

APPLICANT: Arts Danu
City/State:



Grant Application: FY24 Express FY24

ORGANIZATION INFORMATION

Year Founded

Mission Statement

Operating Budget \$45,000

PROJECT OVERVIEW

Brief Description Arts Danu presents Cuban conceptual master, Rubén Torres Llorca. Llorca will be present for an exhibition of selected works and a panel discussion moderated by Kristen Brandt of Mississippi Arts Commission.

Discipline

Dates May 10, 2024 through May 11, 2024

Total Project Cost \$6,400

Artist Fee \$4,000

Request Amount \$2,000

Primary Community Served

Which community will your project primarily serve?

Rural (50,000 people or less)

Under-resourced Community

Does any of your project reach an under-resourced community?

An under-resourced community is a group whose demographic, geographic, economic, disability, age, or other demonstrable factor impedes or prevents their access to arts programs, services or resources.

The term "community" can refer to a group of people with a common heritage or characteristic, whether or not they are living in the same location.

Yes

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PROPOSED PROJECT PARTICIPANT DEMOGRAPHICS

Age:

Children/Youth (0-18 years): False

Young Adults (19-24 years):

Adults (25-64 years): True

Older Adults (65+ years): True

No Single Group: False

Race/Ethnicity:

American Indian/Alaska Native: False

Asian: False

Black/African American: True

Hispanic/Latino: False

Pacific Hawaiian/Pacific Islander:

White: True

No Single Group:

Distinct Group:

Individuals in Institutions: False

Individuals with Disabilities: False

Individuals with Low Income: True

Individuals with Limited English Proficiency: False

Military/Veterans/Active Duty: False

Youth at Risk: False

No Single Group: False

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ARTIST DETAILS

Name Rubén Torres Llorca
City, State, Zip Miami, Florida, 33134
Website www.rubentorresllorca.com
Fee \$4,000
Project Discipline 05 Visual Arts
05D Visual Arts - Painting
Demographics BIPOC: True
LGBTQIA+:
With Disabilities:

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ENGAGEMENT INFORMATION

Days of Artist Service	2
Public Presentations	2
Projected Number of Public Presentation Participants	300
Educational/Community Engagement Activities	1
Projected Number of Educational/Community Engagement Participants	65

Schedule of Activities

List the chronological schedule of activities during the project including what, when, where, who, with/for whom; include ticket prices where applicable.

NOTE: *If your schedule is not complete at this time, provide as much detail as is known about how many activities will take place, and which community members or groups will be involved.*

The exhibition of selected works by Rubén Torres Llorca opens Friday, May 10th from 6:00pm - 9:00pm. The artist will be on hand to discuss his work with visitors.

On Saturday, May 11th at 12:00 pm the artist will participate in a panel discussion moderated by Kristen Brandt of Mississippi Arts Commission. The panel includes: Julian Rankin of the William Anderson Museum, a staff member from Mississippi Museum of Art (awaiting confirmation), and Lance Harris, Director of Site Operations for Mississippi Department of Archives and History (he is a local with 20+ years experience in both art and history museums).

The conversation will be wide ranging, discussing the artist's practice, themes, and experiences as a Cuban artist in Cuba, internationally and in the US.

There is a possibility Mississippi Public Broadcasting will record the talk, awaiting confirmation.

Both events are at 334 Main Street in Downtown Natchez, and are free and open to the public.

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ARTISTIC EXCELLENCE

Evaluation on this criterion is based on the submitted:

1. *Artist's work samples (i.e., audio, video, film footage, images, and written work)*
2. *Support material (i.e., ensemble/company history, artist biography, or writer's resume/biography)*
3. *Description of artistic excellence for the artist.*

Work Sample

Work samples should represent the quality or type of work the artist/company will have presented during your engagement and should be no more than three years old. For audio/video samples, include instructions identifying the particular selection to be played. For video samples, we encourage applicants to submit a continuous work sample for the artist that is at least 3-5 minutes in length, but not to exceed 10 minutes. If sample is part of a larger publication/book, please mark the passage/section to review. Please refer to the [guidelines](#) for more information on your samples.

Description: Below is a link to the artist's website, the works shown were created within the last couple of years.

We will be exhibiting: "Another Door is Open", acrylic and newsprint on canvas, "Stone Skipping Across Water", acrylic and newsprint on canvas, "Immaculate Craft", acrylic, newsprint and wood on canvas, and "Mirar La Vida en Blanco y Negro", papercuts on chalkboard.

"Mirar La Vida en Blanco y Negro", To See Life in Black and White, will be shown as part of an installation with an antique school desk.

Also featured will be two of the artist's sculptural works: "The Long Story", mixed media and "Stories We Tell Ourselves", mixed media.

[Work Sample Link](#)

Password:

[Artist/Company/Writer Support Material](#)

Artist Excellence Description

Rubén Torres Llorca is arguably one of the most important living Cuban artists. His work can be found in private and permanent public collections internationally, including: Museo Nacional de Bellas Artes, La Habana, Cuba, Fototeca de Cuba, La Habana, Ludwig Forum Fur Internationale Kunst, Aachen, Germany, Museo del Barrio, New York, NY, Flint Institute of Arts, Michigan, The Perez Museum, Miami, FL, The Frost Museum, Miami, FL, Museum of Contemporary Art (MOCA), Miami, FL, The Lowe Museum, Coral Gables, FL, Bass Museum, Miami Beach, FL,

The Nassau County Museum, Roslyn Harbor, NY, MUAC Contemporary Art Museum, UNAM, Mexico DF, Centro de Arte Contemporaneo, Mexico DF, Museo de Arte Contemporaneo de Michoacan, Mexico, Museo de Arte Contemporaneo Latinoamericano, Managua, Nicaragua,

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Fundación Larivière, Buenos Aires, Argentina and others. There is an interview with Llorca in the Smithsonian Archives of American Art.

He was a seminal part of the "Volumen Uno" exhibition in Havana in the early eighties which not only changed the direction of Cuban art, but also launched his career as well as those of José Bedia and Tomás Sanchez among others.

"In the aftermath of Volume I, artists became curators. Armed with the latest international art theories, they competed against traditional political views in the arena of public discourse. Baptized the "Cuban Renaissance" by influential Uruguayan artist and critic Luis Camnitzer, the new Cuban art prompted the emergence of many artist collectives, duos, and trios, who were able to pool ideas and labor in the creation and dissemination of their work. As contemporary Chinese artists did some years later, these artists challenged the prevailing official rhetoric of their culture, and were able to leave their mark on art history and Cuban society. Focused on achieving the most radical and committed art, they broke the island's artistic isolation and forced international museums, curators and gallerists to grant them, for first time, a well-deserved recognition of their art." - Cuban Art News

Llorca is a master painter and sculptor, a "technician" in his words. The concept of the work is more important to him than the work itself. His themes range from liberty and oppression to communication, interpersonal relationships, and rejection of all types of dogma.

While Rubén is not part of an underrepresented community in Miami, he absolutely is in Natchez, MS.

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PROJECT'S ARTISTIC MERIT (40%)

1. *Describe the project; include a detailed description of the presentation and explain why this artist/company was chosen.*
2. *Explain why this project is important to your community.*
3. *The educational/community engagement component* requires that participants be engaged in learning activities that have a lasting impact. Describe the educational and community engagement activities.*

**An educational/community engagement component is a learning event that has a lasting impact on the audience (e.g., workshops, lectures, and master classes) and is not limited to student participants. The educational/community engagement component is integral to the engagement and should be carefully planned. A meaningful component should involve concentrated preparation by the artist(s) and presenter. The artist(s)/company must conduct the activity.*

As mentioned, the project involves both an art exhibition and artist talk with members of respected institutions here in the state of Mississippi.

We are showing a selection of six recent works across several mediums, including "Another Door is Open", acrylic and newsprint on canvas, 63" x 63", "Stone Skipping Across Water", acrylic and newsprint on canvas, 62" x 33", "Immaculate Craft", acrylic, newsprint and wood on canvas, dimensions variable, 5 individual pieces, each piece is 12" x 12", and "Mirar La Vida en Blanco y Negro" (To See Life in Black and White), papercuts on chalkboard, 15 individual works and an antique school desk, dimensions variable. Also featured will be two of the artist's sculptural works: "The Long Story", mixed media, dimensions variable and "Stories We Tell Ourselves", mixed media, 39" x 29" x 9".

We chose to work with Llorca as his work provides a narrative and visual that is at once familiar and yet still challenging to viewers in our small town. His particular perspective and way of thinking about art and the creative process is not often, if ever, heard here. Additionally, the level of excellence at which he works is a rarity here in Natchez. We believe this exhibition and talk with Rubén will be an enriching, museum quality, experience for our community and will inspire creatives locally across all artistic disciplines. Llorca is an excellent verbal communicator.

This project is important to our community as it adds a layer of free cultural / educational programming to what is currently available here in Natchez. Many in our community have neither the means nor the opportunity to participate in events such as these, by providing this opportunity to learn from a master of visual art we hope to help foster the development of artists and arts programs in Natchez. Further, part of our mission is cultural exchange, not only will our local community be exposed to an artist from another culture, but Rubén himself will go back to Miami with a better understanding of this part of the country and its people.

The educational and community engagement aspect of this project lies in both the exhibition and the artist talk. The exhibition provides a relaxed environment where members of the community can feel free to speak with the artist directly about his work and process, while the talk is more formal and academic in nature.

Led by Kristen Brandt of Mississippi Arts Commission as moderator the panel members (previously listed) will engage the artist.

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AUDIENCE DEVELOPMENT & COMMUNITY INVOLVEMENT (20%)

Audience development includes assessing audience and community needs, cultivating audiences, creating an engagement plan, and developing effective partnerships.

- 1. Describe the audiences and community segments you are targeting and engaging with this project.*
- 2. Explain why they were selected for this project, how they are involved in planning, and what community partners are involved.*
- 3. Describe any plans to broaden or diversify your audiences, any additional efforts to reach those lacking access to arts programs, services, or resources, or how your organization addresses diversity, equity, and inclusion.*
- 4. Describe your marketing plan for target audiences.*

Our target audience are creatives and young adults interested in art across the Miss/Lou area (southwest Mississippi and southeast Louisiana). Natchez sits on the Mississippi River, Louisiana is five minutes away. It can be argued that nearly everyone in the area lacks access to arts programs, as very few exist, and all, to my knowledge, are fee based.

We are targeting a diverse group of individuals, from a variety of socioeconomic backgrounds. 32.65% of Natchez residents live below the poverty line. 62.24% of residents identify as black or African American. We are working with the education committee at the Chamber of Commerce to help with outreach into the public schools. We've established a connection and worked with members of the New Hope Baptist Church choir on previous projects and will ask for help disseminating information to their congregation. The mayor Dan Gibson has a wide reach and he will feature Arts Danu again on his Facebook Live stream. The local radio station group will broadcast an interview with us and announce the event, they also match nonprofits for radio advertising, we will work them again on this project. Their reach is invaluable as they have different genres of music on separate radio stations. Through them, we are able to target our marketing by demographic. We will advertise on Facebook and Instagram as well as submit press releases to local and surrounding newspapers, and put up posters in the area. As Mississippi Arts Commission is involved, we will ask them to please share the event on their social networks and marketing channels. We will do the same with all participants and participating organizations.

The reason we started the 501c3 in the first place was to work with traditionally underrepresented populations here in the state of Mississippi. Our goal is to provide access to high level arts programming and arts education in the community of Natchez and the surrounding areas. Most in our community would not have the opportunity nor access to fine arts programming and cultural exchange. This is one of the reasons the programming in this project and the vast majority of our projects are free and open to the public.

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ACCESSIBILITY (10%)

Grantees are required to ensure accessibility to funded programs to people with disabilities.

- 1. Beyond meeting the minimum ADA requirements, describe actions to ensure programmatic and communications accessibility. Activities can include and are not limited to planning/advisory committees include people with disabilities, large print programs/labels, American Sign Language interpretation, audio description, and specific marketing strategies.*
- 2. Provide specific details on how you will reach those without access to the arts due to disability for this specific project (not your organization's work in general).*

Our labels and programs will be large print and we have invited an American Sign Language interpreter to be present. We are such a small town, we don't have large organizations in place serving people with disabilities we can reach out to. We will communicate that all are welcome in our marketing efforts and that accessibility arrangements have been made.

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ORGANIZATIONAL CAPACITY & EVALUATION (10%)

1. *Describe your organization's ability to carry out the proposed project.*
2. *Provide a summary of your organization's presenting/programming history.*
3. *Describe the method(s) you will use to evaluate the project's success.*

Our organization is fully capable of carrying out the project. Our Director has 15 years experience as a gallery director and curator. She has both hosted and participated in many public talks with artists and art industry professionals. We have selected a solid group of arts industry professionals for the panel and moderator, and chosen an artist with excellent verbal communication skills. Additionally, we work with a great group of volunteers to help ensure the logistical details of the event are executed seamlessly.

Last November marked the third annual iteration of Allumer Natchez, Mississippi's only annual light based art exhibition and festival, founded and organized by Arts Danu. Allumer Natchez is a two night event, involving approximately 15 (the number grows annually) light based installations throughout Downtown Natchez, a Maker's Market and food vendors. We work with regional artists and receive about 5,000 visitors each year. We do all the marketing in house. The event is free and open to the public. www.allumernatchez.com

Arts Danu has recently begun hosting artists in its teaching residency program. Our first visiting artist was Gerry Stecca, SCAD professor and working artist. He taught free classes to school aged children on sculpture with found objects. We also hosted an exhibition for the artist and invited the community at large. Our next residency is in October, Chilean photorealist / surrealist painter Pablo Santibáñez Servat will come from Madrid for two weeks to teach oil painting to high school aged students, also at no cost.

We'll evaluate the project's success mainly by attendance, but will also want to see social media interaction with the ads and posts, donations, as well as how many people sign up for classes and our newsletter.

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SUPPLEMENTAL MATERIAL

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End of Application