



# ALLIANCE FOR CALIFORNIA TRADITIONAL ARTS APPRENTICESHIP PROGRAM 2009 GUIDELINES

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**POSTMARK DEADLINE: AUGUST 1, 2008**

## **Program Description**

The Alliance for California Traditional Arts Apprenticeship Program encourages the continuation of the state's traditional arts and cultures by contracting master artists to offer intensive, one-on-one training\* to qualified apprentices. Each contract will support a period of concentrated learning for individuals who have shown a commitment to and a talent for a specific artistic tradition.

If selected, the Alliance makes a contract with the master artist to implement the work plan submitted in the application. The apprenticeship may last between six months and one year. Alliance staff works closely with the apprenticeship team to articulate work plans, gauge progress, and offer assistance and support. Near the half-way point of the project, Alliance staff documents the apprenticeship through recording and photography. The resulting archival materials become part of the Alliance's permanent archival collections, which may be used publicly for educational purposes. Each apprenticeship team organizes some type of public offering (performance, exhibit, etc.), in consultation with Alliance staff, in order to share the results of their intensive learning cycle.

*\* In some artistic traditions, a one-on-one master-apprentice partnership may not fit the framework of the tradition. In specific cases, such as ensemble traditions, other models may be more effective. Please contact us to discuss proposals involving such alternatives before applying.*

## **Contract Amount & Duration**

Contracts of \$3,000 will be made with California-based master artists to cover master artist's fees, supplies and travel. The apprenticeship will begin on or after January 1, 2009, and must be completed by December 31, 2009. The apprenticeship must last at least six months, but may last up to one year, depending on the needs of the particular project.

## **Who is a master artist? Who is an apprentice? What are folk and traditional arts?**

A **master artist** is someone who is recognized as an exemplary practitioner of a traditional art form by his or her community and peers. An **apprentice** is someone who learns from a master artist. Prospective apprentices should demonstrate investment and skill in the art form they wish to continue learning. The master artist and apprentice must apply together.

**Folk and traditional arts** are those art forms that are learned as part of the cultural life of a group of people whose members share a common ethnic heritage, language, religion, occupation, or region. These expressions are deeply rooted in and reflective of a community's shared standards of beauty, values, or life experiences. Ultimately, folk and traditional arts are passed on from one generation to the next and express a collective wisdom, rather than a unique personal aesthetic.

Some folk and traditional arts have been brought to California from other countries or regions and have taken root here to become interwoven with the state's cultural landscape and identity, while others have prospered on the more than 130 tribal reservations and rancherias in this state. Cowboy poetry; Hmong reverse appliqué embroidery; Mexican *corridos* and *marachi* music; African American quilts; Japanese *bonsai*; Native American basketry, ceremonial regalia construction, and ritual music/dance; South Indian *Bharata Natyam* dance; Western saddlemaking; Chinese *qin* instrumental music; Portuguese *fado* singing; Native Hawaiian *kahiko hula* chant and dance; Pilipino *rondalla* music ensembles; and Somali *Buraanbur* oral poetry are but a few of the hundreds of distinctive forms found in this culturally rich and diverse state.

Information about past Alliance Apprenticeships is available at [www.actaonline.org](http://www.actaonline.org).

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## Review Criteria

A panel of traditional arts specialists will review applications and make recommendations for approval by the Alliance Board of Directors, according to the following criteria:

- Traditionality of the art form
- Artistic quality of the master artist's work
- Demonstrated commitment and skill of the apprentice
- Shared membership of the master artist and apprentice in a cultural community (family, ethnicity, occupation, tribe, religion, etc.)
- Feasibility of the proposed work plan and timetable
- Urgency (for endangered art forms)

## Ineligible Apprenticeships

- Contemporary studio crafts or the reproduction of antiques
- Recreations of historic or village folk traditions that attempt to reenact lifestyles from the distant past
- 2008 Apprenticeship Program participants

## Requirements

- Master artist and apprentice must apply together.
- Master artist must be authorized to work in the United States.
- Both applicants must be California residents. *(Under extenuating circumstances, exceptions may be made; however, applicants must contact Alliance staff to discuss this option before applying.)*
- Applicants must submit work samples from both the master artist and apprentice to demonstrate artistic quality and traditionality of work.
- Letters of support from experts on the art form or from people who know about the applicants' community and his/her commitment to the art form are required for both the master artist and apprentice.

- Mail materials on or before **August 1, 2008**. Applications postmarked after August 1, 2008 will not be accepted.
- The Alliance will not accept applications submitted by fax or email.

## Important Dates

**Application Postmark Deadline:  
August 1, 2008**

**Notification to Applicants:  
December 22, 2008**

**Apprenticeship Period:  
January 1, 2009 –  
December 31, 2009 (6 month minimum)**

## Required Work Samples

**Work samples** that give evidence of the master artist's and the apprentice's artistic ability must accompany the application. Applications without work samples for both the master artist and the apprentice will not be eligible for consideration. Be sure to send examples that best demonstrate your skills and show the details of your work clearly.

**All support materials should be labeled with your name.** Use the Work Samples section of the application to provide a brief description of what the samples represent.

When submitting documentation that includes ensemble work or other individuals, please be certain that the master and the apprentice are clearly identified. For example, "The master artist is wearing a red shirt and is sitting second from the left," or "The second voice is that of the apprentice," or "The master's basket is the tall one on the left."

## Craft and Visual Artists

Both master artist and apprentice must each submit 3 to 12 images of their work (photographs, slides, or jpegs). Please number each item in the order to be viewed, and use

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the Work Samples section of the application to include an index with a brief description of each item (date made, dimensions, materials used, title if applicable, contextual information, etc.).

## **Performing Artists (musicians, dancers, storytellers, etc.)**

Musicians and storytellers must submit audio or video samples, and dancers and other performing artists must submit video samples. Use the Work Samples section of the application to provide a brief description of each selection (date, name(s) of featured performers, total running time, contextual information, etc.). Note that a maximum of five (5) minutes will be reviewed by the panel, so please indicate track/running time or cue tape to the selection you want the panel to hear or see.

**Do not send original or irreplaceable materials.** If you are selected, the Alliance will retain the support materials for publicity and a permanent file. If you are not selected and you would like your support materials returned to you, include a self-addressed shipping container and required postage. Work samples will otherwise not be returned.

**In addition to the work samples, applicants may also submit a limited number of additional support materials (newspaper articles, brochures or booklets, etc.), however a maximum of two (2) items in each category will be reviewed by the panel.**

## **Letters of Support**

In addition to work samples, we require letters of support for both the master artist and the apprentice from experts on your art form and from people who know about your commitment

to the art form and your community. Provide a maximum of two (2) letters each.

## **Application Checklist**

- Cover Sheet
- Application
  - Work Sample Form
  - Apprenticeship Description
  - Master Artist Form
  - Apprentice Form
  - Budget and Legal Responsibilities
- Letters of Support
- Work Samples

Do not bind or staple copies, or place in report covers. Paper clips and binder clips are acceptable.

Submit the original and one (1) copy of the application and support materials (except work samples) to:

**Alliance for California Traditional Arts  
Apprenticeship Program  
The Presidio  
P.O. Box 29096  
San Francisco, CA 94129**

Applications must be postmarked by  
**August 1, 2008.**

## **For more information contact:**

Sherwood Chen  
(415) 346-3800  
[sherwood@actaonline.org](mailto:sherwood@actaonline.org)

*We strongly suggest that you call to discuss your proposal before applying.*

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*The Alliance for California Traditional Arts is the statewide partner to the **California Arts Council** in serving the state's folk and traditional arts field.*