



WHAT IS A GOOD 'N PLENTY ARTIST AWARD

GOOD 'N PLENTY is a community-generated award to support the projects of innovative art makers, wise-crackers and trailblazers based in Arizona. Inspired by the likes of FEAST in Brooklyn and PechaKucha presentations, GOOD 'N PLENTY infuses food 'n humor and brevity 'n innovation into one yummy fundraiser. Some of the projects this award has funded include **TMoCA**, **The Happy Campers**, **Related Records**, **Ann Morton's Street Gems** and **Blushing Soup Vinyl**.

INFORMATION

HOW GOOD 'N PLENTY WORKS

For a \$10 admission fee, community members get to enjoy sweet treats from a local bakery, watch up to six creatives present one-of-a-kind projects and then vote for their favorite presentation of the evening. The project with the most votes is awarded the GOOD 'N PLENTY award, which is comprised of that evening's funds, combined with proceeds from **Yard Games for Art** held earlier in the year.

The six creatives are selected by a panel of professional creatives in various fields including, but not limited to, performance artists, writers, educators, musicians, stagehands, architects and reiki healers.

GOOD 'N PLENTY awardees will **NOT** have to present a dry, auditorium-style lecture in the Museum on what they did with the award. Instead, they are obligated to invite community members to see what they're doing on location. For example, if an awardee's project is site-specific, she/he will invite community members to lace up their boots and follow her/him through the Superstition Mountains to the airstream where her/his prickly pear cactus installation resides.

WHAT GOOD 'N PLENTY IS LOOKING FOR

Conceptual richness

Does the idea stand on its own whether it is ever made? Is it compelling? Groundbreaking? Necessary? Will it make the world a better place?

Baked/half-baked

Is this a project you have been thinking about, troubleshooting, researching for a while? Or did you just start working on this the night before the proposal was due? We are interested in the former — ideas that are well thought out.

Good

Does this project do good for someone, some thing, an entire community, a movement, an idea?

Plenty

What will be the impact of this project? Will it address the concerns and interests of the community that's funding it?

The “fun” in fundraising

Like any good aesthetic experience, humor has the power to show audiences how two disparate things coming together can create a new meaning. How does your project use humor to reframe the way we see the everyday?



QUESTIONS 'N ANSWERS

Who may apply for this award?

GOOD 'N PLENTY invites creatives 18 and older to apply. The GOOD 'N PLENTY award supports ideas that are both a part of, and outside, an artist's/comedian's/activist's ordinary practice, and encourages disciplinary mashups.

What if my school/museum/theater/church wants to apply?

This award is **ONLY** open to individuals.

Does my project have to take place inside of Scottsdale Museum of Contemporary Art (SMoCA)?

No. In fact, if your project requires the use of SMoCA, chances are it will not be chosen. This is an award that challenges you to think outside of formal art spaces.

I can't make it to the presentation event on 10/20, may I still apply?

No. You must be present at the GOOD 'N PLENTY event to present your project.

If I am a part of the "panel of professionals" does that mean I may not apply for this award?

You may not apply in the year that you are a member of the panel of professionals, but you may apply in any year you are not part of the panel.

I applied for GOOD 'N PLENTY in the past, but was not selected. May I apply again?

Absolutely! Keep on applying! We are keen on optimism and determination.

I live outside of Arizona, may I apply?

No, but we still like you. Please move to Arizona and apply.

I don't like leaving my house; can I just make a donation?

Sure! Email smocalounge@sccarts.org for more information on how you can contribute to the GOOD 'N PLENTY Artist Award.



SUBMISSIONS

SUBMIT A PROPOSAL

Do you have an idea that is so innovative it just might fail? Ever thought that your art could create a new art movement? Got a creative way to heal complicated relationships with space, time, landscape, communities or institutions? Sense of humor? Then a GOOD 'N PLENTY award could be for you.

Depending on attendance at the event, a GOOD 'N PLENTY award is about \$500-\$1,000. The best projects are those that are process driven and not easily quantifiable. So think BIG and let this small award help you along

the way. Also, please consider your audience. Projects are more likely to receive votes from members of the community if they can see what you are proposing. If your project is selected to be presented at the GOOD 'N PLENTY event, make sure it is clear, concise, fun, engaging, performative and atypical. You will have six minutes to wow your pastry-filled audience.

SUBMISSION TIMELINE

July 1, 2017: Submissions open. **Sept. 30, 2017:** Submissions close at 11:59 p.m. Arizona time. **Oct. 6, 2017:** Finalists announced (up to six). **Oct. 20, 2017:** GOOD 'N PLENTY live event from 7–9 p.m. at SMOCA Lounge (inside Scottsdale Museum of Contemporary Art). Tickets will be \$10. Community members will come to SMOCA, eat, drink, be merry and decide the winner.

SUBMISSION GUIDELINES

How to submit: Please answer each question individually. Include all answers and one image in **ONE PDF** document not to exceed **two pages**. Submit your PDF via email only to: smocalounge@scottsdalearts.org. Subject Line: GOOD 'N PLENTY Proposal.

1. **Title page:** Name, address, title of project, phone number and email.
2. **Project description:** (200 words max.) Is it a dance-party, flash mob, shared meal, an installation?
3. **Allocation of funds:** (200 words max.) How will you use the award to move your idea forward? Buy supplies? Pay for therapy? Hire drag queens? Create a performance venue in your backyard? Please be specific.
4. **Why:** (200 words max.) Why is your idea so important that it needs to be in the world? Who cares other than your mother?
5. **One image:** Include one image that best describes the way this project makes you feel.
6. **Notification:** You will be notified **ONLY** if you are one of the six creatives selected to present your project.

Please do not: Email or call for updates on your proposal.

Acceptance: If your project is selected as one of the six, you will present your project at the GOOD 'N PLENTY event on **Oct. 20, 2017**. Please prepare a short presentation (six minutes max; we will be on a tight schedule) and remember to make it dynamic. It can be a performance, a song with images, a juggling-lecture or a voiceover video of your pet iguana. Your goal is to get people excited about your amazing idea.

The awardee: If your idea wins, you will receive an oversize check at the end of the event and we'll mail you a real check that will clear with your bank after we've added up all the proceeds.

Ownership of proposed projects: The creatives maintain all ownership of their proposed projects. Scottsdale Museum of Contemporary Art claims no responsibility or ownership for/of projects proposed for the GOOD 'N PLENTY award. This award is not an exhibition or commission for/by Scottsdale Museum of Contemporary Art.

NOTES

**Selection panelists, City of Scottsdale employees, Scottsdale Arts employees, board members, volunteers, and their immediate family members and those residing in the same household are excluded from participating in this project*

**Awardees of the GOOD 'N PLENTY agree to permit SMOCA to photograph, film and/or video funded projects and use the resulting photographic materials together with any images or materials provided by the awardee in connection with this award without restrictions or royalties paid to the awardee by SMOCA.*