



# SOUTHWEST FOLKLIFE ALLIANCE

*an affiliate of the University of Arizona*

## **2023 Master-Apprentice Artist Award Program**

*(rev. 3/16/20)*

The Master-Apprentice Artist Award provides direct support for master traditional artists living in Arizona to pass on art, culture, and heritage practices to apprentice learners. The goal of this award is to strengthen the transmission of community-based traditions throughout the Southwestern United States. This award supports a master artist or tradition bearer to work with a qualified apprentice (or group of apprentices) to engage in a teaching-learning relationship that includes one-on-one mentorship and hands-on experience. Our highest priority is to support apprentices to learn from master artists within their own cultural traditions. Funds can be used to help cover artist fees, offset costs of raw materials and support any travel essential to the exchange. Traditional master artists and culture bearers receive a \$5,000; apprentices receive \$500.

**Artists are first nominated by peers within their community, cultural institutions, apprentices, or by self-nomination.** SFA determines which artists are invited to full application, based on their mastery of artform, their ability to describe how that form has been recognized by their cultural community, and their ability to share traditional knowledge.

***Applicants include a wide variety of artists, including those working in traditions including, but not limited to:***

- ***Handcrafts:*** weavers, basket makers, jewelers, makers of masks, ritual objects, textiles
- ***Occupational folklife:*** adobe makers, leather workers, ironworkers, foodways workers
- ***Oral traditions:*** storytellers, poets
- ***Performing arts:*** dancers, vocalists, musicians

**Note:** Several art forms straddle the line between academic artistic disciplines, decorative arts, contemporary arts, and the traditional arts. Some examples of these hybrid practices may include various types of crafts, choreography, fashion, and painting. While we recognize that blurred lines of definition can exist and applications will be accepted in blurred genres, the Master-Apprentice Award program aims to support those art forms that orient primarily to the transmission and preservation of *traditional, heritage-based practices* learned informally and

most importantly, that are embedded and are reflective of a group/community's identity and cultural expression repertoire.

### **Key Definitions:**

**Traditional arts:** Folk arts, or traditional arts, are forms that are informally learned and passed through a cultural community, rather than in a formal educational setting. Such forms of art reflect community values, experiences, and worldview, and can include such things as crafts, music, and storytelling.

**Cultural communities:** Communities that are culturally bonded through region, ethnicity, race, religion, gender, age, or occupation, and share customary and artistic expressions within such communities.

**Master Artist/ Apprentice Artist:** Master Artists are highly skilled practitioners who have learned through traditional means and are recognized as masters by their peers and their community. Apprentices are practitioners with previous experience in the art form and a desire to advance through one-on-one mentorship; they show a serious commitment to sustaining the art form and its informal practices. Apprentices should be at least 16 years of age (can be somewhat younger if they are an immediate family member of the Master Artist).

### **Eligibility**

- Applicants (master artists and apprentices) must reside in Arizona.
- The art form must be traditional in nature, as per SFA's definition of traditional art.
- Applicants must be United States citizens, lawful permanent residents, or have permission from the U.S. Department of Immigration to work in the U.S.
- All applicants must have been full-time residents of Arizona for a minimum of one full year prior to applying and must remain residents of Arizona for the duration of the award year.
- Applicants must be at least 18 years of age.
- Practitioners are generally part of the same cultural community, with a focus on informally taught traditions rather than formal instruction or institutional education.

### **Multiple-year artist awards**

We recognize that artists' lives change and evolve, and that some are teaching continuously and building up their tradition over longer spans.

- An artist is eligible to receive a maximum of three (3) awards over a fifteen-year span, terminally.

***For more information contact the Southwest Folklife Alliance***

**Phone:** 520-621-4046 **E-mail:** [swfolklife@gmail.com](mailto:swfolklife@gmail.com) **Website:** [www.southwestfolklife.org](http://www.southwestfolklife.org)

**Address:** P.O. Box 42044, Tucson, AZ. 85733-2022

- The apprentice should be different than the one that was previously awarded.
- We justify giving multiple year awards if the applicant master artist can work with different emerging artists over time. These artists should all be from within the same cultural community and carrying that tradition forward as culture bearers or as traditional artists.

### **Restrictions Regarding Award Funds**

Southwest Folklife Alliance award funds may be used for any form of expression that advances the transmission of cultural knowledge such as:

- Compensation for the Master Artist and Apprentice(s)
- Travel expenses
- Materials, regalia, and purchase of equipment

**Funds may NOT be used for** presenting/touring or artistic project work that does not clearly articulate the apprentices' educational component.

### **Application Narrative Questions**

Application questions for both the Master Artist and Apprentice are submitted online to the same application. We strongly suggest you compose all narratives on a Google Doc (provided, see below) or on your local computer first, and then cut-and-paste to the online portal. Please note the maximum word counts for each section. A work sample is required for the Master Artist only (not the Apprentice).

### **Program Timeline**

- March 1, 2023: Nomination Form Posts
- May 1: Nominations Deadline
- May 15: Invitation to Full Application
- July 15: Full Application Deadline
- August 30: Award notification
- September: Artist paperwork and portraits taken
- October 31: Award distribution
- SFA staff site visits in 2024

### **Panel Review Criteria**

**Master Artists' applications will be evaluated based on how artists demonstrate the following:**

- The artistic excellence of the artists' work and the cultural community's connection to their art form. (60%)

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- The apprentice's level of commitment to the art form and demonstration of aesthetic readiness. (20%)
- The effectiveness of the master and apprentice proposed plan to work together. (20%)

**Apprentices should be able to demonstrate the following:**

- A minimum of intermediate-level experience in the art form.
- A high level of potential to become a master artist themselves and a commitment to the demands of the apprenticeship.
- Priorities are given to masters and apprentices within the same cultural community, as well as to underrepresented traditional art forms with few remaining local practitioners.

**How to Apply**

- Please read this entire Guidelines document before beginning your nomination or full application.
- SFA Staff offer the following support to ensure program standards and goals are met:
  - Discuss and clarify guidelines and criteria with you
  - Review a draft of your application, using Google Docs (please request this help no later than one week before the application deadline)
  - Help you upload your application to our online grant online portal
- Please complete the online by the application deadline.
- If invited to Full Application, please complete the entire application. Incomplete applications will not be accepted.

**Award Payment Procedures:**

If awarded, SFA requires Master Artists to complete the following before it can issue a \$5000 check:

- Complete a W-9 form and photo release.
- Have an official portrait taken by our staff photographer for promotional purposes.
- (Interviews, filming, and other photo documentation may also be required at the mid-project site visit or at the end of your project.)

SFA issue the apprentice a \$500 check in the same envelope as the Master Artist's payment.

**Need help? Questions?**

**For more information, questions or assistance with the online application process contact: Denise Uyehara at (520) 230-2807, [duyehara@arizona.edu](mailto:duyehara@arizona.edu).**

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