



Generation 3 (2020) Application Information Packet

Updated: July 12, 2019

This packet includes information related to:

- Eligibility
- Deadlines
- Application and submission process
- Selection process and criteria
- 2019-2020 program schedule

Eligibility

Hadley Creatives is designed to provide participants with opportunities for growth. The experience's value is greatest for applicants who are:

- 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.
- Demonstrating a readiness and eagerness to actively participate in the program by engaging with fellow artists and facilitators in a meaningful way.
- Devoting themselves to meaningful, focused artistic activity outside of a degree-granting program (minimum of 3 years).
- Pursuing 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.
- Working in their art form 15 or more hours per week.
- At least 18 years or older by October 1, 2019.
- Living 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.)
- Willing and able to spend at least 8 hours a month working toward the Hadley Creatives goals
- Able to attend the following sessions (applicants unable to commit should reconsider applying):
 - Announcement & Introduction to Hadley Creative Community: Friday, October 11, 2019 (evening)
 - Orientation: Monday, October 14, 2019 (evening)
 - Opening Retreat: Saturday - Sunday, November 2 -3, 2019 (overnight)
 - Workshop 1: Monday, December 9, 2019 (evening)
 - Workshop 2: Monday, January 13, 2020 (evening)
 - Workshop 3: Monday, February 10, 2020 (evening)
 - Workshop 4: Monday, March 16, 2020 (evening)
 - Closing Retreat: Sunday, April 19, 2020 (morning & afternoon)



- Not enrolled in a BA or MA (or any other postsecondary degree) programs during the 6-month program. (Participation as a student in any postsecondary work makes an applicant ineligible.)

Competitive Applicants are:

- Imaginative, rigorous, and thought-provoking
- 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 submitted by Monday, August 5, 2019 at 5:00PM EST.

Accepted Disciplines

Each artist is asked to select only one primary discipline. It is up to the artist to define their 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 and photographers should apply in this discipline.)

Multidisciplinary artists should apply in one of the above disciplines which most closely relates to their practice.

Application and Submission Process

The application is administered online and all applications must be submitted through the online application link. Applicants will be notified no later than October 9, 2019 of their acceptance. You can access the application [here](#).

We recommend that you review and prepare all materials before beginning the online submission form. All questions regarding the application, submission process, or online form can be answered Monday – Friday, 8:30AM – 5:00PM EST by Ramona Dallum Lindsey at RamonaL@cflouisville.org (preferred method) or 502.855.6971.



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. Each statement is followed by a series of reflection questions to help form a response to the primary statement. It is recommended that the applicant have someone review this portion of the application to ensure clarity and intent. Please note: each question will include character limits of 2500 characters or approximately 300 words.

1. **Diversity (Demographic):** 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. **Diversity (Experience/Perspectives):** 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. **Commitment to Career Development:** Beyond financial stability, describe your artistic career in the next five years. What are your short and long range goals? How will you measure your success? What skills do you need to develop? What networks do you need to build? What spaces do you need to access?
4. **Willingness to Learn:** 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?
5. **Artistic Vision:** 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. Please organize the résumé to highlight accomplishments within the last 5 years, and limit it to no more than two pages.

Work Samples

Each applicant must submit five work samples, each completed within the last five years. Work samples are a very important part of the Hadley Creatives application. The samples chosen should represent the **applicant's** best work and should be representative of the selected discipline. Writing samples should be no more than 500 words each. Media samples should be no longer than 3 minutes each.



For each sample, provide the name, no more than 100 characters (about 50 words) description, and the date created. Literary pieces and images must be uploaded in .doc, .jpeg, .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. All qualifying applications will have a technical review by an anonymous panel of reviewers with expertise in specific artistic disciplines. These reviewers will evaluate for artistic vision, quality of work, commitment to artistic practice, and commitment to career development. No more than 25 applications will be considered for the final peer review.

A final peer review to evaluate for program fit will be conducted by former Hadley Creatives. The Hadley Creatives will evaluate for the following:

- Diversity of participants based on art disciplines
- Diversity of participants based on 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.

All reviewers' knowledge of the application and personal experience will assist in participant selection. Each applicant will be considered based on their application responses and the opinions of reviewers.

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

- **Potential to support and cultivate others' success**
- Eagerness to develop professional skills
- Ability to create provocative work within and/or across specific art disciplines
- Ability to capitalize from improved professional networks

Reviewers will score applications using a rubric. The total points combined with the above mentioned principles will determine which applicants will be invited to participate in the upcoming Hadley Creatives generation. Each application will earn an average score in each category:

- Diversity: Demographic
- Diversity: Experiences and/or Perspectives
- Commitment to Artistic Practice
- Commitment to Career Development
- Willingness to Learn



- Artistic vision & Quality of Work

Review the Selection Process & Scoring Rubric-Hadley Creatives: Gen 3(2020) PDF for more detailed information on the scoring process.

Hadley Creatives: Generation 3 (2020) Program Schedule

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

Announcement & Introduction to Hadley Creatives Community (Required attendance): Friday, October 11, 2019, 6:00 – 8:00PM, 21c Museum Hotel, 700 W. Main St, Louisville, KY
Participants will be introduced to the Hadley Creatives Community which is made up of all Hadley Creatives Generations, local cultural arts leaders, and patrons.

Orientation (Required Attendance): Monday, October 14, 2019, 5:30 – 8:30 PM, Community Foundation of Louisville, 325 W. Main St, Louisville, KY
Participants will have a photo session, begin to develop community, complete official paperwork, and learn procedures for participation in the Hadley Creatives program.

Opening Retreat (Required Attendance): Saturday – Sunday, November 2 - 3, 2019, 21c Museum Hotel, 700 W. Main St, Louisville, KY
The Opening Retreat, presented by Creative Capital, will provide a framework and space for authentic, transformational connections amongst participating artists. Directly modeled on the program Creative Capital provides to its Awardees, this artist-led and artist-centered interactive retreat will also focus on supporting artists to reach their creative goals, strengthen their communities, and have thriving careers. It will be facilitated by creative economist Neil Ramsey (www.creativeeconomist.net), group facilitator Gibrán Rivera (www.gibranrivera.com), and Creative Capital Awardee Artist Ela Troyano (www.elatroyano.com). Artists will be required to stay overnight at 21c; rooms and meals will be provided by the Community Foundation of Louisville and our partners.

Monthly Intersessions (Required Attendance): Primarily 2nd Monday (Dec 9, 2019, Jan 13, Feb 10, & Mar 16, 2020), 5:30 – 9:00 PM locations to be determined.

Mandatory workshops based on artists' needs covering such topics as *Contracts and Intellectual Property, Opportunities & Economies, Writing Competitive Grants & Proposals, and Project Plans & Budgets.* Creative Capital facilitators will facilitate with local art leaders for two intersessions.

Artists' Closing Retreat (Required Attendance): Sunday, April 19, 2020, 9 AM – 5:00 PM, Sawyer-Hayes Community Center, E. P. Tom Sawyer State Park, Louisville, KY.

www.HadleyCreatives.org



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.

Peer Consultancy Groups: Once a month, (2 hours)

Participants will be divided into smaller groups. Groups will meet monthly to discuss successes, challenges, and strategies. Each group will determine the day, time, and location of their monthly meeting.

Building the Hadley Creatives Community (Optional participation): At least twice

Community Foundation of Louisville and our partners will make opportunities available for participants to network with other generations of Hadley Creatives. The networking will generally take place during a curated art event or outing. These will be announced as they are planned. Past Hadley Creatives Generations have also found informal ways to stay connected during and beyond their initial six-month experience.

About the George & Mary Alice Hadley Fund at the Community Foundation of Louisville:

The George & Mary Alice Hadley Endowment Fund was created in 1991 by the Mary Alice Hadley Foundation, Inc to be a permanent endowment fund providing support for the arts and humanities with special emphasis on the visual arts, crafts, theater, and the Louisville Free Public Library. For over 30 years the George and Mary Alice Hadley Fund has supported cultural institutions and artists. Mary Alice Hale Hadley (1911—1965) was a skilled painter and ceramicist who formed the Hadley Pottery Company in 1940 with the support of her husband, George E. Hadley, Jr. (Unknown—1991). The Hadley Creatives Program is funded by the *George & Mary Alice Hadley Fund*.

About Community Foundation of Louisville:

The [Community Foundation of Louisville](http://www.cflouisville.org) is a force for good. As a leader in philanthropy, we connect donors, nonprofits, and civic partners to create lasting impact in the community so people and place thrive. Founded in 1984, the Community Foundation is the largest charitable foundation in Kentucky with more than \$500 million in assets and more than 1,600 charitable funds. Each fund has its own name and charitable purpose as defined by its donors. In 2018, these funds made over 10,000 grants totaling \$86 million, approximately 84% of which stayed in Kentucky and Southern Indiana to support area nonprofits. To learn how you can be a part of this force for good, visit www.cflouisville.org.

About Creative Capital:

Creative Capital supports innovative and adventurous artists across the country through funding, counsel, gatherings, and career development services. Its pioneering venture philanthropy approach helps artists working in all creative disciplines realize their visions and build more sustainable careers. Since 1999, Creative Capital has committed over \$45 million in project funding and advisory support to 561 projects representing 700 artists and has worked with more than 18,000 artists in over 800 creative communities across the country. Learn more at creative-capital.org.

www.HadleyCreatives.org



Empowering **Louisville's Creative Sector**

