



**The  
Pew Center  
for Arts  
& Heritage**

APPLICATION  
GUIDELINES 2017

**Pew Fellowships**

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# Letter from the Executive Director

Dear colleague and Center constituent,

I am happy to share with you the 2017 guidelines for The Pew Center for Arts & Heritage's Pew Fellowships program.

In 2016, the Center awarded more than \$10 million in grants to Philadelphia-area organizations and individual practitioners, encompassing 12 Pew Fellowships for individual artists; 36 projects in Performance and Exhibitions & Public Interpretation; and 5 Advancement grants.

If you peruse our website's [list of grants and grantees](#), you will discover a remarkably broad range of extraordinary artists and cultural practitioners, as well as exceptional programs, events, and experiences that reflect the diverse and dynamic cultural ecology of our region.

The Center's Fellowships program, which awards 12 grants annually to regional artists working in all disciplines, is among the most highly regarded of its kind in the country. At \$75,000 for each Fellow, these unrestricted grants afford our region's most talented practitioners valuable time and substantial resources to focus on artistic exploration and professional development. To date, [323 artists](#) have been named Pew Fellows.

Cordially,

A handwritten signature in black ink that reads "Paula Marincola". The signature is fluid and cursive, with a large initial "P" and a long, sweeping underline.

Paula Marincola  
Executive Director

# Vision Statement

At The Pew Center for Arts & Heritage, we envision greater Philadelphia as a widely recognized hub for dynamic cultural experiences and a place in which creative expression and interpretation, as well as the exchange of ideas, are vital forces in public life.

We endeavor to realize this vision in two ways:

By supporting area leaders who think ambitiously and innovate boldly in their public offerings, who are rigorous in their programmatic processes, who employ prudent governance and management practices, and who are adventurous in the ways they interact with their audiences; and,

By advancing the fields we serve through research and knowledge-sharing on distinctive, imaginative, and effective practices.

# Overview

The Pew Center for Arts & Heritage offers direct support to individual artists through its Pew Fellowships program, annually awarding up to 12 unrestricted grants of \$75,000. The Center's goal is to assist the most talented artists in the Philadelphia area in furthering and innovating their work by awarding substantial financial support accompanied by a set of customized, focused professional- and career-development resources.

Through such support, the Center aims to elevate the quality and raise the profile of individual artistic work in the region, to create a strong community of Pew Fellows, and to help them achieve their artistic and career goals by connecting them to additional resources in the field. Although applicants are reviewed for their achievements, the fellowship is not a reward for past accomplishment, but rather an investment in an artist's ongoing generative potential. Pew Fellowships may be awarded to artists at any stage of their career development and to artists working in a wide range of aesthetics and traditions.

# Additional Support

In addition to the grants of \$75,000, Pew Fellows receive a set of customized professional development resources to further expand the impact of the monetary award.

- **Creative Capital Weekend Intensive:** To kick off the fellowship period, new Pew Fellows attend a weekend workshop intensive that will take place at the Center over a weekend in July 2017. Organized by Creative Capital Foundation, the two-and-a-half day workshop focuses on strategic planning, fundraising, verbal communications, promotion, and maximizing online capabilities.
- **Financial Counseling:** Pew Fellows have the opportunity to meet with a financial advisor to seek expert advice before beginning their fellowship period. We acknowledge that for many artists, the infusion of significant grant monies into their income stream represents its own challenge, over and above the creative incentive it provides. We also believe that the grant is an opportunity for artists to place their financial lives side by side with their creative work, to observe the relationship, and to determine what, if any, changes could be made to plan for the most effective use of the fellowship dollars.
- **Artist Residency Programs:** The Center has developed partnerships with several artist residency programs in the United States and Canada. These programs were selected because they accommodate artists working in all disciplines. The Center partners with the [MacDowell Colony](#) in New Hampshire to support one creative residency annually for a current Pew Fellow. Artists must apply and be accepted through MacDowell's application process. In addition, working with the Alliance of Artist Communities, the Center partners with a consortium of three artist communities, each of which also provide a residency annually for a current Pew Fellow: [The Banff Centre](#) in Alberta, Canada; [Headlands Center for the Arts](#) in Sausalito, CA; and the [Ucross Foundation Residency Program](#) in Sheridan, WY. Pew Fellows do not apply directly to these residency programs; rather the consortium uses the artists' applications to the Center to make the selections.
- **Fellowship Cohort:** As a means to foster a sense of community and build relationships among recipients within and across disciplines, Pew Fellows participate in gatherings with other fellowship recipients, including three annual dinners to which we invite an artist or arts professional from another community to share insights about their work.

# Eligibility

Nominees and applicants must be residents of the five-county Philadelphia area (Bucks, Chester, Delaware, Montgomery, and Philadelphia counties) at the time of nomination and must maintain residence in the five-county Philadelphia area throughout the selection process.

Artists who are granted fellowships must remain residents of the five-county Philadelphia area during their fellowship period. The fellowship period begins at the time of notification and continues for two years.

Artists who are granted fellowships are not eligible for additional Center grants during the first year of their fellowship period.

## **Artists are not eligible if they are:**

- Matriculated students (full-time or part-time) in a degree-granting program or equivalent at the time of application, during the selection process; or if awarded a fellowship, during the fellowship period. (An artist pursuing post-graduate work in an area other than that of their artistic focus who maintains an active artistic practice is eligible for consideration.)
- Current employees of The Pew Center for Arts & Heritage or The Pew Charitable Trusts; members of such employees' households; or people closely related to such employees through blood, marriage, or domestic partnership.
- Previous recipients of a Pew Fellowship.

# Criteria

There are three criteria used in evaluating applicants' work: artistic excellence, evidence of serious commitment to practice and ability to use the grant effectively, and potential for the fellowship to facilitate subsequent creative work. These criteria are considered at every stage of the process.

## **Artistic Excellence**

- Work of compelling artistic vision and distinctive voice
- Work that is inventive, imaginative, substantive in form and content
- Work that is well-executed and well-produced, demonstrating control of craft/materials/production values and technique, as appropriate, as well as demonstrating a clear intentionality of purpose
- Work that is self-reflective/critical, demonstrating internal development and willingness to take risks
- Work that reflects awareness of the history and contemporary practice of its field and its relationship to both

## **Evidence of Serious Commitment to Practice and Ability to Use Grant Effectively**

- Artist has a history of active engagement in creating artwork and presenting it to the public, with a record of professional accomplishments appropriate to career stage
- Artist demonstrates an understanding and awareness of professional practice and standards in his/her field
- Artist has demonstrated capacity to be self-directed and is well positioned to take full advantage of the opportunities the fellowship affords

## **Impact**

- Potential for the fellowship to facilitate subsequent creative work
- Potential of the fellowship to foster the artist's professional advancement

# How It Works: Our Process

## Step #1: Nomination

Artists are nominated and invited to apply for the fellowship. Thirty nominators with a deep knowledge of artists working in this region and representing a wide range of expertise, experience, and points of view are each asked to nominate up to two artists of exemplary talent living and working in the five-county Philadelphia area. The nominators provide a written narrative that assesses the artist's work according to the criteria on [page 7](#). Although the nominators remain anonymous to ensure the integrity of the process, their written recommendations become part of the material later reviewed by the evaluators and panelists along with the artist's application to the program.

## Step #2: Invitation to Apply

Artists who have been nominated will be invited in December 2016 to submit an application.

## Step #3: Application

Applications and most support materials are due online by Monday, January 23, 2017. Materials that cannot be digitized and uploaded in full must be submitted in hard-copy form and received in the Center's office by the application deadline.

During the review process, all application forms and support materials will be the property of the Center. While taking all reasonable care, the Center cannot be held responsible for damage to support materials submitted. Pew Fellowship recipients' support materials remain with the Center's office for archival purposes.

## Step #4: Outside Evaluation

Pew Fellowships are awarded through a rigorous, two-part selection process, and applicants are evaluated and selected according to the criteria on [page 7](#). During the first stage of the process, applicants are first pooled with others working in the same area, and reviewed by a small group of evaluators who are experts in that area. All of the evaluators come from outside of the region. They are selected for the breadth and depth of their knowledge in their respective fields, and they are drawn from areas of practice that are relevant to the applicant pool.

The evaluators are responsible for reviewing nominations and assessing, commenting on, and ranking the artists' applications, based on the same criteria that the nominators have addressed. Only applications that are ranked highly by the evaluators go on to the second step of the review process.

## Step #5: Panel Review

Following outside evaluations, the Center convenes a panel composed of artists and arts professionals, also from outside of the region, to review all of the highly ranked applications to select the 12 Pew Fellows, using the criteria found on [page 7](#). Like the evaluators, these panelists are selected for the breadth of their knowledge and expertise, and they are drawn from the relevant areas of practice that reflect the applicant pool. This panel reviews all of the accumulated material, including nominators' and evaluators' comments for each of the artists' applications before making its decisions. The final panel roster will change from year to year; however, some individual panelists may serve in consecutive years.

## Step #6: Notification

All applicants will be notified of the panel's decision in June 2017.

## Step #7: Orientation Meeting and Creative Capital Weekend

Applicants selected to receive a fellowship will be expected to attend an orientation meeting, Monday, June 26, 2017, 3-4:30p.m., and the Creative Capital Weekend, in July 2017.

## Program Modifications

The Pew Center for Arts & Heritage and The Pew Charitable Trusts reserve the right to change and/or modify this program at any time in response to experience gained from its operation, and input from panelists, nominators, evaluators, fellowship applicants and recipients, external evaluations, and the community.

# Submitting Your Application and Work Samples

## Application Questions

- What are your primary artistic concerns? What is at stake in your work?
- Please place your work in the context of your field of endeavor. If this is a collaborative practice, please explain your role and your distinctive contribution.
- What is your ambition for your work? What is the impact you would like the fellowship to have on your work?

## Artists Applying in Collaboration

Artists applying as a collaborative team should submit separate biographical information in the digital application, but complete only one artist résumé and series of questions, and submit only one set of support materials. The application should reflect the artists' ongoing collaborative practice. If a collaborative application receives an award, the grant will be divided evenly between the collaborating artists.

## Work Samples

While we are aware that there is no adequate substitute for original works of art or live performance, under current circumstances there is no solution to the problem of review other than the various standardized reproductions of work samples (audio or video recordings, digital images, etc.) requested in these guidelines. Since evaluators and panelists will use your work samples as an important component to make their determinations, you are urged to submit the best quality material in the most appropriate format possible.

## Supplemental Materials

In some cases we will allow for the submission of supplemental materials to provide a deeper and broader understanding of your practice. Supplemental materials are not an opportunity to submit additional samples, but rather a chance to provide a better understanding of your practice. These materials will only be considered in support of, or in relation to, the primary samples presented in your application. Before submitting such material you must first discuss with, and receive the approval of, the Pew Fellowships director.

## General Guidelines

- Submit what you believe is your strongest work. Keep in mind that panels want to know what you are currently working on. As a general rule, submit work created within the last five years.
- Submit your samples in the order in which you would like them to be reviewed. If uploading more than one file format, please group files by the work sample. File names should reflect the numbering of the samples as they appear in the digital application. If you are submitting work samples for back up on a USB flash drive or other external storage device, please make sure you submit the exact same samples with matching file names.
- If you are submitting media that is password protected, you cannot change the password or edit or remove links until after the end of the grant cycle. Hosting sites should be private and downloadable with no ads, comments, or further text accompanying the media.
- Works-in-progress may be submitted, as long as your application also contains completed work(s). Please indicate works-in-progress as such.
- You may not submit work created while a student, including thesis work.
- Do not send original works of art, printed reviews, promotional tapes, brochures, or catalogues; they will not be reviewed.
- If your work was made collaboratively, please specify your role.
- Please submit your work samples as early as possible, so all files can be tested by Pew Fellowships staff to assure compatibility before the application deadline.

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# Submitting Your Application and Work Samples

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## Specific Guidelines

For interdisciplinary work or those submitting a variety of file formats, please speak with [Pew Fellowships staff](#) about how to best organize your work samples.

### Time-Based Work: Choreography, Film and Video, Performance, Theater, Music, Sound Art

- Submit three complete works.
- Indicate the order in which you would like your works to be reviewed.
- Upload to the Internet both the complete work and a 3–5 minute excerpt from each of those works as separate files (using [Vimeo](#), [YouTube](#), or [Soundcloud](#), as appropriate). It is essential that you include excerpts as they will be the primary reference for panel preparation and discussion. Paste the URL for each video into the digital application as indicated. Do not edit or move the uploaded excerpt until the awards have been announced. Do not include further text, comments, advertisements, or links to personal websites. You will have six URLs in total (an excerpt and full-length version for each work submitted).
- During the first phase of the selection process, the evaluators will have the opportunity to review the submitted work samples fully. While primary readers will also review full work samples, only excerpts are reviewed during the panel.
- When listing length of work please include excerpt length as well as length of the full work and where the excerpt occurs in the full work (e.g. excerpt 3'44"/full work 14'/occurs 6'30").
- Use the description text boxes, as necessary, to provide up to 150 words for each work that will give the evaluators and panelists a precise context for what they are watching and/or listening to. If you'd like reviewers to pay attention to particular aspects of the work this is where you might instruct them to do so.
- Tell us where and when the work was documented.
- Indicate your role in the work. If you are in the work, identify yourself.

- Submit a hard copy of all work samples to the Center's office on a USB flash drive. The flash drive should include an exact replica of the uploaded work samples, and file names should reflect the numbering of the samples as they appear in the digital application.
- *Optional:* Composers may provide musical scores for work submitted, if applicable, as uploaded PDFs or as hard copies delivered to the Center's office.

### Craft, Design and Architecture, Visual Arts

- Submit up to 20 images representing various works as JPEGs, GIFs, or PNGs.
- Submit your images in the order in which you would like them to be reviewed.
- Suggested file specifications: 1240 x 1240 pixels (the widest dimension should be 1240 pixels), 72 dpi, no larger than 4MB. RGB is the suggested color format.
- Place detail images in order, following an image of the whole work.
- Applicants whose work is dependent on scale for overall impact are strongly encouraged to submit images that demonstrate size.
- Use the description text boxes, as necessary, to provide up to 40 words of information for each image that will give the evaluators and panelists a fuller understanding of what they are looking at, such as materials used, etc.
- Sound and/or video may be submitted as needed to present works using those elements. If submitting audio or video documentation, please review the guidelines for Time-Based Work and provide a hard copy to the Center's office on a USB flash drive.

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# Submitting Your Application and Work Samples

continued

## Specific Guidelines continued

### Fiction and Creative Nonfiction Writing

- Submit three PDFs of three separate works, totaling no more than 30–50 pages when added together.
- Submit your works in the order in which you would like them to be read.
- Use the description text boxes, as necessary, to provide up to 150 words of additional information for each work that will give the evaluators and panelists a fuller understanding of what they are reading. If work samples include an excerpt from a longer work, please use this section to put the excerpt into context.

### Playwriting

- Submit one complete work as a PDF, indicating a 20–25 page excerpt for the panel to read; along with 10–20 page excerpts from two additional works, as three separate PDFs.
- Video documentation of one performance or staged reading of your work is strongly recommended; follow guidelines for Time-Based Work, on [page 10](#).
- If submitting video documentation, please provide a hard copy to the Center’s office on a USB flash drive.
- Submit your works in the order in which you would like them to be read.
- Use the description text boxes, as necessary, to provide up to 150 words of any additional information for each work that will give the evaluators and panelists a fuller understanding of what they are reading. If work samples include an excerpt from a longer work, please use this section to put the excerpt into context.

### Poetry

- Submit at least 15 but no more than 30 pages of manuscript as one PDF.
- Manuscripts should include multiple poems, but please submit no more than one poem per page.
- Arrange poems in the order you would like them to be read.
- Please add a cover page as part of the PDF, listing each poem in your submission. For each poem please provide the title, date completed, page numbers and, if appropriate, where and when published. For example:  
*Title, 2009, pg. 1–3, The New Yorker, May 30, 2011.*
- Use the description text box, as necessary, to provide up to 300 words of any information that will give the evaluators and panelists a fuller understanding of what they are reading.

# Advice and Assistance

All potential applicants are encouraged to talk with Pew Fellowships staff regarding any questions they have prior to submitting a full application. We are eager to work with you to submit the best application and support materials, as appropriate to your practice.

## **Pew Fellowships**

Melissa Franklin, *Director*  
Ellie Clark, *Program Associate*

### **To schedule an appointment, please contact:**

Ellie Clark  
267.350.4920  
[eclark@pcah.us](mailto:eclark@pcah.us)