Southwest Airlines Art and Social Engagement Project

Request for Proposals
Emory University

20 October 2014

Purpose
The purpose of the Southwest Airlines Art & Social Engagement Project is to engage the Emory University student body, Atlanta non-profits, and Atlanta-based artists as co-creators of thought-provoking collaborative art project(s) designed to address important social issues in Atlanta.

The production process should involve all participants in a meaningful way - invoking critical thinking and reflection about social issues. The finished project should also communicate a critical and creative outlook about social issues facing Atlanta, should increase awareness about said issues, and catalyze action toward making positive change to address those issues.

Project Format
We welcome applications from artists utilizing of all types and mediums – installations, murals, theater, sculpture, photography, painting, video, etc. All supplies/materials (up to listed budget) for the three selected proposals project will be funded by the sponsoring organization. The sponsoring organization, Southwest Airlines, will fund supplies/materials amounting to up to $1,500 for each project. We do however encourage the creative reuse of materials and the incorporation of found or acquired objects (such as recycled materials) in each project that may not require the entire budget for materials.

Upon completion, project(s) may be displayed at the Center for Ethics, at pre-approved locations on the Emory University campus, at various locations throughout the city of Atlanta, and/or at the partnering non-profits.

All completed projects will be property of The Ethics & the Arts Program at the Emory University Center for Ethics.

Chosen Artist Facilitators will be honored and recognized by Southwest Airlines and the Center for Ethics for their contribution to Art and Social Engagement, as well as be awarded with a financial award of $1,500 at the completion of the project.

Artist Facilitator Responsibilities
Artist Facilitators will be chosen from a panel consisting of the Director of the Ethics & the Arts Program Carlton Mackey, the Director of the Ethics & Servant Leadership Program, Dr. Edward Queen, a representative from each partnering non-profit, a representative from WonderRoot and a representative of Southwest Airlines.

The artist will serve as the leader and facilitator of the artistic process and be responsible for:
- fully engaging the non-profit partner in the process of art conceptualization and creation
- designing and planning a feasible project based on clear and structured guidelines that can
be implemented and built up by engagement, input, and feedback of student participants
- purchasing supplies based on the pre-approved budget
- setting up the project in a designated work space
- guiding student participants as they work on the project in person
- providing clear instructions for students to facilitate the project in their absence
- finalization of the art project so that it can be displayed or used in the future

While attendance is not required, artists are welcome and encouraged to attend weekly classroom sessions to increase their knowledge of the range of pressing social issues facing the city.

**Eligibility**
Eligibility to apply as an artist facilitator is by invitation only. Artists whose work exemplifies a level of artistic excellence and who express a clear desire/ability to learn and engage in collaborative manner will be considered. Applicants also have the option of working in a group as co-facilitators. In such collaborations, one member should apply on behalf of the group and submit one application. The financial award for selected artist(s) will remain at $1,500 whether applying as an individual or as a group.

**Role of Student Participants**
Participants, Emory University students from a wide variety of backgrounds, ages, and academic interests, will be chosen from a panel consisting of the Director of the Ethics & the Arts Program, Carlton Mackey, the Director of the Ethics & Servant Leadership Program, Dr. Edward Queen, and a representative of Southwest Airlines.

Participants will register for the approved 3 hour credited listed course upon acceptance into the program. They may complete tasks or portions of the project under the artist facilitator’s guidance and/or instructions. Participants will attend the weekly course co-lead by Dr. Edward Queen and Carlton Mackey that teaches about pressing social issues in Atlanta. Dr. Queen and Carlton Mackey will also oversee the entire project development and will identify and secure partnerships with appropriate Atlanta non-profits. In addition to the completed projects, student participants will create a white paper describing the impact of the social issues their projects seek to address on the Atlanta community, the ways in which their projects address said issues.

**Role of Non-Profit Partners**
The potential non-profit partners will be the Wylde Center, Atlanta Harm Reduction Coalition, Partnership Against Domestic Violence, and Wholesome Wave Georgia.

The non-profit partners will work alongside Carlton Mackey, Dr. Edward Queen, and the chosen Artist Facilitators to execute the Art & Social Engagement Project. A representative of each non-profit partner will sit on a panel to choose the Artist Facilitator for their respective organization. The non-profit partner will work with the Artist Facilitator to shape an artistic proposal that is in line with the mission of their organization and that accurately
reflects the nature of the social issue in the Atlanta community. A representative from each non-profit partner will lead a minimum of one classroom discussion that includes an overview of their organization and specific ways that the social issue that their organization seeks to address uniquely impacts the Atlanta community. This discussion will allow all student participants and artists to learn about organizations outside of their topic of focus.

A minimum of one classroom session exploring the history and current landscape of art based community projects, contemporary art as activism, and WonderRoot’s mission of uniting artists and community to inspire positive social change will also be lead by a representative of WonderRoot. WonderRoot will also work along side the Ethics & the Art Program to identify up to 15 artists to apply for the Arts and Social Engagement Project.

Potential Project Topic Areas
Social Engagement Issues specific to Atlanta encompass a variety of topics. Applicants must focus their proposed project to areas related to the work of the Non-Profit Partners and include:

- Sustainable lifestyles (e.g. recycling and composting, urban planning, food supply & industries)
- Pollution (industrial or natural)
- Environmental justice and urban greenspaces
- Domestic violence
- Survivor safety, shelter and empowerment
- Harm reduction and wellness
- Access to health care
- Access to fresh, healthy, locally grown food
- Economic equality

Selection Criteria
Though proposals submitted in this application are not to be considered complete without the input, collaboration, or voice of the Non-Profit Partner included, we are interested in knowing what medium will most likely be used and general estimates about what it may cost to execute.

If very specific ideas come to mind upon reading about our partnering organizations and the work that they do, feel free to include as much information and specific details about your proposed project as you’d like.

Project proposals will be selected based on the following factors:
- **Collaborative Nature:** Does the applicant show clear ability to work collaboratively to accomplish tasks? Is this a project that can be completed by many people?
- **Creativity:** Does the applicant show ability to think creatively about complex ideas and does their previous work suggest this? Will this project be interesting to work on and/or to reflect on after it is complete?
• Feasibility: Is what is proposed/method of execution/material needed seem doable with the specified parameters?
• Usability: Can the project be used in the future?
• Variety: Does the proposal add something unique to the current discussion about issues?
• Relevance: Is the proposal about one or more issues facing Atlanta? Can that be clearly understood by the proposal?

Space
Artist facilitators will be provided with storage space and work space. Work spaces will be designated based on space and lighting requirements specified by the applicant. A possible work area is inside The Center for Ethics or an outside space near the Visual Arts Building. Other locations may also be available. These locations may be in areas where passers-by (and potential community or non-profit participants) may easily spot the project and feel encouraged to participate.

Work/Facilitation Time
Projects will be worked on between January 13, 2015 and April 10, 2015. All projects should be finalized and completed by April 20, 2015.

Inquiries
Please contact Mika Pettigrew at mdpetti@emory.edu with any questions and inquiries. Proposals are due on December 01, 2014. Selected artists will be notified by the end of December 2014.

Non Profit Partners
The Wylde Center
www.wyldecenter.org
The Wylde Center actively engages youth, families, and individuals in their environment, health, and community through organized programs, classes, and events that develop creative skills in sustainable urban living, organic gardening, health and nutrition. The Wylde Center serves as community garden, nature center, neighborhood meeting space, and wildlife habitat that is open for all to experience the potential of urban greenspace. The Garden is a model that provides the resources for people to take home and apply the lessons they learn here in other arenas of their lives.

Partnership Against Domestic Violence
www.padv.org
PADV works to end the crime of intimate partner violence and empower its survivors. For 39 years, PADV, the largest nonprofit domestic violence organization in Georgia, has provided professional, compassionate, and empowering support to battered women and their children in metro Atlanta. PADV began as an all-volunteer agency in 1975 and incorporated in 1977. Today, the agency has 36 full- and part-time staff with an administrative office and two 24-hour emergency shelters in Fulton and Gwinnett counties. PADV works to end domestic violence by:
- offering safety and shelter for battered women and their children;
- restoring power, self-sufficiency and control to domestic violence survivors; and
- educating the public on the dynamics of domestic violence.

Atlanta Harm Reduction Coalition
www.atlantaharmreduction.org
The Atlanta Harm Reduction Coalition, Inc. (AHRC) is a community-based, wellness organization committed to improving the overall health and wellbeing of marginalized individuals and communities. Atlanta Harm Reduction Coalition provides education, risk reduction programs through partnership programs, empowerment to adults, and diagnosis and treatment of substance use, HIV/AIDS, STIs, Hepatitis, and other communicable diseases. For nearly 20 years, Atlanta Harm Reduction Coalition has been the only comprehensive harm reduction program in the state of Georgia. AHRC engages directly with grassroots advocacy, research and direct services to those made vulnerable by drug use, sex work, overdose, gender, STIs, HIV, hepatitis and other communicable diseases. We work to bring those individuals that engage in high risk activities closer to prevention and health services, regardless of their choices, circumstances or lifestyle, and all services are free of charge. AHRC utilizes a Harm Reduction model to serve our clients.

Wholesome Wave Georgia
www.wholesomewavegeorgia.org

Wholesome Wave Georgia strives to increase access to fresh, healthy, locally grown food for all Georgians. Wholesome Wave Georgia believes that all Georgians should have access to good, wholesome and locally-grown food. Our goal is to increase access to good food for all Georgians while contributing to the local food economy. By doubling each Supplemental Nutrition Assistance Program (SNAP, aka Food Stamp) dollar spent at our partner markets, we leverage existing government food nutrition programs to encourage shopping at local farmers markets. The execution of the Wholesome Wave Georgia (WWG) program is very simple: Every nutrition benefit dollar spent at a WWG partner market becomes two dollars for the shopper and for the farmer. This means more money for farmers and that more Georgians gain access to good, wholesome and locally-grown food.

Application and Project Timeline

Thank you for your interest in the Southwest Airlines Art and Community Engagement Project. To apply, please submit a completed application—inclusive of supporting materials—via email to: Mika Pettigrew at mdpetti@emory.edu. Applications that are incomplete will not be considered. Proposals are due on December 01, 2014. Selected artists will be notified by the end of December 2014.

APPLYING

Name: ____________________________ Date: ____________

E-mail: ________________________________

Address: ________________________________

Phone Number: ______________________

Project Proposal

Please provide a written project proposal, inclusive of why this proposal is a good fit for the Southwest Airlines Art and Social Engagement Project (500 words maximum). Focus on the meaning, message, and potential logistics. A strong project proposal will include how you understand your role as the artist facilitator, how you connect with
your selected topic, how you will engage the other project participants, the project timeline (keeping in mind the two month period given for its execution), space/electricity/lighting/facility requirements, and a detailed description of the medium you propose working with.

Proposed Materials Budget
*If you need additional space feel free to attach a page outlining the information required, but please put the total cost into this table.*

Projects incorporating recycled and post-consumer materials will be given special consideration.

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Portfolio
Up to 5 images (jpeg), video (mov,wmv,flv), music (mp3) or PDF documents, representative of your previous work.

Resume
Your resume (2 pages maximum).