2019-20
SUNY PACC Prize for Performing Arts, Creation, and Curation
Competition Handbook
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ABOUT THE COMPETITION

The SUNY PACC Prize for Performing Arts, Creation, and Curation is a broad-ranging art proposal competition for students enrolled at any one of the 64 SUNY campuses. It is intended to provide experience in designing arts projects with an emphasis on meaningful public engagement.

Motivation

Artists and curators bring us together in shared experiences, compel us to look at the world in new ways, and prompt us to reflect deeply on ideas. In support of SUNY’s developing artists and curators, this competition seeks to provide exposure and an opportunity to exercise important entrepreneurial skills.

Theme

The theme for this year’s inaugural competition is “connection,” an idea which may be interpreted freely, but must be used in some fashion in the concept, design, or process.

Objectives

- To provide SUNY students with an experiential learning opportunity through a proposal, pitch, and documentation process similar to what is required of artists and curators in professional life.
- To prompt the design of arts and curatorial projects with an emphasis on meaningful public engagement.
- To support the creation of major art projects by SUNY students with competitively awarded commissions.

Find the online application available [here](#).
Any graduate or undergraduate student enrolled full-time or part-time at a SUNY Terminal Advanced Degree-Granting University, SUNY Comprehensive College, SUNY Technology College, or SUNY Community College is eligible. Students may enter as teams, or singularly.

Competitors must be enrolled at least part-time from the time of application through the live pitch round on April 18, 2020. They remain eligible for the completed project competition even if they have graduated during the intervening year.

Competitors may solicit help from faculty and classmates in the preparation. They may even submit something that began as a class project, thesis, or capstone.
Competitors may enter in one of three categories: performing arts, creation, and curation.

Performing Arts
Eligible projects include instrumental, vocal, dance, theater, etc.

Creation
Eligible projects include but are not limited to choreography, composition, visual arts, writing, film, graphic arts, fashion design, interior design, landscape design, performance art, photography, art tech, and culinary creation.

Curation
Eligible projects include but are not limited to art exhibitions, fashion collections, multimedia events, publications, concerts, curated meals, historical collections, film series, and podcasts.
Application

Applications will become available September 1, 2019. The deadline for receipt of applications is January 10, 2020. All students will fill out the same application, along with supporting materials appropriate to the specific art discipline.

Selection

A panel of judges in each area will review and score the proposals using the rubric provided in this document. Twenty-four applicants will be selected to advance to the “live pitch” round of the competition. Those chosen will be announced January 22, 2020.

Live Pitch Competition

The live pitch round of the competition will be held April 18, 2020, at the SUNY Global Center in Manhattan. Each of the 24 applicants will present a “pitch” in person, communicating the public value and feasibility of the proposed arts project.
Prizes

Seven projects will be selected to receive commissions of up to $10,000 to enable completion within one calendar year. The size of the commission will depend on the project’s needs as presented in the budget portion of the application.

Completed Project Competition

The completed project round of the competition will be held in April 2021 in Albany, NY (location TBD). Winners from the live pitch round will come to Albany to perform or exhibit the completed projects, or to present videos, slides, or other documentation of the completed project.

Grand Prize

A grand prize (TBD) will be awarded for the outstanding completed project.
JUDGES’ CRITERIA

Written Proposals

+ **CONCEPT** (10 points)
  
  Is the concept original, meaningful, and clearly articulated, and does it relate to the theme of “connection”?

+ **PROJECT DESIGN** (10 points)

  Is there a well-organized plan for carrying out the project?

+ **PUBLIC ENGAGEMENT** (10 points)

  Does the proposal clearly describe how the project will engage the community?

+ **BUDGET TABLE** (5 points)

  Is the budget table complete and comprehensive?

+ **MANAGEMENT PLAN** (5 points)

  Does the proposal clearly describe how the project will be managed?

+ **TECHNICAL CAPABILITY** (5 points)

  Do the supplementary materials provide evidence of sufficient skill to carry out the project?

**TOTAL:** 45 points
Live Pitch Competition

Judges will rank the following categories from 1 to 5 for a possible total of 30: 1-poor, 2-adequate, 3-good, 4-very good, 5-excellent.

+ **RELEVANCE**
  
  How well does the project address the theme of “connection”?

+ **CONCEPT**
  
  Is it original? Is it compelling?

+ **FEASIBILITY**
  
  Does the presenter provide a clear picture of how the project will be carried out? Does it seem doable, given the budget, the available time, skills, and resources?

+ **PUBLIC ENGAGEMENT**
  
  Does the project engage the audience in a meaningful way?

+ **PRESENTATION**
  
  Is the proposal presented in a clear, compelling manner?

+ **QUESTION AND ANSWER**
  
  How well did the presenter address the questions?
Your goal is to convince the reader of the public value and the feasibility of your project.

**Concept**

The idea behind your project should be original, worthy of consideration, and have something to do with the theme of “connection.” Within those parameters there is a lot of room for variation: The idea could be playful or serious, timely, exploratory, important, deep, whimsical, joyful, or insightful.

**Objectives**

The project should strive to make a contribution to the growth of the art form, to arts in general, the community, or more broadly to society. Be as specific as possible about what you hope to achieve.

**Project Design**

You may accompany the text with illustrations or diagrams. You should break the project down into phases and present a timeline for the completion of each phase. Provide descriptions of any methods or processes you will use. Provide the sources for any materials, spaces, or special assistance you will need.
Management Plan

The management plan should include procedures for financial record-keeping, and for assuring compliance with safety standards, campus rules, local, state, and national laws.

Public Engagement

Define your intended audience and describe your plan for building or reaching this audience.

Your project should be designed to reach a diverse audience, taking into consideration accessibility. One possible way to do this would be to make your project portable, or replicable. At the very least, you should be able to document it so that the story may be shared at different locations.

Describe how your project engages the community. Does it make use of partnerships with schools, community organizations, or local businesses? Does it involve the audience in interactive, participatory, educational, or interpretive activities?

Budget

The budget should contain realistic projections of expenses including materials, adequate labor compensation, your own artist fees, copyright licenses and/or royalties (if required), costs associated with documentation, and venue or lab space rental (if needed). List any materials or services that will be provided to you free of charge (gifts in kind). If your expenses exceed $10,000, please provide a plan for raising the difference.

Supporting Materials

Artist’s Statement: 150-200 words.
Bio: 150–300 words
Letter of Recommendation (from a faculty member)
Additional Evidence of Capability

Keep in mind that quality is more important than quantity when selecting your supplementary materials. You may choose any combination of the following materials, depending on your chosen artistic discipline:

- **AUDIO AND/OR VIDEO**
  You are allowed to submit up to three clips for a combined total not to exceed 10 minutes.

- **PHOTOS**
  You may submit up to five photos of visual material.

- **COMPOSITION SAMPLES**
  You may submit up to two musical scores.

- **WRITING SAMPLES**
  You may submit up to three writing samples.

- **REVIEW OF YOUR PAST WORK**
  You may submit up to three reviews.

- **PROGRAMS, MENUS, PUBLICITY BROCHURES**
  You may submit up to three.
Twenty-four applicants will be invited to present their proposals before a panel of judges. Up to seven proposals will be selected to receive commissions.

**Date & Time**
April 18, 2020
10:00 a.m.-5:00 p.m.

**Location**
SUNY Global Center, 116 East 55th Street, New York, NY 10022
(212) 317-3500

**Schedule**
10:00-11:30 a.m.  
Session I: Pitch Presentations
11:30 a.m.-1:00 p.m.  
Lunch Break
1:00-2:30 p.m.  
Session II: Callbacks
3:00-4:00 p.m.  
Panel Discussions
4:00-5:00 p.m.  
Awards Reception
Selection of Winners

In the first session, the competitors will be divided into six groups according to their discipline. Judges will rank only the presentations they view. They may choose a winner from among their group of four presenters and/or they may ask a presenter to repeat their pitch in a callback session. The callback session is intended to allow, especially, interdisciplinary projects to be evaluated by a fuller set of judges. The full panel may then choose a winner from the callback session. Up to seven winners will be selected from among the 24 competitors.

Prizes

Winners will receive a commission of up to $10,000 to complete their proposed projects within one year’s time.
In April 2021, winners from the live pitch presentation round will come to Albany to perform or exhibit the completed projects, or to present videos, slides, or other documentation of the completed project. A grand prize (TBD) will be awarded to support continued work.
JUDGES

Written Proposals

Written applications will be reviewed by judges drawn from the New York State Council on the Arts (NYSCA) and New York Foundation for the Arts (NYFA), NYSCA/NYFA Arts Fellows, arts organizations, non-SUNY arts faculty, and arts professionals. Applications will be assigned to judges according to the discipline of the submitting artist.

Live Pitch Competition

+ **ANGEL ABREU**

  Visual artist, curator, educator
  Senior Instructor at the School of Visual Arts in Manhattan
  Longtime member of Tim Rollins and K.O.S.
  www.angelabreu.com

+ **PAUL GRONDAHL**

  Award-winning journalist and biographer
  Director of the New York State Writers Institute
  www.paulgrondahl.com

+ **CRISTÓBAL MARYÁN**

  Composer of film, orchestral, chamber, theatre, and commercial music
  Cofounder of Element Audio Group, a scoring and post-production company
  www.cristobalmaryan.com
CHEF RIC ORLANDO
Award-winning chef and activist
TEDx Talk: Addicted to the Chef’s Life
Executive Chef and Management Consultant of New World Bistro Bar, Albany
Two-time winner on Chopped and he beat Bobby Flay
ricorlando.com

KEN RAGSDALE
Visual Artist, Lecturer, Rensselaer Polytechnic Institute (RPI)
www.kenragsdale.com

NADIA SIROTA
Violist, soloist, chamber musician, broadcaster, curator
Awarded a 2015 Peabody Award for her podcast “Meet the Composer”
New York Philharmonic’s Creative Partner
Host and curator of Sound ON and host of Nightcap, member of yMusic
nadiasirota.com

VALERIE STEELE
American fashion historian, curator, author, editor
Director and Chief Curator of The Museum at the Fashion Institute of Technology
http://www.fitnyc.edu/museum/about/director.php

MIKE TYKA
Google Machine Learning
Art-tech artist and biochemist
www.miketyka.com/

BHAWIN SUCHAK
Filmmaker, educator
Director of the award-winning documentary, “The Throwaways” (2014)
Founder and Executive Director of Youth FX, NeXt Doc
http://www.youthfx.org/who-we-are
MICHI WIANCKO
Composer, arranger, violinist
Her opera, “Murasaki’s Moon,” premiered at the Metropolitan Museum of Art in May 2019
Soloist, performer with Silkroad and Yo-Yo Ma, Director of An-tenna Cloud Farm
www.michiwiancko.com/bio

BLAKE ZOLFO
Singer, dancer, actor
Chita Rivera Award Nomination for Outstanding Male Dancer in an Off-Broadway Show for “Kid Victory”
www.blakezolfo.com

ROSE PASQUARELLO BEAUCHAMP
Dancer, artist, activist
Senior Lecturer, Dance & Movement at the University of Rochester
Artistic Director, inFluxdance
www.rosepasquarellobeauchamp.org
Co-Founder, Artists Coalition for Change
www.acctogether.org

Completed Projects Presentation
Judges for Completed Projects Presentation TBA.
SPECIAL INSTRUCTIONS FOR TEAMS

Application

If your proposal is a team proposal, one member of the team should submit a single application on behalf of the team.

Management Plan

If the proposal is a team project, the leadership structure and the division of labor should be clearly laid out.

Artist Statement

Your artist statement should be a group or collective artist statement.
Bio

Your bio may be a group bio for the whole team, or you may submit a separate bio for each member of the team.

Letter of Recommendation

Submit one letter of recommendation for the team.

Supporting Materials

If you are a preexisting group, supplementary materials should be for activities performed as a team. If you are a new group, submit a variety of materials illustrating the different skills available to you as a collective.

Legal Form

Each member of the team must sign and submit a separate rules and regulations agreement.
An ethics committee consisting of participants will be formed to handle rule infractions, challenges, and questions at all stages of the competition. Their rulings on these and any unforeseen scenarios will be final.
The form on the following page is available in the online application or may be printed from here, signed, and returned with the application.
Rules for 2019-20 SUNY PACC Prize for Performing Arts, Creation, and Curation

Please read carefully, sign, and upload this form to the Submittable application.

CONTENT
The content of the proposed art project MUST comply with all local, state and federal laws.
The content MUST NOT promote criminal behavior, violence, or sexual exploitation.
The content of the proposed project MUST NOT support prejudice based on race, religion, national origin, sex, gender identity or expression, sexual orientation, military or veteran status, or disability.
The project MUST NOT invade the privacy of any person. If a person’s likeness is used in any project, it is incumbent upon the applicant to ensure proper consent was obtained by such person.
The applicant is responsible for understanding and following intellectual property (including copyright) laws as they relate to the chosen medium. The applicant MUST obtain written permission from the copyright holder of any works that will be used, in whole or in part, in the submitted work, and is solely responsible for payment of any required licensing fees and/or royalties prior to the use of copyrighted or otherwise protected material. By submitting this project, the submitter agrees to defend and indemnify SUNY against any claims of intellectual property violations by the submitting student.

PRODUCTION
NO live animals may be used in the production or performance of the project.
The applicant MUST comply with all safety guidelines under federal and New York State law and campus policies or procedures for proper use of materials and equipment in the production of the work.
The applicant MUST use safe performance and rehearsal practice.
Constructed pieces MUST comply with published SUNY or campus safety guidelines so as not to cause risk of harm to observers or participants.

FINAL PRODUCT
By submitting a project for this award, the student is simultaneously providing SUNY with a worldwide, nonexclusive, royalty-free, and perpetual license to use the work for the purpose of this PACC Prize process. SUNY reserves the right to use, modify, and/or reproduce images, video, or audio of the final artistic project for publicity and archival purposes, without payment of fees and without seeking prior consent of the applicant. SUNY will not sell or otherwise alienate any submitted projects for money or other value, and the student reserves all rights to sell or alienate copies of the project outside of this PACC Prize process.

This Agreement is governed by the laws of the State of New York and SUNY’s intellectual property and copyright policies (8 NYCRR §§ 335.28, 335.29). If any provision is found unenforceable, all remaining provisions shall remain in force.

By signing below I certify that I have read, understand, and agree to the above terms and that I am submitting original work.

Sign and Date: __________________________________________________________________________

Print your name here: ___________________________________________________________________