



ARTS ENTERPRISE OF UW-MADISON New Arts Venture Challenge

The UW-Madison New Arts Venture Challenge is a competition to encourage new thinking and innovative ideas. Any student at UW-Madison is eligible to compete. The New Arts Venture Challenge is a contest to develop a plan that will result in an arts event, exhibition, series or project. The winner will be able to present his or her event or exhibition and it also could be the launch of a new entrepreneurial venture.

Entrants must create and present a thorough proposal that demonstrates creativity and potential for success. The proposal may be for new kind of gallery show, a series of performances, an online course, what ever you can think of, the sky's the limit! The proposals will be evaluated in a preliminary round by a panel of judges. Entries may be from individuals or teams of up to three students.

Two to four student entries will be invited to participate in the final round, where each proposal will be evaluated on both the written plan and an oral presentation. A professional mentor will be matched up with you to help you prepare your final presentation. Successful entrants will have demonstrated creativity, innovation, uniqueness, and added value to the arts. Plans will be returned to all entrants with comments and suggestions from the judges.

The final round, oral presentations, will take place during the Arts Enterprise symposium, to be held at the UW-Madison Pyle Center, January 30-February 1, 2009. The final round will be open to the public.

Awards

First prize: \$2,000 and mentoring by Stephanie Jutt and Samantha Crownover to produce your arts event, exhibition, series or project during 2008-09 in Madison. You will also be matched to a mentor in your chosen field who has particular knowledge of your type of venture and will advise you along the path of its creation.

Second prize: \$500

(Prize money may be taxable. Entrants should consult a tax advisor.)

What is Entrepreneurship in Art?

The Ewing Marion Kauffman Foundation grant to the University of Wisconsin-Madison began a dialogue among the Schools of Humanities and Education

within the University that resulted in a much broader definition of entrepreneurship than is usually found in business. “The transformation of an idea into an enterprise that generates value,” is a description that encompasses all areas of study. Entrepreneurship is the action that follows inspiration, the communication of the creative impulse to an audience, the enterprise necessary for an idea to be successful.

Informational Session

An informational session with Stephanie Jutt, Director of the UW–Madison Initiative for Arts Enterprise, will take place on Tuesday, November 4, 2008 from 6–7 pm in the Capital Café in Granger Hall, 975 University Ave. (on the corner of Park and University). Attendance by possible participants is strongly encouraged as further contest details and information about proposals and planning will be shared.

Timeline for proposals:

Monday, January 5, 2009: Intent to Compete Form Due

Form must be submitted (or postmarked) by 4 pm on the due date to:

UW Arts Institute

#5542, Mosse Humanities Building

455 N. Park St.

Madison, WI 53706

If submitting electronically, please send to sjutt@wisc.edu. In the subject line, please write “Intent to Compete.”

Tuesday, January 20, 2009: Complete Proposal Due

All materials must be submitted in the office by 4 pm on the due date to:

UW Arts Institute

#5542, Mosse Humanities Building

455 N. Park St.

Madison, WI 53706

Monday, January 26, 2009: Announcement of Finalists

Mentor meetings will take place in this week.

Sunday, February 1, 2009: Final Round of Competition

Arts Enterprise Conference, Pyle Center

The contest is open to all students who are enrolled full-time in an UW–Madison degree program in good academic standing.

Entries can be by individuals or teams of up to three members.

Proposals must be of original work.

The winning proposal’s event/exhibition/project must be presented to the community no later than December 23, 2009.

What to Submit

A venture plan that includes:

- o Executive Summary
- o Event or Exhibition Plan (Description of your project)
- o Audience Analysis (Who's going to your event and why this audience?)
- o Planning and Implementation (Timeline)
- o Key Personnel
- o Financial Plan/Budget (Income, expenses, and explanation)
- o Recent Work Sample: DVD, CD, Portfolio, etc.

Applications (excluding attachments) should not exceed 6 pages.

Judging

- Judges will be selected from prominent members of the professional arts and business community.
- The UW–Madison New Arts Venture Challenge reserves the right not to select a winner.
- More than one second prize may be awarded.
- Entrants are encouraged to seek advice from UW–Madison faculty and staff.

For more information please contact Professor Stephanie Jutt at:
sjutt@wisc.edu or by telephone at her studio, (608) 263-0134.