

#CCPI #detroitculture

# Transformer Fund

Open to CCPI institutions - financial support of up to \$20,000 per project

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THE CULTURAL CENTER  
PLANNING INITIATIVE



MIDTOWN  
DETROIT



Open to Cultural Center Planning Initiative institutions, Transformer Fund offers financial support of up to \$20,000 per project for the creation of novel forms of digital expression, storytelling, and engagement. Transformer Fund explores issues of community participation and connection through technology with a view to transforming the social, green, and built spaces within the 83-acre center.

The objective of this fund is to identify, develop, and produce new digital modes of action, interaction, and collaboration within the Cultural Center. Transformer Fund welcomes proposals for projects that extend beyond the physical boundaries of the institution into the wider campus and online. The fund strongly encourages proposals that explore experimental and interactive projects which engage audiences within participatory experiences. Preference is given to projects that include and financially support artists, creative technologists, and culture-bearers with a clear connection to Detroit residents and neighborhoods.

## **TRANSFORMER FUND OVERVIEW**

Open to Cultural Center Planning Initiative institutions, Transformer Fund offers financial support of up to \$20,000 per project for the creation of novel forms of digital expression, storytelling, and engagement. Transformer Fund explores issues of community participation and connection through technology with a view to transforming the social, green, and built spaces within the 83-acre center.

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### **Some Examples of Areas to Explore**

urban screens, mobile gaming/locative media, creative data visualization, digital wayfinding, streaming, XR (augmented, mixed, virtual reality), environmental sensing/sensor-based projects, sound art/field recordings/audio/podcasts, mobile/location-based oral histories, apps, and other web/internet enabled-projects. There are a number of examples and resources available from <https://transformer.rootoftwo.com> - in particular through the National Endowment for the Arts Tech As Art report.

### **Commitment to Diversity, Equity & Inclusion**

Transformer Fund partners are committed to embracing and enhancing equity, diversity, inclusion, and access to arts and culture, and encourages applications from communities across racial, ethnic, geographic, socio-economic, cultural, age, gender, and sexual orientation spectrums.

### **Eligibility**

- The lead applicant must be a staff member of a CCPI institution, though collaborations are encouraged.

- All projects must be new work or mark a significant enhancement of an existing project or program.
- Projects must have some place-based/physical connection to the 83-acre Cultural Center boundaries.
- Projects may be pilots, demos, prototypes, or minimum viable products in addition to complete works/programs, so long as they have clear opportunities for the public to engage or participate in demonstrations?
- Multiple applications from an individual or an institution are permitted (please see special instructions in the application if this is the case), and staff/institutions can partner on more than one project.

### **Funding Priorities**

- Creative/artistic applications of technology within the public realm, especially projects that push boundaries and take risks in their form, content, and/or ability to uplift cultural forms that have had less representation, visibility, and support.
- Supports artists, creative technologists, and culture-bearers.
- Community participation and engagement.
- Advances the digital capacity, vision, and strategy for the organization.
- Collaborations across more than one CCPI institution.
- Timeliness, Cost & Feasibility of project.

### **Evaluation Criteria:**

MDI and rooftoptwo will engage a panel of local and national reviewers. MDI has sole discretion as to the number of proposals that will be accepted and supported through the Transformer Fund, based on the availability of funding in addition to the reviewers recommendations.

Projects will be evaluated according to the following criteria in alignment with the priorities:

- Demonstrates compelling approach to outdoor creative tech 25%
- Project prioritizes support for artists 20%
- Project prioritizes participatory experiences 20%
- Project advances orgs digital capacity 15%
- Project demonstrates cross CCPI collaborations 10%
- Timeliness, Cost & Feasibility of project 10%

Reviewers will score each criteria 1-5 (5 = good; 1=bad)

### **MDI, rootoftwo, and WSU Provide**

- Funding, made possible through a grant from the Knight Foundation
- Additional support for videography/documentation of the project
- Storytelling + PR opportunities
- Evaluation, Research, and Case-making Opportunities for this work
- Outdoor Wi-Fi
- Outdoor Urban Screens/Projection support
- DLECTRICITY (subject to separate review by their team)

### **QUESTIONS**

Please email [hello@rootoftwo.com](mailto:hello@rootoftwo.com) with any questions about this application or for any support. For Slideroom specific questions contact Slideroom support. In addition to answering your individual questions, we will publish all questions we receive before July 26, 2021 as an FAQ with their answers on the <https://transformer.rootoftwo.com> site.

## **TRANSFORMER FUND APPLICATION**

[Slideroom Link](#)

### **TRANSFORMER FUND APPLICANT INFO**

This form collects contact, eligibility, and demographic information for the primary contact. This information is NOT shared with reviewers, but helps us understand if we are reaching a diverse pool of applicants.

**Primary Contact Name:**

**Primary Contact Title/Affiliation:**

**Primary Contact Organization:** Please select the name of your organization. Primary contact must be an employee of one of the twelve Cultural Center Planning Initiative institutions.

- The Carr Center
- Charles H. Wright Museum of African American History
- College for Creative Studies
- Detroit Historical Museum
- Detroit Institute of Arts
- Detroit Public Library
- Hellenic Museum of Michigan
- International Institute of Metropolitan Detroit
- Michigan Science Center
- The Scarab Club
- University of Michigan
- Wayne State University

**Primary Contact Phone Number:**

**Primary Contact E-mail Address:**

**Primary Contact Website:** Please list the organizational website address for the Primary Contact.

**Primary Contact Social Media:** Please list the organizational or relevant personal social media handles for the Primary Contact.

**Please describe your race/ethnicity:** Check all that apply

African-American/Black

Asian-American/Asian (East Asian, South Asian, Southeast Asian)

Hispanic/Latinx

Middle Eastern (Southwest Asian and North African)

Native American or Alaskan Native

Native Hawaiian or Pacific Islander

White

A race/ethnicity not listed

Prefer not to disclose

Other: Enter choice

**Tribal Affiliation:** Please indicate any tribal affiliations, if applicable.

**Please describe your gender:** Or type prefer not to disclose.

**Are you someone who identifies as having a disability?** \* This question has conditional followup

Yes

No

Prefer not to disclose.

**If you answered yes to the question above, please share any accessibility supports you may need.**

## **TRANSFORMER FUND PROJECT DESCRIPTION**

Transformer Fund welcomes proposals for projects that extend beyond the physical boundaries of the institution into the wider campus and online. The fund strongly encourages proposals that explore experimental and interactive projects which engage audiences within participatory experiences. Be sure to describe how your project addresses the funding priorities.

**Title of Project:**

**Project Summary:** Please provide a short summary of your project - 75 words.

**Is this Project a new work/initiative?**

Yes

No

**If you answered no, then describe briefly how you plan to significantly enhance or expand an existing project or program.**

**Is this Project a Collaborative Project?** (i.e. will multiple organizations or artists be working on this project together)

Yes

No

**If you answered yes to the above question, complete the Collaborative Partners Information:**

Please list collaborating artists and organizations. Include the contact name; organization name/affiliation; email; and role on the project for each collaborator.

**Project Description:** Please provide a description of your project. Make sure to describe how your project addresses our funding priorities and evaluation criteria - 750 words.

**Project Bios:** Please include bios for yourself and key collaborators, including any artists. About 200 words per bio, not more than 1000 words total.

**Provide any additional information on collaborative or community partners:** Please describe their commitment and engagement with the project. Enter n/a if not applicable - 150 words.

**Who are the specific audiences/communities that you will engage through this project? How will you reach them?** Please provide details - 250 words.

**Please provide a description of any technical and logistical requirements for your project:** Please note that project feasibility is a criteria reviewers will consider. We are most interested in the methods, technologies, and questions you wish to explore in the project and the process you propose for exposing the results of your experimentation to the public - 500 words.

**Date (s), time(s), duration of project:** Projects must be presented between August 2021 - December 2021. Please provide any known or anticipated dates, times, and/or duration information for the project - 100 words.

**Do you want your project to be considered for DLECTRICITY 2021?** DLECTRICITY takes place September 24-25, 2021. The Cultural Center is a key activation point for 2021. The DLECTRICITY team will decide on the inclusion and final locations of any projects for that event.

Yes

No

**Project Timeline:** Please provide a draft timeline of how you plan to execute your project from pre-production to completion (can be bullet points) - up to 250 words.

**What are your anticipated outcomes and what strategies will you employ to achieve your desired outcomes?** Please describe, can be bullet points - 150 words.

**How will the proposed project advance digital transformation for your organization and the Cultural Center?** Please describe - 250 words.



## **TRANSFORMER FUND BUDGET**

Each project selected will be awarded up to \$20,000, in some cases this may be the full cost of the project and in others the project budget may exceed \$20,000. Please give a detailed breakdown of project expenses and income, written out as line items with anticipated amounts. Be sure to include costs to support artists, creative technologists, and culture-bearers.

**Transformer Fund Request: \$**

**Total Project Budget: \$**

**Expenses: Please provide details - 600 words.**

**Income: Enter n/a if not applicable - 600 words.**

**Project Budget Narrative:** Please share any additional details about your budget. If your project budget is more than \$20,000, please tell us your approach to raising the additional funds and include information on total funds raised to date/confirmed sources, if applicable. Enter n/a if not applicable - 150 words.

## **MEDIA**

**Concept Precedents/Direction Applicant instructions:** Please share a maximum of five supporting visual/text/audio for the overall concept to give us a sense of the proposed project.

**FORMATS:** Images can be in JPG or PDF format at a maximum resolution of 300 dpi. You may include more than one image in each file if needed.

- Video files must be in MOV, MPEG, WMV or AVI format only.
- Audio must be in MP3 or WAV format only.

**FILE NAMING:** All files must be named like the following:

[Number][PrimaryContactFullName][title of work].[filetype]

- For example, a JPG image will be titled 01\_JaneSmith\_Untitled.jpg
- An audio file will be titled 01\_JaneSmith\_Untitled.mp3

**Provide 1-5 items.**

### **Allowed Media Types:**

Images (up to 5MB each)

Video (up to 250MB each)

Audio (up to 30MB each)

PDFs (up to 10MB each)

3D Models

External media from YouTube, Vimeo and SoundCloud