

Taylor Wilkes- Givens Fellowship Proposal

Work is a fascination for me. I can't understand why other people might continuously complain about their work, or leave their major classes and then not get excited to do their homework. I'm not saying there aren't days I wish I could have the evening off, or that I have homework projects I'd rather not do, but when I leave my art classes I don't feel like I truly leave. Art is my passion, my life, my work, and my business; and I treat it like that. The aspect of visual communication created through images and curiosity is the greatest form of expression and 'work' I could ever imagine. It is never easy, often frustrating, but at the end of the day I want nothing more than to be an artist and to engage in the journey of pursuing my passions.

New York City is the art capital of the United States; artists chance everything they have on making it in New York, working as unpaid interns in one of the most expensive cities to live in order to network, learn, and maybe get their art noticed. The opportunities they can come across are priceless. New York City is the place to make connections, meet new people, and learn things you never thought you would. Between the numerous galleries, art events, and museums, being in the city is a dream to any aspiring artist.

Galleries and museums are the typical connoisseur's staples for fine artists. My goal in visiting such locations is to represent and understand what instigates fine art venues; what makes the museums or galleries successful, and why; what contributes to artists being included in collections or exhibits; and how do these matters relate to one another as curators (those who assemble artworks and artists) and go from galleries to

museums? Also, this answers important questions I have for myself. Such as what is the definition of success? Do I want to aim to become a gallery artist, and if so what level do I want to reach, and how? Artists should not assume they would be given a museum show without trying.

Last fall, through my professor Casey Smith, I was offered an intern position working in the gallery Allegra LaViola for the summer of 2013. A gallery that focuses on painting, installations, and performance art, Allegra LaViola is located in the Lower East Side of New York City, where rent is expensive enough without figuring the cost of food, amenities, or travel expenses. At first I wasn't sure I'd be able to consider this possibility; the idea of living in New York City in an unpaid internship is a strong jump from living in a small town outside of Cleveland and a college like Bowling Green. Then I remembered what a once in a lifetime opportunity this is.

While both museum and gallery venues are important to fine art, and important to investigate as a subculture within the New York art scene, scheduling can sometimes be difficult. In order to plan exhibits and artists coming in, museums and galleries have to organize and correspond with artists and outside curators (people who can organize exhibits and artists around a central theme or subject matter to fit the proposed space) to assemble all their exhibits. For smaller galleries, this is much more time consuming. Small galleries usually make official plans a month or two in advance. During the spring, most galleries are not at liberty to say what is going to be shown during the summer in their spaces. Museums may be able to organize and report on more of their plans and exhibits a little earlier. Not even the gallery I will be working at, Allegra LaViola, could

offer me an official schedule of events for the summer. This is in part due to the large showcase called Armory Week, which this year fell from March 4th to March 10th.

Armory Week is a large art festival, where galleries and museums all around New York set up exhibits, performances, and special artworks. Following Armory Week, most galleries focus on putting together their end of the spring season exhibits. These exhibits are installed throughout March and end around April, though some occasionally slip into the first week of June before the summer season.

It is important to clarify the different districts in New York. The district a gallery is located can determine what kind of artists are being shown in the area's galleries.

Depending on the district one visits, he or she may expect to see works by well-known artists or new artists. While waiting to hear on openings and summer exhibits that will be occurring in galleries, I have pinpointed a couple of galleries due to their previous exhibits or business strategies. These galleries represent different aspects to consider. For example, Agora Gallery has an association with an online seller of fine art known as ARTmine, as well as its own publication magazine known as ARTinSpectrum. Through these tools, the gallery is offering artists not only certified display in their galleries and catalogues, but also advertising and marketing experience. Agora Gallery's exhibits focus on traditional media, such as painting or drawing, with a mix of 'new media', which are interdisciplinary and often based on technology, video, or digital arts. This gallery can be found in the Chelsea district.

Another popular gallery is the David Zwirner Gallery, which tops several of the best of New York City's Chelsea District art gallery lists¹. David Zwirner Gallery also

serves up and coming artists. Moving out of the Chelsea District and into SoHo. I was attracted to the Artists Space, which an interesting gallery space that also provides talks and learning experiences. The gallery appears to be one focused on concept and discussion. This gallery appeals to me not only as a place to view art but to interact with it and integrate it into the community.

The best opportunity I have to learn about the gallery experience is through my time working at Allegra LaViola. After some communication in the last couple weeks, the owner of the gallery was excited to have my workdays increased from two to three days a week of unpaid internship. Allegra LaViola is located in the Lower East Side and features a focus on emerging artists.

My weekly goal is to experience one gallery and one museum a week as inspiration for my own art and exploration. Adding on the extra day of work makes this a busy weekly schedule if I also plan on keeping up with talking to and interviewing creative professionals, but with careful time management I know I can meet these weekly goals.

Living in New York was at first a daunting prospect, but after researching my possibilities, I found New York University dorms could supply what I need for staying in New York. A less expensive option for housing than an apartment, the campus would not only be within a fifteen minute bus ride of Allegra LaViola gallery, but has campus security which is supplied by the NYU Department of Public Safety, in cooperation with New York City Police, and offers excellent security precautions. New York University is

known for housing interns as well as students during the summer, and while surrounded by other students and interns the experience will not be a singular experience.

When talking about galleries and museums in New York, I feel very blessed to have available the resources and opportunities found online and here on campus. The information I have gathered is through communication with the Allegra LaViola Gallery, my teachers, and my own research.

I have made connections with several creative professionals in New York City (including as artists and business professionals). Just talking with people around me I can see how interconnected even a single city is in our lives.) This stresses the importance of my connections that I make not only prior to being in the city, but once I'm there.

In the last year I have made strides in my career, and actively pursued professional work. After having interned in Cleveland as a photographer's assistant and a production assistant, I feel like I'm ready for exposure to a larger market and more exploration in what it takes to become a good artist. Art is truly rooted in its business aspects once one has learned to be a successful visual communicator, and working in New York at a gallery can help me learn about the business of art, as well as the art of business through hands on experience. Of course, while this experience will let me learn a lot, I believe that this is an experience I can bring back to Bowling Green and the art community here.

I hope that the commitment I have shown through my projects in school and in this proposal process can speak to my character of commitment that I will continue in

New York. I understand the process can be confusing and complicated, but I am more than happy to answer any questions the committee has. These past few weeks have been a major learning experience, and already I feel more prepared in grant writing and professional practices than when I first started applying in November. I appreciate the process and hope to present my final conclusions and share the experiences and opportunities made available to me through this grant with fellow students and the committee.

I am prepared to challenge myself, and therefore others, to constantly raise the bar of what we think we are capable of. College is the time to exercise all of my possibilities and potential, to learn and experience what the world has to offer, and to help others understand the many opportunities that are available as an artist. As Ralph Waldo Emerson once said, "Art is the path of the creator to his work." As an art student, this can be interpreted in a literal sense; I do believe that art is the path I have to take to my work, my life's work, and to help others find this opportunity too. Going to a new city and learning more about what I love and take back to school for myself but for others is a dream come true, and an opportunity to take my passion to a whole new level and field.

¹Seen in Time Out New York, nymag.com's New York Visitors Guide, The Guardian's New York Guide.

²Comprehensive explanations found at agora-gallery.com/ny_art_galleries.aspx

³ Allegra LaViola is the owner and director of the gallery where I will be working, Dan Corcoran is a businessman who works in publishing in the New York City area, and Steven Bindernagel lives and works in New York City as a fine artist.

Helpful websites include:

www.artflock.org; Information on some learning experiences within New York for galleries, and while it requires a membership for participation also offers great Links page and information on the business of gallery spaces.

www.artslant.com; Helpful in learning about different galleries in New York as well as their exhibits and reviews.

www.nycgo.com; Provides scheduled events of different experiences happening around New York, for example focuses on Music, Science, Parades, Arts (usually large museum exhibits), etc.

Proposal Budget Plan

Item	Price	Purpose
New York University Housing http://www.nyu.edu/summer/housing/living.htm 10 weeks (June 3-August 10)	\$3,510	Safe housing with great locations; housing sign ups begin in late February.
Unlimited Ride Metro Tickets for 11 weeks (two 30 Day Passes and one One Week Pass)	\$237	Transportation within the city for work, art visits, and interviews.
Food	\$1,600*	About \$21 per day *Price includes \$1,000 Meal Plan offered at NYU
Travel Expenses	\$134	Cost of driving Ford Escape 2007 to New York City and back (as estimated by Mapquest).
Miscellaneous	about \$310	Art museum, gallery, or exhibit fees. Also for any miscellaneous things such as taxi rides or emergency situations.
iPhone 5 -with 1080p HD video, installed stabilization, and video editing ability	\$199 with phone update in April	Professional interviews and basic video editing abilities as well as better ability to blog, share, and keep up with collection of information.
Mini iPhone Microphone	\$9.99	An easy add-on that increases the quality of audio for iPhone video.
Total	\$6000	