities for conversation that will be presented at UICA.

UICA Communications and Marketing Coordinator Katie Zychowski will promote and publicize the *30 Americans / Here + Now* exhibitions and complementary events through advertising campaigns, essays, catalogs, and in-house marketing via social media, Member communications, and direct mail. The exhibitions will launch UICA's 40th anniversary celebration, shining a community-wide spotlight on the programming. The media plan will include local, regional and national earned media outreach to a variety of news, arts and culture, and entertainment sources including but not limited to newspaper, television, and Internet agencies. Paid advertising will be regional in scope, and aimed at print and Internet properties. UICA will also utilize personal outreach to targeted grassroots community organizations and non-profit organizations in order to ensure that as broad a swath of the community is reached, and feels welcome and included, as is possible.

UICA's goal is to reach 15,000 people via attendance during the dates of the exhibitions.

5. Discuss specifically how the project will address at least one FSU core value, at least one FSU strategic initiative, and at least one FSU Diversity plan goal.

The *30 Americans / Here + Now*' exhibitions and related programming directly address FSU's core value of Diversity. The UICA is a part of Kendall College of Art and Design of Ferris State University, located in Grand Rapids. UICA is a unique part of FSU's presence in Michigan in that it is open to the public six days a week, and has been part of the West Michigan community and a part of the contemporary art world for 40 years. The UICA's curatorial mission as a non-collecting institution is to present individual and group exhibitions year-round of artists' work that reflect on and expand expression of the contemporary human experience. With 10-15 exhibits per year, complemented by artist-centered programs, events and educational activities that draw in and engage a diverse audience, UICA is able to nurture the regional creative community at the same time it connects a large audience to the transformational work of those artists. UICA serves both artists and audiences from underserved communities with accessible exhibits and programs that are culturally expansive, as well as representative of distinct

voices whose experimental or risk-taking work empower the audience with emotion, thought and action.

U.S. museums have a history of operating as institutions that offered access and participation to mostly white artists and mostly male artists. Though this has changed some over the last decades, there is much work to be done if museums are to move toward a system (and not just a current practice) that is truly equitable. As a step in that direction, in addition to continuing to present exhibitions that consistently represent artists from diverse cultural, socioeconomic, and identity-driven backgrounds - and inviting artists at a variety of professional levels – UICA is intentionally shifting to a more intense focus on artistic equity with the presentation of *30 Americans / Here + Now*.

The *30 Americans / Here + Now* exhibitions and related programming directly address FSU’s strategic initiative to strengthen existing collaborations and build new partnerships with the communities that surround Ferris campuses by involving Michigan-based and national African American leaders in its planning and implementation, and by being open to the public for five months in 2017, with direct outreach via grassroots organizations and publications that are widely read by underrepresented groups for audience attraction and engagement.

The *30 Americans / Here + Now* exhibitions and related programming will directly address the FSU Diversity and Inclusion Plan Goal of creating a University that is respectful of differences and civil toward people who are different by ‘displaying art with diversity and inclusion themes across the campus.’

6. List at least 3 measurable outcomes for this project/event. For each outcome, identify how it is connected with the values, initiatives, and goals that the project is meant to address and include a description of how the outcome will be assessed;

The success of the ‘30 Americans / Here + Now’ exhibitions will be evaluated using the following metrics:

1. Attendance: Goal 15,000 visitors. In order for this project to be successful, it needs to reach a ‘critical mass’ of the region’s residents. Based on the success of past UICA promotion and publicity work, as well as previous show attendance, we feel that 3,000 visitors/month is a reasonable goal. It should be noted that different versions of the *30 Americans* exhibition have previously appeared at the following institutions:

Detroit Institute of Arts, Detroit

Arkansas Art Center, Little Rock

Contemporary Arts Center, New Orleans

Frist Center for the Visual Arts, Nashville

Milwaukee Art Museum, Milwaukee

Chrysler Museum of Art, Norfolk

Corcoran Gallery of Art, Washington DC

North Carolina Museum of Art, Raleigh

It should also be noted that UICA will keep records of all earned media that results from the exhibitions. We expect local, regional, and national coverage of this exhibition and its programs on radio, print and television in both general interest, academic, and arts and culture-focused publications.

2. Of those visitors, our goal is that the percentage of black or African American visitors is equal to or greater than 21%, which is the percentage of the black or African American population in the City of Grand Rapids. This directly addresses the goal of the University being welcoming to diverse populations.

3. A qualitative evaluation of visitors' experiences will be collected with an in-gallery exercise that records audience engagement through words (poems, statements, one word, etc.). The materials will be a magnetic wall with thematically appropriate magnetic words, including the following 'prompts':

- I am

- I have

- I will

Guests will be invited to share their responses on social media with a hashtag. This metric addresses educational goals for the project, and will provide an assessment of creating an environment for student (and general public) learning that is inclusive and sensitive to diverse populations.

UICA is also seeking an institutional partner (research center or graduate class) to develop, administer, and analyze a visitor survey over the duration of the exhibitions that will measure our visitor's socioeconomic data as well as qualitative responses to the exhibitions and programming.

7. Describe how the results of the assessment will further the diversity goals of the university.

The results of these instruments and metrics will provide an accurate assessment of the success of a major diversity and inclusion initiative by one of the University's arms in Grand Rapids. It is UICA's goal for this project to not only present work by a diverse group of artists, scholars and educators, but also to also have that work reach a diverse audience that is representative of our community as a whole. These assessment tools will provide both quantitative and qualitative data on whether or not those goals were met.

Budget and budget Justification.

Expected completion date: June 30 2017

Budget Overview			
	Requested Grant Funds	Funding from other sources	TOTAL BUDGET
STIPEND – For six artists/speakers in ‘Here + Now’	5,000	1,750	6,750
HONORARIA – Lending fee for ‘30 Americans’ Speaker/Juan Roselione-Valdez (or rep from Foundation) Speaker/Dr. David Pilgram Speaker/Kim Drew Speaker/Jessica Bell Brown Speakers/Arts.Black (two) Speaker and Writer/Kiese Laymon		32,750	32,750
TRAVEL Nakeya Brown Jessica Lynne Kim Drew Jessica Bell Brown Janice Bond Kiese Laymon		5,002	5,002
FOOD			
RENTALS – Video/Audio production		5,000	5,000
PRINTING & DUPLICATING – Nakeya Brown catalog; ‘30 Americans’ catalog; vinyl signage, banners and artist panels; direct mail; community posters.		11,800	11,800

PROMOTION – Radio, print, and billboard advertising		7,500	7,500
SUPPLIES & POSTAGE – Direct mail postage, materials for crates for Nakeya Brown show, Access accommodation materials including braille signage, Spanish language gallery guides, large print gallery guide.		9,750	9,750
RESOURCE MATERIALS - 1. Programming/Five Events for Adults 2. Programming/K-12 (Three artist led workshops for middle/high school groups, and school-age tours with a hands-on project) 3. Programming/Free Community Programming (film, music, family programs) for Black History Month		15,150	15,150
ASSESSMENT TOOLS			
OTHER – Shipping/Nakeya Brown/Rashida Bumbray/Mario Moore/Janice Bond Shipping/30 Americans		3,000 13,000	3,000 13,000
TOTAL	\$5,000	\$104,702	\$109,702

Itemized list of funding from other sources (Please note that the total income below includes salaries, wages and indirect costs that were allowed in the National Endowment for the Arts application that are not listed above). Funding sources marked

with an asterisk have been submitted; other sources will be formally requested by 9/1/2016, depending on individual funders' grant cycles and deadlines.

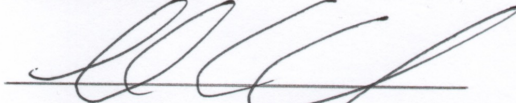
National Endowment for the Arts*	79875
Michigan Council for Arts and Cultural Affairs	5000
Wege Foundation	20000
Grand Rapids Community Foundation	10000
Frey Foundation	10000
Sebastian Foundation	3444
Michigan Humanities Council*	13000
Total cash (a)	146319
In-kind	In-kind amount
Advertising*	4800
Total In-Kind (b)	4800

Urban Institute for Contemporary Arts

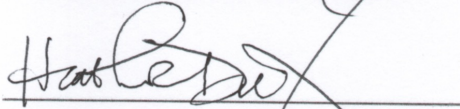
Signature Page

Mini-Grant Application

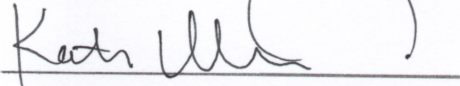
Deadline: 4/8/16



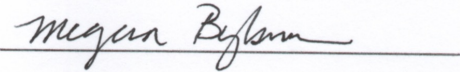
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