



## \$15k ArtPrize Artist Challenge at SXSW Interactive

On Monday, March 16, ArtPrize will host the \$15k ArtPrize Artist Challenge, a SXSW Interactive event at Michigan House. Five artists from around the country will pitch their ideas for ambitious projects they envision at the **Studio Park Piazza** during ArtPrize 2020 - in the heart of downtown Grand Rapids, Michigan. Each will present for five minutes, using up to five slides to describe their proposal to a live audience and a panel of five judges. One artist receives a \$15,000 grant to install the project at ArtPrize 2020, slated to take place from September 16 to October 4, 2020. At ArtPrize, the project will compete for \$250,000 in prizes determined by public vote.



## What is ArtPrize?

ArtPrize is an open, independently organized international art competition and a 501(c)(3) non-profit. For 19 days, three square miles of downtown Grand Rapids, Michigan, becomes an open playing field where anyone can find a voice in the conversation about what art is, and why it matters. One \$200,000 grand prize and four category awards, more than \$250,000 is awarded from a public vote. Art from around the world pops up in every inch of downtown, and it is all free and open to the public. It's unorthodox, highly disruptive, and undeniably intriguing to the art world and public alike.

**ArtPrize 2020 will take place from September 16 -October 4, 2020**

## The Grant

Following this open call for proposals, five finalists from anywhere in the U.S. will be provided with a stipend of \$500 to travel to Austin during SXSW Interactive. On March 16, the selected artists will each have five minutes to pitch their installation ideas for ArtPrize 2020 to a panel of art experts from around the country. The winning artist will receive a \$15,000 grant and a guaranteed spot on Studio Park Piazza during ArtPrize 2020 this fall.

Applications will be accepted from January 20 - February 21, 2020 at 5 p.m. ET.

\$15,000 will be provided to the winning artist to offset some costs for

- Transportation and installation of artwork to ArtPrize
- Maintaining the installation throughout the event
- Removing installation after ArtPrize 2020
- Restoring installation site to its original condition (Leave No Trace)

ArtPrize will work to connect the selected artist with firms providing in-kind services, designed to assist with project budgets. These firms can include shipping, construction, engineering and materials. These donations are not guaranteed.

**The five artists selected to present their idea at SXSW Interactive will receive a \$500 stipend to travel to Austin, TX to present on March 16, 2020.**

## Event Details

When : The 15k ArtPrize Artist Challenge will be held during SXSW Interactive, on March 16, 2020 at 3:30 p.m. CT.

Where : [Michigan House](#) -206 E 4th Street, Austin, Texas

Since 2015 Michigan House has been the place where global enterprises, entrepreneurs, non-profits, musicians, government and more come together to defy rustbelt expectations.

The event will be free and open to the public.

## The Pitch

If you're one of the five artists selected to present, you'll have five minutes and five slides—the details are up to you. Be entertaining and informative. Be prepared to answer questions from the judges and the audience. Above all, you'll need to convince the judges that your project is the best, and that the \$15,000 grant will help make it possible.

## Application Material

Applications must include the following :

- Letter of Intent: Artist should present a compelling idea or concept for the space, an overview of how the project will be completed, and demonstration of experience working on projects of comparable size and budget. Maximum length one page.
- Concept Drawings: Images, rendering, or other drawings of your proposed project
- Digital Images or Videos: Images or video of 3-5 relevant completed projects (up to 10 digital assets).
- Artist Résumé or CV: If applying as a collaborative entry, please include each members' résumé.

Selection of the five finalists will be based on the following criteria:

- Compelling and feasible idea described in a letter of intent
- Quality of past work samples submitted
- Proven ability to execute large scale public art projects

## Timeline

<b>January 20</b>	<b>Applications open</b>
<b>February 21</b>	<b>Applications close</b>
<b>February 24</b>	<b>Artist notified</b>
<b>March 16</b>	<b>Selected Artists pitch for the grant at SXSW- Winner selected</b>
<b>May 1</b>	<b>Grant recipient submits full project proposal to ArtPrize</b>
<b>May 31</b>	<b>Grant recipient confirm projects and timeline.</b>
<b>September 11-15</b>	<b>ArtPrize 2020 Installation</b>
<b>September 16</b>	<b>ArtPrize 2020 opens</b>
<b>October 4</b>	<b>ArtPrize 2020 ends</b>
<b>October 4-8</b>	<b>ArtPrize 2020 deinstall</b>

## How to Submit Materials

Please submit application materials to [pitchnight@artprize.org](mailto:pitchnight@artprize.org) by February 21, 2020 at 5:00 PM EST.

### Eligibility

Artists with experience producing large-scale public art installations, permanent or temporary, are eligible. Selected artists must participate in ArtPrize 2020 as an official entry, and the artist registration fee will be waived. Artists from anywhere are invited to participate, but must be able to travel to SXSW on March 16 to participate.

### The Site: The Studio Park Piazza



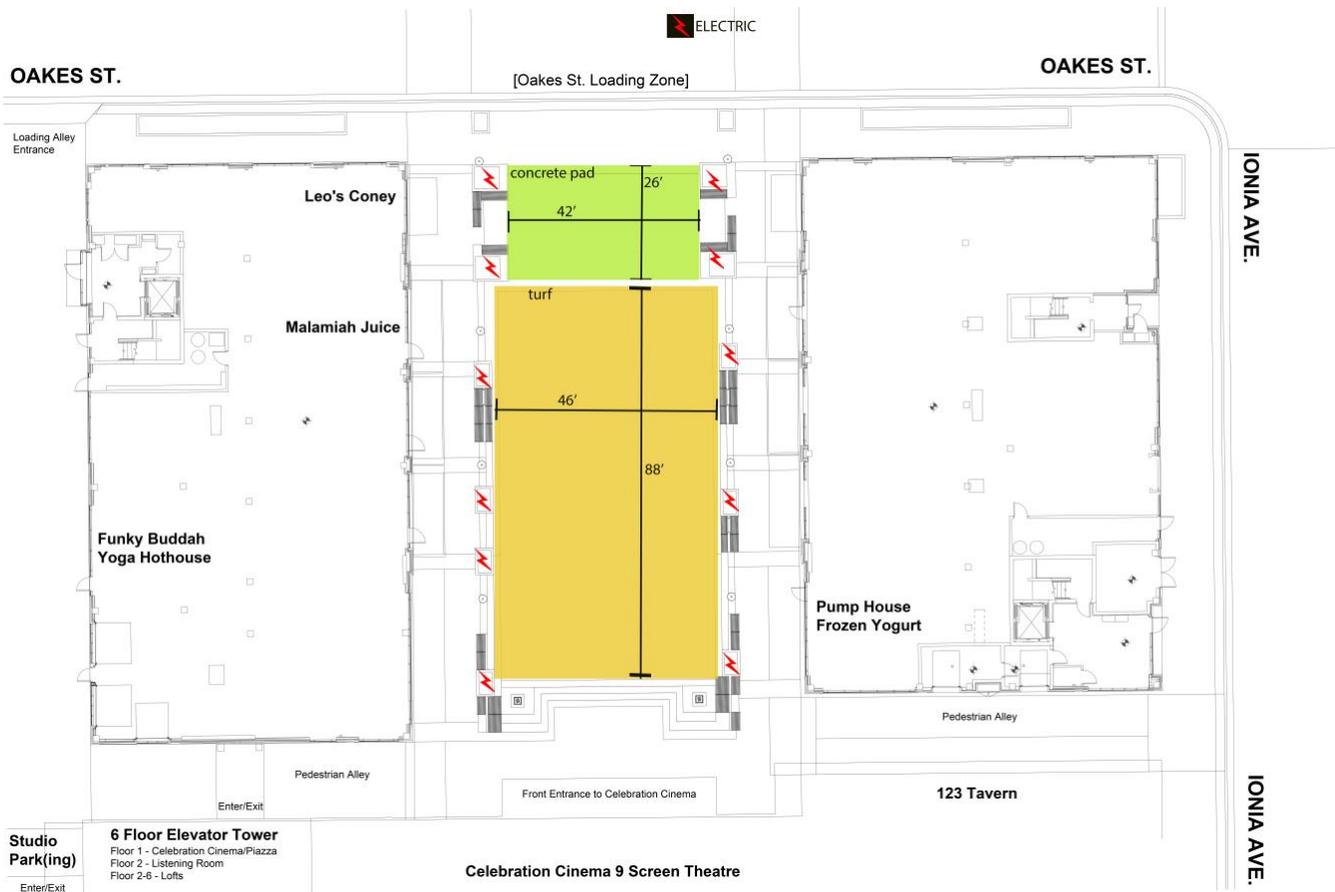
Studio Park is the largest private development project in the history of Grand Rapids. A mixed-use development, located in the heart of the entertainment district, Studio Park includes residential, retail, restaurants, parking, a 200-seat music venue and a 9-screen cinema. Located at the center of the project is the piazza—a unique public space featuring a giant LED screen and turf green space built for gathering the community in the core of Grand Rapids.

All artistic mediums are encouraged, but installations must be fabricated from materials appropriate for public display in an unguarded, exterior environment. This includes the ability with withstand environmental factors, and interactions with pedestrians and the general public.

**Installation Information:**

- A site plan must be provided by the artist as part of the application for Pitch Night.
- Installations cannot be anchored into the surface of the **concrete pad** or **turf**.
- The **concrete pad** can be completely occupied by a proposed work, but activation of the **turf** should allow for large groups people to utilize the space during events.
  - Please feel free to email [pitchnight@artprize.org](mailto:pitchnight@artprize.org) for specific questions around activation of the turf.
- There are cameras in the Studio Park Piazza, but any additional insurance will be the responsibility of the artist.
- Electric is available.
- The **turf** is AstroTurf placed above a drainage system; large weight loads will need to be evaluated.

[Drone footage of the Studio Park Piazza](#)





Questions?

We are happy to answer any questions you have!  
Email us - [pitchnight@artprize.org](mailto:pitchnight@artprize.org)