

**Environment and Natural Resources Trust Fund
2011-2012 Request for Proposals (RFP)**

LCCMR ID: 196-G

Project Title: Creative Convergence: Art and Science for Environmental Engagement

Category: G. Environmental Education

Total Project Budget: \$ \$272,999

Proposed Project Time Period for the Funding Requested: 2 yrs, July 2011 - June 2013

Other Non-State Funds: \$ 0

Summary:

A statewide program pairing artists with scientists on public art projects exploring environmental issues, raising awareness of creative, intellectual and natural resources and their collective potential to address environmental challenges.

Name: Shanai Matteson

Sponsoring Organization: Bell Museum of Natural History

Address: 10 Church St SE
Minneapolis MN 55455

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Web Address: http://www.bellmuseum.org/

Location

Region: Statewide

Ecological Section: Statewide

County Name: Statewide

City / Township:

_____ Funding Priorities	_____ Multiple Benefits	_____ Outcomes	_____ Knowledge Base
_____ Extent of Impact	_____ Innovation	_____ Scientific/Tech Basis	_____ Urgency
_____ Capacity Readiness	_____ Leverage	_____ Employment	_____ TOTAL _____%

2011-2012 MAIN PROPOSAL

PROJECT TITLE: Creative Convergence: Art and Science for Environmental Engagement

I. PROJECT STATEMENT

Sense of place and connection to community underlie our desire and ability to protect the environment around us. When we feel disconnected from places and people, we are less equipped to address ecological threats. Now more than ever a creative, collaborative approach to solving environmental problems is needed, one that helps individuals and communities see where they fit in the broad puzzle of problems and solutions.

By leveraging the creative communication skills of artists, the knowledge of scientists, and the existing social networks of project partners, *Creative Convergence* will strengthen the bonds between places and people across Minnesota, fostering a greater understanding and engagement with relevant environmental issues. This project takes the form of a public artist-in-residency program pairing six artists from Minnesota's six geographic regions with scientists from the U of M and other public agencies. Together with scientists, selected artists will each lead a public art project exploring a specific environmental issue in their region, identifying untapped areas for public engagement, and using creative process and problem solving skills to help citizens and communities imagine and take action toward possible solutions.

The Bell Museum of Natural History, in collaboration with the University of Minnesota's *Regional Sustainable Development Partnership* and the statewide arts resource *MNartists.org*, will build this network of environmentally and publicly engaged artists, scientists, and citizens with the broader goal of raising awareness of Minnesota's creative, intellectual and natural resources, and their collective potential to address environmental challenges. Minnesota is home to a top-notch research university, a thriving creative community, an ecologically diverse landscape and an active citizenry. *Creative Convergence* asks what is possible when scientists, artists and citizens work together to inform, engage and inspire? Documentation of the six resulting public art projects and the conversations they inspire will be combined into an exhibition online and at the University of Minnesota's Bell Museum, highlighting creative solutions for the future of Minnesota's environment. This exhibition will then be available to travel to schools and community centers statewide, furthering engagement with relevant environmental issues.

II. DESCRIPTION OF PROJECT ACTIVITIES

Activity 1: Convene Advisory Group to Develop Project & Select Artists **Budget:** \$125,924

Advisors will be chosen by Bell Museum and project partners, and will represent Minnesota's diversity of artists, scientists and citizens. This group will shape the goals of the Creative Convergence project, and will help draft the call for artist proposals. Artists will be selected by the advisory group based on artistic quality, relevancy to identified environmental issues, community engagement and public access.

Outcome	Completion Date
1. Bell Museum works with partners to identify and contact advisory group.	July-August 2011
2. Bell Museum convenes partners & advisors to define goals and vision for artist-in-residency program and regionally specific environmental issues to address.	September 2011
3. Bell Museum, partners & advisors help shape design of project materials and strategy for eliciting public and science-sector engagement with artists.	October 2011
4. Bell Museum works with partners & advisors to draft call for artist projects.	November 2011
5. Call for artists projects released to public. RFP is circulated through various social networks online, in community newspapers, and with postcards.	December 2011
6. Artists projects selected by Bell Museum, partners and advisors.	March 2012

Activity 2 Artists Complete Projects in Partnership with Scientists & Communities Budget: \$ 147,074

Artists will work with scientific advisors, finding creative ways to communicate research. Artists will work with citizen groups in their region to develop project in a way that invites public engagement, including several public dialogues, art-science events, and media appearances throughout the year.

Outcome	Completion Date
1. Convene regional public meeting with selected artists, scientists and citizens	April- May 2012
2. Artists work on project, involving scientific advisors and incorporating research and public engagement opportunities as appropriate to project.	May-Nov 2012
3. Periodic public events and dialogues held on related environmental issues with selected artists, scientific advisors and citizen groups to inform and engage public.	May – Nov 2012
4. Complete projects are unveiled to the public, documentation and related objects become part of an exhibition online and at the Bell Museum of Natural History. Parts of exhibition are prepared for travel around Minnesota.	Nov – May 2013

Total Amount Requested: \$272, 999

III. PROJECT STRATEGY

A. Project Team/Partners

Creative Convergence is an interdisciplinary project that aims to encourage the cross-pollination of knowledge and ideas, and to engage various stakeholders in conversation. Over the course of two years, this project will bring together the creative energy of artists, the knowledge and hands-on experience of scientists, and the ideas and passions of Minnesota citizens. The project will be coordinated by **Bell Museum of Natural History** Project Manager **Shanai Matteson** in partnership with Project Curator **Barbara Coffin**. **Kathy Draeger** and staff from the **University of Minnesota’s Regional Sustainable Development Partnership** will provide connections to environmental issues, scientific research and citizen groups in regions outside of the Twin Cities, and will also convene artist-scientist-community meetings and events in those areas. **Scott Stulen** and staff from **MNartists.org**, a statewide arts resource, will provide creative insight as well as online promotional support to artists, helping to get the word out to a broader audience of citizens. An Advisory Group for this project will include representatives from each partnering group as well as artists, scientists and citizens from across the state of Minnesota.

B. Timeline Requirements

Two years of funding will be required to establish the *Creative Convergence* project in communities statewide and to build a prototype framework that might serve as a model for future collaborations beyond the current funding period.

C. Long-Term Strategy and Future Funding Needs

The goal of establishing this project as a statewide collaborative effort is to create a diverse network of artists, scientists and citizens across Minnesota that will have the experience and community tools necessary to address future environmental issues with creativity and innovation. This network will be leveraged to support this project, as well as other environmental outreach efforts in the future. The exhibition that is created at the close of the project’s first year will be available to travel throughout the state, and could become an additional source of income and community support for future iterations of the *Creative Convergence* project. Future funding from a diversity of sources, including arts-focused foundations and science foundations, will be sought for the continuation and possible expansion of the project if successful on this scale.

Project Budget	
IV. TOTAL PROJECT REQUEST BUDGET (2 years)	
BUDGET ITEM	AMOUNT
Personnel:	
Project Coordinator Salary (1) - Oversees all aspects of project development and implementation from July 01, 2011-June 30, 2013. Works with project partners, project curator and community advisors to develop call for artists, is a resource for artists who are proposing projects, receives artist proposals and distributes them to selection committee, coordinates logistics of selection committee, coordinates public events in the Metro region and is a liaison with selected artist in Metro region, communicates with artists, scientists and community partners statewide about project logistics, helps	\$48,000
Project Assistant Salary (1) - Assists project coordinator with administrative duties and coordination of project meetings and public events from July 01, 2011-June 30, 2013. 25% FTE	\$14,560
Project Curator Salary (1) - Chairs the artist selection committee, advises artists on physical and artistic needs of project, coordinates exhibition of documented artist projects and plans for its future travel state wide from July 01, 2011-June 30, 2013. 5% FTE	\$6,800
Regional Coordinators Salary (6) - Assists Project Coordinator in regions across Minnesota five regions across Minnesota (the 6th being in Metro Area). Helps to identify ecological issues and community-citizen partners for artists to work with on project. (5%)	\$37,500
Project Coordinator Fringe (1) - 50% FTE July 01, 2011-June 30, 2013	\$19,248
Project Assistant Fringe (1) - 25% FTE July 01, 2011-June 30, 2013	\$5,839
Project Curator Fringe (1) - 5% FTE July 01, 2011 - June 30, 2013	\$2,264
Regional Coordinators Fringe (6) - 5% FTE July 01, 2011- June 30, 2013	\$12,488
Contracts:	
Artist Stipends (6) - Stipend for completion of public project and participation in associated public events. (\$10,000 per artist or artist group)	\$60,000
Scientific Advisors (6) - Honorariums each year for two years. Scientific advisors work with project coordinator and partner to develop ecological issue areas, directly with artists as advisors, and with public through periodic events. (\$1000 stipend per scientist per year)	\$12,000
Art Organization Partner (1) - Honorarium for MNartists.org / Arts Organization contact, who will take part in selection committee and also be a liaison / resource for artists statewide (\$750 per year for two	\$1,500
Community Advisors (12) - Honorarium for 6 artists and 6 citizens from around MN to serve as advisors on the project - two meetings total. (\$100 per advisor per year for two years)	\$2,400
Graphic Design - Graphic identity and template for promotional materials to reach artists and involve public during project, including posters and postcards that can be adapted to each regional	\$1,500
Web Design - Project website, linked to Bell Museum website and Mnarists.org. Website to contain visual and media documentation of project in process and opportunities for comment and exchange	\$1,500
Social Media Outreach - Creation & implement strategy for project outreach through social media.	\$1,500
Photography and Documentation of Project - Payment for professional photographers to document community meetings and other project milestones. Photos to be published in regional and local media and used as part of exhibition at the close of project	\$1,500
Equipment/Tools/Supplies:	
@ \$500)	\$3,000
Final Exhibition - Printing of photo documentation, design and fabrication of signage and didactic panels explaining each project, supplies for installation, deinstallation, and packaging for travel.	\$25,000
Meeting Supplies - For advisory and partner meeting at Bell Museum at outset of project, and for 6 smaller meetings, one in each region, and for periodic "community meet-ups" with artist and scientists.	\$1,100
Printing costs - For public meeting announcements and RFP postcards (6 locations @ \$200 each)	\$1,200
Travel:	
Project Coordinator - Travel once to partner communities for first public event for total of 6 trips. Includes mileage reimbursement plus one nights lodging and per diem. (Northwest Area \$550 per trip; Northeast Area \$375 trip; Central Lakes Area \$325 per trip; Southeast Area \$300 per trip; Southwest Area \$400 per trip)	\$1,950
Regional Coordinators - Travel & lodging to Minneapolis for meeting at Bell Museum at outset of project. Includes mileage reimbursement plus one nights lodging and per diem. (Northwest Area \$615 per trip; Northeast Area \$440 trip; Central Lakes Area \$390 per trip; Southeast Area \$365 per trip; Southwest Area \$465 per trip)	\$2,275
Community Advisors - Travel & lodging to Minneapolis for meeting at Bell Museum at outset of project. Includes mileage reimbursement plus one nights lodging for 12 advisors from greater MN (Northwest Area \$615 per trip; Northeast Area \$440 trip; Central Lakes Area \$390 per trip; Southeast Area \$365 per trip; Southwest Area \$465 per trip)	\$4,550
Artists - Travel & lodging to Minneapolis for public event and final installation of project documentation for exhibiton. Includes mileage reimbursement plus 2 nights lodging for 6 artists from greater MN (Northwest Area \$725 per trip + lodging; Northeast Area \$550 per trip + lodging; Central Lakes Area \$500 per trip + lodging; Southeast Area \$475 per trip + lodging, Southwest Area \$575 per trip plus	\$2,825
Additional Travel in Region - Mileage reimbursement for artists, regional coordinators and other project personnel to travel within region for project.	\$2,500
TOTAL PROJECT BUDGET REQUEST TO LCCMR	\$272,999
V. OTHER FUNDS	
SOURCE OF FUNDS	AMOUNT
Other Non-State \$ Being Applied to Project During Project Period:	\$0
Other State \$ Being Applied to Project During Project Period:	N/A
In-kind Services During Project Period: Bell Museum staff that provide content input, marketing and promotion of project.	\$36,500
Remaining \$ from Current Trust Fund Appropriation (if applicable):	N/A
Funding History:	N/A

LCCMR Proposal 2011-2012

TITLE: *Creative Convergence: Art and Science for Environmental Engagement*

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PROJECT RESPONSIBILITIES

The *Creative Convergence* project manager is responsible for the overall development and implementation of this statewide project from July 01, 2011-June 30, 2013. This includes working directly with project curator, Barbara Coffin (*Bell Museum*), project partners Kathy Draeger (*U of M Regional Sustainable Development Partnership*) and Scott Stulen (*MNartists.org*), other project staff, and an advisory group of artists, scientists and citizens from across Minnesota. Under the direction of the project manager & curator, and using available social networking and video conference technologies, this group will spend the first year of the project developing a call for artists, distributing the call statewide, selecting artists' projects, connecting artists with scientific advisors and community groups, and assisting project staff on the development of related events and outreach. In the second year of the project, the project manager will work with participating artists and scientists to convene a series of public dialogues aimed at engaging communities statewide with relevant environmental issues. Project manager and curator will oversee the development of a travelling exhibition of the artists' work and a project evaluation at the end of the funding period.

EDUCATION

2000-2005 University of Minnesota, Twin Cities
Cultural Studies & Comparative Literature
History of Science & Technology

PROFESSIONAL EXPERIENCE

2010 *Artist-in-Residence, Minneapolis Art on Wheels (University of Minnesota)*
Funded by MN Futures Grant Project: Bridging the Digital-Physical Divide
Bell Museum of Natural History, University of Minnesota

2010 *Participating Artist, Walker Art Center's Open Field Program*

2009-2010 *Assistant Producer, Troubled Waters: The Mississippi River (funded by LCCMR)*
Bell Museum of Natural History, University of Minnesota

2004-2010 *Coordinator & Host, Café Scientifique and other Science & Art Outreach Programs*
Bell Museum of Natural History, University of Minnesota
(Also helped to establish Science Café Programs in Morris and Duluth)

ORGANIZATION DESCRIPTION

The Bell Museum of Natural History was established by state legislative mandate in 1872 and is part of the University of Minnesota. The Bell Museum explores life's diversity, deepening individual understanding and appreciation of the natural world through education, collections, and research.

