CREATE CHANGE 2022
GUIDELINES + FAQS
OVERVIEW
The Laundromat Project invites all NYC-based artists, activists, neighbors, designers, organizers, healers, storytellers, and cultural producers to apply for the 2022 Create Change program as we explore social practices through a community engagement lens. The program will consist of a series of hybrid (virtual and in-person) convenings to engage The LP’s community-based art pedagogy and practices, which center collaborative, cooperative, and co-created art projects.

LEARNING BLOCS
The Create Change program is shaped around three learning blocks:

MAKE ART
What role does art, culture, and creativity play in making meaning, shifting narratives, and creating change in the world? Participants examine a range of artworks across the fields of social practice and creative placemaking that align with The LP’s approaches to cultural asset mapping and leadership development.

BUILD COMMUNITY
How can art and cultural practices build trust and accountability with communities? Participants will explore approaches to fostering attunement with community rhythms, building reciprocal partnerships, and the art of meeting people where they are.

CREATE CHANGE
Understanding the power that exists within ourselves and our communities, how do we creatively leverage power for equity and positive societal change? Participants will explore personal and collective relationships to race, power, and privilege in order to facilitate social transformation through their art and cultural practices.
The Create Change Fellowship program is for artists and cultural producers who are interested in developing and deepening a collaborative, community-based, and socially-engaged creative practice. The Fellowship is philosophically grounded in peer-learning around art making, power analysis, and community building.

The 2022 Create Change Fellowship is a six-month incubator that gives participants the tools to develop, workshop, and generate project ideas incorporating The LP’s values and community-based methodology. The program requires a significant time commitment as Fellows will design community-engaged programs within The LP’s storefront in Bed-Stuy. The program offers a $500 honorarium and a production budget for programming. Up to 10 Fellows will be selected to participate in the 2022 program. We value applications with diverse backgrounds, experiences, abilities, and expertise, while encouraging age diversity, multilingual folks, and practitioners without formal instruction to apply.

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PROGRAM FORMAT
The 2022 Fellowship program will run from January through June. Each Fellow will receive a stipend of $500 for their participation in the program. The program schedule includes the following:

- Five workshops
- Individual and group coaching sessions on cultural organizing
- Opportunity to develop a collaborative public program
- A culminating final presentation
- Access to weekly office-hours with LP program staff
OVERVIEW

The Create Change Residency program supports the development of participatory and community-attuned creative projects by artists of color working within their communities. Projects may take place anywhere in the five boroughs either in person or virtually, across various community sites, from laundromats and urban gardens to playgrounds and community centers. The residency is a year-long program that runs from January to December.

The program requires a significant time commitment as Artists-in-Residence are expected to develop collaborative projects in-community through partnerships and engagement with neighbors, local stakeholders, and community organizations. The Residency offers a $15,000 honorarium and up to $5,000 in project production, a series of workshop sessions taken alongside the Create Change Fellows, monthly cohort coaching sessions, and professional development mentorship.

PROGRAM FORMAT

Up to 3 Create Change Artists-in-Residence will be selected to participate in the 2022 program. The program schedule includes the following:

- Five workshops
- Individual and group coaching sessions on cultural organizing
- Public open studios to feature each artists work
- Monthly meetings with LP program staff
- Studio sessions with leading curators, artists, activists, and scholars
- A mentor to support the development of your project and creative practice at large
OVERVIEW
The Create Change Residency program supports the development of participatory and community-attuned creative projects by artists of color who live, work, or are otherwise invested in Bedford Stuyvesant, Brooklyn. Projects may take place anywhere in Bed-Stuy, either in person or virtually, across various community sites, from laundromats and urban gardens to playgrounds and community centers. The residency is a year-long program that runs from January to December.

The program requires a significant time commitment as Artists-in-Residence are expected to develop collaborative projects in-community through partnerships and engagement with neighbors, local stakeholders, and community organizations. The Residency offers a $15,000 honorarium and up to $5,000 in project production, a series of workshop sessions taken alongside the Create Change Fellows, monthly cohort coaching sessions, and professional development mentorship.

PROGRAM FORMAT
1 Bed-Stuy Artist-in-Residence will be selected to participate in the 2022 program. The program schedule includes the following:

- Five workshops
- Individual and group coaching sessions on cultural organizing
- Public open studios to feature each artists work
- Monthly meetings with LP program staff
- Studio sessions with leading curators, artists, activists, and scholars
- A mentor to support the development of your project and creative practice at large
# PROGRAM SCHEDULE

<table>
<thead>
<tr>
<th>DATE</th>
<th>TIME</th>
<th>SESSION</th>
<th>LOCATION</th>
</tr>
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<tbody>
<tr>
<td>January 29</td>
<td>12 - 2pm</td>
<td>Orientation</td>
<td>In-person</td>
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<tr>
<td>February 9</td>
<td>5:30 - 7:30pm</td>
<td>Workshop</td>
<td>In-person</td>
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<tr>
<td>February 23</td>
<td>5:30 - 7:30pm</td>
<td>Workshop</td>
<td>In-person</td>
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<tr>
<td>March 9</td>
<td>5:30 - 7:30pm</td>
<td>Workshop</td>
<td>In-person</td>
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<tr>
<td>March 23</td>
<td>5:30 - 7:30pm</td>
<td>Workshop</td>
<td>In-person</td>
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<tr>
<td>March 28</td>
<td>5:30 - 7:00pm</td>
<td>Fellows Coaching</td>
<td>Virtual</td>
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<tr>
<td>April 4</td>
<td>5:30 - 7:00pm</td>
<td>AIR Coaching</td>
<td>Virtual</td>
</tr>
<tr>
<td>April 13</td>
<td>5:30 - 7:30pm</td>
<td>Workshop</td>
<td>In-person</td>
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<tr>
<td>April 20</td>
<td>6:30 - 7:45pm</td>
<td>AIR Open Studio</td>
<td>In-person / Virtual</td>
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<tr>
<td>April 27</td>
<td>6:30 - 7:45pm</td>
<td>AIR Open Studio</td>
<td>In-person / Virtual</td>
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<tr>
<td>May 1 - 31</td>
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<td>Fellows Programs</td>
<td>In-person / Virtual</td>
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<td>May 2</td>
<td>5:30 - 7:00pm</td>
<td>Fellow Coaching</td>
<td>Virtual</td>
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<tr>
<td>May 11</td>
<td>6:30 - 7:45pm</td>
<td>AIR Open Studio</td>
<td>In-person / Virtual</td>
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<tr>
<td>May 18</td>
<td>6:30 - 7:45pm</td>
<td>AIR Open Studio</td>
<td>In-person / Virtual</td>
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<td>June 15</td>
<td>6:30 - 7:45pm</td>
<td>Fellows Final Presentations</td>
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<td>July 18</td>
<td>5:30 - 6:30pm</td>
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<td>Virtual</td>
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<td>October 17</td>
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<td>AIR Coaching</td>
<td>Virtual</td>
</tr>
<tr>
<td>November 9</td>
<td>6:30 - 7:45pm</td>
<td>AIR Final Presentations</td>
<td>In-Person</td>
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## SCHEDULE NOTES

- This schedule is subject to change.
- All sessions are scheduled on Eastern-standard time.
- The sessions marked with a hybrid location (In-person / Virtual) indicate artist-led programs and the locations will be decided by the leading artist(s).
- All virtual sessions will be convened via Zoom, unless otherwise instructed.
- All in-person sessions will take place at The LP storefront in Bed-Stuy located at 1476 Fulton Street.

laundromatproject.org
OPEN CALL

HOW TO APPLY
Apply via Submittable: laundromatproject.submittable.com

KEY DATES
Applications Open: July 1
Info Session: July 14 | 6:00pm EST
Applications Closes: August 8
Residency Review Panel: October 1
Fellowship Interview Panel: October 2
Award Notification: October 2021

INFO SESSION
Learn more about the Create Change program and the selection process from LP staff and alumni artists by participating in the info session on July 14 at 6:00pm. The session will be hosted via Google Meet and live closed captioning will be available through the platform. To join the info session, please submit this form to register. A recording of the session will be available for all to reference on our website.

SELECTION PROCESS OVERVIEW
APPLICATION REVIEWS
LP staff will review all applications and select a shortlist to be invited for an interview with our Artist and Community Council panel.

INTERVIEW PANELS
We will convene via Zoom conference to conduct the interview panels. Residency candidates will be interviewed on October 1. Each interview will last approximately 25 minutes, giving each artist 5 minutes to pitch their projects followed by 20 minutes of q&a with the panel.

Fellowship candidates will be interviewed in a group format on October 2. During the group interview, each candidate will have the opportunity to introduce themselves and answer an icebreaker question before breaking into small groups to conduct a collaborative activity. The group interview will run for approximately 75 minutes.
ARTISTS-IN-RESIDENCE

Ideal candidates have experience with developing collaborative or community-based projects. They demonstrate an alignment with LP values, have a background in community organizing and outreach strategies, and are at a catalytic moment within their creative practices. We value applications with diverse backgrounds, experiences, abilities, and expertise, while encouraging age diversity, multilingual folks, and practitioners without formal arts-education to apply.

ELIGIBLE RESIDENCY CANDIDATES:
- Are in alignment with The LP’s values and POC-centered principles
- Are at least 21 years of age
- Have a creative practice that demonstrates a record of public engagement in their creative practice
- Demonstrate an interest or practice in socially and community engaged art
- Live in one of the five boroughs
- Are committed to co-creating a community art project
- Are familiar with the cultural history and local issues impacting the communities they are proposing to work with

ELIGIBLE BED-STUY RESIDENCY CANDIDATES:
- Are in alignment with The LP’s values and POC-centered principles
- Are at least 21 years of age
- Have a demonstrated creative practice committed to community building and public engagement
- Demonstrate an interest or practice in socially and community engaged art
- Are familiar with the cultural history and local issues impacting Bed-Stuy, Brooklyn
- Lives, works, and/or shows demonstrated investment in Bed-Stuy communities
- Are committed to co-creating a community art project

PRIORITIZATION FOR BED-STUY AIR

To help counter structural, systemic injustices of displacement and gentrification in Bed-Stuy, we will prioritize:
- Applications from generational and long-term (10+ consecutive years) residents
- Applications from individuals who identify as Black, Indigenous, Native and/or People of Color
- Applications from individuals in the disability community, including immunocompromised individuals
- Applications from individuals who identify as LGBTQIA+
ELIGIBILITY

FELLOWS

Ideal candidates have some experience with developing collaborative or community-based projects. They are in alignment with LP values and have the experience or capacity to contribute to a collaborative learning environment. We value applications with diverse backgrounds, experiences, abilities, and expertise, while encouraging age diversity, multilingual folks, and practitioners without formal arts-education to apply.

Eligible Fellow Candidates:
- Are at least 21 years of age
- Are not enrolled in a degree-seeking program
- Are committed to working collaboratively with their cohort members
- Are in alignment with The LP’s values and POC-centered principles
- Demonstrate a practice or deep interest in socially and community engaged art
- Are familiar with the cultural history and local issues impacting the communities of color
- Are preferably based in NYC, but can be temporarily or recently based outside of the city due to COVID-19
I do not identify as a community-based artist or one that incorporates social practice within my work. Am I eligible for the program?

Yes, you are eligible. We know that traditional models of formal training for visual artists (be they based in universities or facilitated through residencies emphasizing individual aesthetic and/or professional development) quite often do not fully prepare them to work with and in a community in a sustained or even substantive way.

Create Change was created to offer artists an opportunity to deepen or develop a public art practice that graduates from a model of placing static art objects in public spaces to one that emphasizes the ways art and artists can serve as catalysts for social action and relationship building (not just contemplation). We realize that some artists may not identify as community-based artists or social practitioners, but are curious about making work in this way. We created the Fellowship program to provide a space where artists can build on their approaches to community-based art making.

What kinds of projects are ineligible for the residency programs?

Solo production of art works made for personal practice Proposals with no involvement, impact, or engagement with additional stakeholders or a broader community.

I've already participated in several professional development programs. What is unique about Create Change?

Create Change is not a typical series of professional development workshops. Some of the topics and themes covered every year include: cultural arts organizing, building community partnerships, deep listening and storytelling, understanding public policy, dismantling racism through art, and more. We believe in the tenets of popular education and draw from the immense and diverse knowledge of the cohort participants throughout the program.

This experiential form of learning is central to The LP’s mission and core values, which we imbue in all of our programs. Besides concrete skills and experiential learning opportunities, one of the greatest benefits we offer our artists is a network of like-minded practitioners and supporters.

What is the time commitment for the program?

Fellows and Artists-in-residence will spend roughly 50 hours participating in workshop sessions and related programming, and should plan to spend an additional 50 hours attending professional development offerings, work sessions with their cohort, coaching sessions, artist salons. Artists-in-Residence will also spend a substantial amount of time developing their independent projects.
Do I have to be a “visual artist” or professional practitioner to apply? How do you define a professional artist?

Artists working in any art form are eligible to apply as long as they are interested in community-based art making. For The LP, art includes visual, media, literary, and performing arts as well as curation, scholarship, education, healing, community organizing, and other cultural traditions, productions, and practices. You do not have to consider yourself an artist to apply. We recognize that there are many creative practitioners who do not identify themselves as “professional artists” and/or do not earn their living solely from art making. Successful applicants are able to demonstrate a record of artistic experience; and analytical thinking skills to contribute to the collaborative learning environment.

Do I have to live in Bed-Stuy during the Bed-Stuy Residency program?

No, artists do not have to currently live in Bed-Stuy to be eligible for the Bed-Stuy AIR. However, eligible applicants must demonstrate a familiarity with Bed-Stuy culture and history and an investment in the community.

How much of the hybrid program schedule will be in-person?

We are planning to host all the workshops and public programs in-person at our storefront in Bed-Stuy, while the professional development offerings (coaching, mentorship, office hours, etc) will be scheduled through Zoom or Google Meet.

What kind of tech access will I need in order to participate?

- Access to reliable and consistent internet connection
- Access to a computer or tablet with camera and a microphone (not a phone if possible)
- A Zoom account set up and familiarity with the features (you can open an account for free here)
- A Google Meet account (you may access it via a gmail account, open a free account here)

Do I have to be based in NYC during the Fellowship or Residency program?

Yes, only artists that are currently based in NYC are eligible to apply for the Fellowship and Residency programs.

May I receive feedback on my application?

Due to the high volume of applicants, we only share feedback with candidates who advance to the interview stage of the application process.
THANK YOU FOR YOUR INTEREST IN CREATE CHANGE!

Email apply@laundromatproject.org if you have any questions.