

Supplemental Funding Proposal

1. Program Overview:

a. **Title of Program:** *Lens*

b. **Dates of Program:** Nov. 4th-22nd, with a closing reception on Nov. 20th (Photos need to be printed by the 28th of Oct.)

c. **Co-sponsoring Offices:** Possibly the *AS Review* and *Klipsun* (The amount these two publications are looking into contributing would still not be enough to offset the costs of printing necessary for putting on this show).

d. **Funds Requested:** \$250.00

e. **Program Description:** The show *Lens* will be a gallery display of photojournalism throughout the years at Western, dating from the 60's (possibly later) to present. This show will capture, through photography, the spirit and atmosphere of Western's students and campus over the years. Pictures will be eye catching representations of events and activities held at Western. This show will also work to recognize photojournalism as an art in itself, elevating these photos by removing them from the context of the publications in which they normally appear, surrounded by print, and putting them on display in the gallery in a retrospective-style exhibition. This show will also have an interactive component, where current students are able to submit their photos to the Gallery (via the Gallery's Instagram account), which will be displayed in real time in the Gallery through projection.

Going into the planning of *Lens*, I was under the impression that the photo-archives I would be digging through were kept in a physical format, since the majority of the photos would have been taken before digital photography. Unfortunately, after planning was already underway, publications had committed their time and resources, and publicity had been designed, I realized that all of the photos available to me were stored in a digital format or within a copy of the publication in which it had already appeared (meaning that it needed to be scanned and printed). This means that the Gallery will need to print all photos in the show from its own budget.

The Gallery budget has been designed so that there is enough money to cover the publicity of shows, and the purchase of minimal supplies to hang those shows since the Gallery does not frame or provide framing supplies to artists as some galleries do. This means that the printing of a large quantity of photos, which is not done in a typical year at the Gallery, is beyond the scope of the allocated budget. The budget in the Gallery this year is already a bit strained, on top of this unforeseen printing cost, because I have decided to add new programming to the Fall Quarter schedule in the form of an extra show, utilizing two weeks at the end of the quarter, during which the Gallery normally remains closed.

f. **Past Program Information:** While the Gallery has hosted shows that consisted of photography or included photography, there has never been a show specifically about photojournalism as photography. *An Experiment* is the most similar show to *Lens* that the Gallery has exhibited. This show provided students with disposable cameras, and then displayed the photos taken with these disposable cameras. *AN Experiment* is one of the more popular shows that the Gallery has hosted in the last few years, and is still brought up by students as an example of fun and interactive Gallery programming. This show brought in 359 attendees, but only ran for two weeks, whereas *Lens* will run three. *An Experiment* was funded by the guest artist who proposed the idea to the Gallery.

2. Program Vision:

- a. **Target Audience:** This show will reach out to students on Western's campus, as well as community members with an interest in the way that Western's student body has developed over the years, and interacts (both in the past and present) with its surroundings.
- b. **Event Goals and Expected Outcomes:**
 - i. This show is being hosted by the Gallery in an effort to display a segment of student art that is not normally seen as art. While student photojournalism helps Western's community relate to and stay up to date with events and happenings on campus, these photographs are rarely separated from the publications that they are found in, and the artistic process that is involved in their creation is often passed over.
 - ii. *Lens* will elevate this segment of student artistic production in accordance with the Gallery mission statement, which specifies that the VU Gallery is dedicated to not only showing student art, but art that enhances educational experience and student understanding of the variety of mediums that constitute art. This will be done in a fun and interactive manner, giving students who view the show an opportunity to have their own pictures seen by sending them to the VU Gallery Instagram account, which will be projected on one wall of the Gallery throughout the duration of the show.
 - iii. The student body will benefit from this show because *Lens* promotes student representation by depicting campus through student eyes. This show also represents the student run publications on campus, and how those publications benefit the Western community, keeping students up to date with what resources are available and what events and activities are being hosted. This show is also in accordance with the AS mission statement, not only because it promotes student representation, activities, and resources, but because it promotes arts education and gives students the opportunity to expand their knowledge of Western's student history, interacting with it through adding their own photos.
 - iv. **Logistical Goals:** I anticipate that this show will, over the three week period it is open, attract around 500 visitors. (I came to this estimation by looking at the numbers for previous shows that were interactive in nature).
- c. **Budget Details:** Within my budget there is currently \$950.00 allotted to Printing, Copy Service expenses and supplies and materials. This amount leaves approximately \$158.00 per show for publicity and supplies for the rest of the year. I have estimated, based on pricing given to me by Copy Services, that the printing of photos for *Lens* will cost around \$200.00. This estimate surpasses the \$158.00 allotted to publicity and supplies for the show, and does not take into account publicity for the show, or any hardware that will need to be bought to hang the show. Klipsun and the AS Review are looking at their respective budgets to determine if they will be able to contribute to the cost of printing images from their publications, but even with these contributions, there are still large numbers of photos that the Gallery would need to pay to print.
- d. **Publicity and Promotion Plan:** To publicize this show an order has already been put into the Publicity Center for 40 posters and a banner that will be placed on Bond Hall. The Gallery is also creating a supplemental marketing plan to encourage participation in the interactive component of the show, most likely utilizing social networking outlets and interactive advertisements in red square.
- e. **Assessment:** The success of this show will be determined by attendance numbers taken by gallery attendants during the duration of the show. This particular show will also allow the Gallery to gage

the success of *Lens* through the number of photos that are uploaded to social media and tagged to the Gallery.

3. Detailed Itemized Budget: Please see attached spreadsheets.