



2019 Application Information Packet

This packet includes information related to:

- Eligibility
- Deadlines
- Application and submission process
- Selection process and criteria
- 2018-2019 program schedule

Eligibility

Applicants should:

- Be generative (those artists responsible for generating or creating entirely new work) rather than interpretive (artists who interpret or execute work created by others). Some artists participate in both generative and interpretive work, but the **Hadley Creatives** seeks artists with a significant **history** in generative work.
- Demonstrate a readiness and eagerness to actively participate in the program by engaging with fellow artists and facilitators in a meaningful way.
- Have a demonstrated history of devoting themselves to meaningful, focused artistic activity outside of a degree-granting program (minimum of 3 years).
- Pursue the creation of original work within a specific artistic discipline as a means to livelihood or a way to achieve the highest level of professional recognition.
- Work in their art form 15 or more hours per week.
- Be at least 18 years or older by October 1, 2018.
- Live in the greater Louisville area. (The greater Louisville area is defined as Bullitt, Henry, Jefferson, Oldham, Shelby, Spencer, and Trimble Counties in Kentucky; and Clark, Floyd, Harrison, Scott, and Washington Counties in Indiana.)
- Be able to attend the following mandatory sessions:
 - Orientation: Sunday, October 21, 2018 (evening)
 - Opening Retreat: Saturday - Sunday, November 10 -11, 2018 (overnight)
 - Workshop 1: Monday, December 17, 2018 (evening)
 - Workshop 2: Monday, January 14, 2019 (evening)
 - Workshop 3: Monday, February 11, 2019 (evening)
 - Workshop 4: Monday, March 11, 2019 (evening)
 - Closing Retreat: Sunday, April 14, 2019 (morning & afternoon)

Artists who will be enrolled in BFA or MFA programs during the 6-month program are not eligible.



Competitive Applicants are:

- Imaginative, rigorous, and well-executed
- Compelling with a distinctive vision and authentic voice
- Bold and risk-taking
- Technically proficient and demonstrate a high level of craftsmanship
- Expanding artistic practice within their field and arts community

Deadline

Applications should be received by Monday, August 20th, 2018 before midnight.

Accepted Disciplines

Each artist is asked to select only one primary discipline. It is up to the artist to define his or her primary practice for producing work.

- Dance
- Media – including film, video and digital production (documentary, narrative, animation, or experimental) and new media (artistic work that is computational and distributed digitally, in the form of websites, mobile apps, virtual worlds, computer games, human-computer interface or interactive computer installations).
- Music (vocal and instrumental)
- Theater & Literary – includes fiction, creative non-fiction, poetry, and spoken word.
- Visual Arts (Installation artists should apply in this discipline.)

Multidisciplinary artists should apply in one of the above disciplines and identify in the application the additional disciplines used in the work.

Application and Submission Process

The application is administered online and all applications must be submitted through the online portal. You can access the application [here](#).

We recommend that you review and prepare all materials before beginning the online submission form.

Application Questions

The application questions are designed for the selection committee to gain an understanding of where each applicant is presently in their career and how the applicant envisions their future. It is recommended that you have someone review this portion of your application to ensure clarity and intent. Please note: each question will include character limits of 3000 characters or approximately 500 words.

1. The Community Foundation of Louisville and Creative Capital are committed to selecting applicants who are broadly representative of our community. We recognize that diversity helps to foster a richer experience for each participating member. Please indicate how you



contribute to the diversity of a group, including but not limited to your ability, age, education, ethnicity, gender, geography, religion, sexual orientation, socioeconomic status, experiences or other characteristics.

2. Describe how your participation in the Hadley Creatives class will benefit other class members. What experiences can you share? What advice can you offer? What assumptions do you hope to shift? What insights or perspectives can enlighten others? What unique skill or knowledge do you bring to the table?
3. Describe how you have actively pursued the creation of original art as a means to livelihood or a way to achieve the highest level of professional recognition. What actions are you completing daily to accomplish your goals? How have others experienced your art? What have you accomplished? What formal or informal education have you achieved?
4. Beyond financial stability, describe your artistic career in the next five years. What are your short and long range goals? What is success for you? How will you measure your success?
5. Beyond financial resources, describe the central challenges you see to the success of your artistic career. What skills do you need to develop? What networks do you need to build? What knowledge do you need to gain? What spaces do you need to access?
6. Describe how you hope the Hadley Creatives professional development program will impact your artistic career. What should be different about you as an artist at the end of the 6-month class? What questions do you hope to answer? What skills do you hope to develop? What strategies do you want to learn?
7. Describe your artistic vision, voice, and practice. Why are you an artist? What is your subject matter, message, and style? What issues or questions are you addressing? What makes you unique?

Résumé

An updated résumé must be submitted with your application. Please tailor your résumé to highlight the previous two years of accomplishments and limit it to no more than two pages.

Work Samples

Each artist must submit five work samples, each completed within the last two years. Work samples are a very important part of your Hadley Creatives application. The samples you choose should represent your best work and should be representative of your discipline and aesthetic.

For each sample, provide the name, no more than a 25 word description, and the date created. Literary pieces and images must be uploaded in .doc, .png, or .pdf formats through the online application. For sound pieces and video files, please link directly to a URL in the application.



Selection Process

Each application will be reviewed by a staff member of the Community Foundation of Louisville for minimum eligibility requirements. Qualifying applications will be reviewed and discussed by an anonymous panel of reviewers with artistic background. Each applicant can earn 125 total points based on an application review and panel discussion by reviewers.

No more than 15 applicants will be invited to participate in the current Hadley Creatives Class. Our intention is to create a class that contains the following:

- Diversity of participants based on art forms and demographics, including but not limited to ability, age, education, ethnicity, gender, geography, religion, sexual orientation, socioeconomic status, experiences, or other characteristics.
- Demonstrated readiness to transition to a new phase of growth in their artistic careers.
- Demonstrated need for goal setting and building new professional skills in support of their work.
- Demonstrated need for a new network of professional artist contacts.

The total points combined with the above mentioned principles will determine which applicants will be invited to participate in the upcoming class.

An anonymous selection committee with artistic backgrounds will review the online application from those artists who have met the minimum eligibility requirements. Each artist will earn 100 points for the online application; however, the points are weighted. Artists will be selected based on (with weights):

- Diversity (art form & demographic) – (15%)
- Commitment to artistic practice – (25%)
- Commitment to Career Development – (25%)
- Willingness to Learn – (20%)
- Artistic vision & Quality of work – (15%)

An additional 25 points will be earned based on a reviewer discussion of the applicants. The reviewer's knowledge of the application and personal experience will assist in determining the following for each candidate:

- Eagerness to develop professional skills. (5 points)
- Potential for career transformation. (5 points)
- Ability to create provocative work within a specific art discipline. (5 points)
- Ability to capitalize from improved professional networks. (5 points)
- Potential to support and cultivate others' success. (5 points)

Review the ***Selection Process & Scoring Rubric: 2019 Hadley Creatives Class*** PDF for more detailed information on the scoring process.



2017 Hadley Creatives Program Schedule

Artists invited to participate in Hadley Creatives will be required to attend and fully engage in the program. Please review the schedule below before submitting an application.

Orientation: Sunday, October 21, 2018, 5 – 7 PM, 21c Museum Hotel (Louisville, KY)

Meet current class and network with former Hadley Creatives Class

Opening Retreat: Saturday – Sunday, November 10-11, 2018, 21c Museum Hotel (Louisville, KY)

Weekend immersion retreat facilitated by Creative Capital focusing on individual goal setting, strategic planning, fundraising, and promotion strategies, as well as group exercises to encourage peer support and community building. Artists will be required to stay overnight at 21c; rooms and meals will be provided by the Community Foundation and our partners.

Monthly Workshops: Primarily 2nd Monday (Dec 17, 2018, Jan 14, Feb 11, & Apr 14, 2018), 5:30 – 8 PM locations to be determined.

Mandatory workshops based on artists' needs covering such topics as *Contracts and Intellectual Property, Art Advocacy and Activism, Working with Institutions, Writing Competitive Grants & Proposals, and Social Media Marketing.*

Artists' Closing Retreat: Sunday, April 14, 2018, 9 AM – 5:00 PM, Location to be determined

Creative Capital will return to wrap up the program, providing individualized support on topics covered throughout the program and a roadmap for continued success and growth.