

2009 MANHATTAN COMMUNITY ARTS FUND (MCAF) APPLICATION



125 Maiden Lane F2
New York, NY 10038
T 212 219 9401
F 212 219 2058
www.lmcc.net

ALL QUESTIONS MUST BE COMPLETED. PLEASE TYPE.

1. GENERAL INFORMATION

APPLICANT

Taeyoon Choi

Individual Artist or Organization's Legal Name

AKA (If applicable)

540 w 21st New York NY 10011
Mailing Address City State Zip

Taeyoon Choi shootmegame@gmail.com www.tyshow.org
Contact Person / Title E-mail Address Web Address

3472797268
Phone Alternative Phone Fax
607-92-6228

TAX ID Number / SSN FY08 Annual Budget FY07 Annual Budget FY06 Annual Budget End of Fiscal Year

Community Board # NYC Council # NYS Assembly # NYS Senate # US Congress #
(You can find district information at www.nypirg.org)

FISCAL SPONSOR (IF APPLICABLE)

Fiscal Sponsor's Legal Name

Mailing Address City State Zip

Contact Person / Title E-mail Address Web Address

Phone Alternative Phone Fax

TAX ID Number

FUNDING HISTORY

Have you ever applied to MCAF? No Yes, in year(s): _____

If yes, have you ever been awarded a grant? No Yes, in year(s): _____

Have you ever directly applied to DCA? No Yes, in year(s): _____

Have you ever applied to other LMCC grants or programs? No Yes, in year(s): 2008 _____

APPLICANT NAME: Taeyoon Choi _____

2. PROJECT INFORMATION

Town Olympics		Taeyoon Choi		
Project Title		Project Manager		
Chinatown New York				
Neighborhood(s) in which the project will take place				
2 & 3				
Community Board #	NYC Council #	NYS Assembly #	NYS Senate #	US Congress #
(You can find district information at www.nypirg.org)				
Sarah D Roosevelt Park and various venues				
■ Venue Tentative				
Project Venue(s)				
8.31. 2009		9.11.2009		
Project Start Date (Public Component)		Project End Date (Public Component)		
Total Project Budget: \$10,000 _____		Amount Requested (up to \$5,000): \$5,000 _____		

PROJECT DISCIPLINE

Check ONE discipline/category that best represents your project.

- | | | |
|--|--|--|
| <input type="checkbox"/> Dance | <input type="checkbox"/> Literature (humanities, poetry) | <input type="checkbox"/> Media/New Media (audio, film, video, web-based art) |
| <input checked="" type="checkbox"/> Multi-disciplinary | <input type="checkbox"/> Music (including opera) | |
| <input type="checkbox"/> Theater | <input type="checkbox"/> Visual arts | |

PROJECT SUMMARY (Title and one-sentence description of your project)

Example: "New Visions" seeking \$1,025 for eight, 2-hour weekly photography workshops, culminating with an exhibition in Harlem.

"Town Olympics" is seeking \$5,000 for four, 3 –hour, weekly 'Urban Olympics' workshops, one day event which will premier a participatory performance art made in collaboration with the participants, and two week exhibition in Chinatown, NYC.

3. PROJECT DESCRIPTION

3(a) Describe the project for which funds are requested and explain how it addresses the purposes of MCAF.

“Town Olympics” (Chinatown NYC) is a community-specific performance art project by Taeyoon Choi. The piece is a unique hybrid of folk game, urban sports, dance theater exercise, designed in collaboration with the local residents of Chinatown, New York. The piece is created as a result of four artist-lead workshops with different groups in the area. The participants create a urban play (unique game/sports for urban space) that reflects their interest and culture, often under represented life of recent immigrants living in the area. The final piece will be conducted by the artist and completed with active participation from the local community, in a "Sports Day" style event.

The project consists of one month period of weekly preparatory workshops, one day public event, and two week exhibition around the event. The workshop will invite special interest groups in the area, such as community of dance hall, chess players, PC gamers, merchants, illegal workers, and second and third generation immigrants. Artist and the team will guide them to make their own urban play. The event borrows the structures of a common festival 'Sports Day' in Asia where locals gather to play sports and enjoy the community. The project will be realized in collaboration with various artists, organizers, and volunteers and support of local community centers, arts organization, and individuals. The project is designed specifically for Sarah D Roosevelt Park in New York City for the community of Chinatown residents and beyond. The project aims to build a bridge within the diverse community members.

Preparation

During the weekly workshops, local participants will design and perform their own performance. Their projects will be a unique kind of play, which functions as a way to express their identity and use it as a medium to communicate with others. The workshop will raise awareness of the project and event, and create a solid group of supporters. Each group will be making their own logos, which then will be used for T-Shirts and Flags.

Three or more New York City artist (who have been working in the field of participatory, community art, psychogeography, or urban intervention) will be invited into a paid position to guide, advise and mentor in realizing the project. Tom Rusotti of Institute of Aesthetics and New media artist Aichen Lin are few among possible collaborators.

Three or more fluent Mandarin or Cantonese speaker volunteers or supporters will be selected as a translator between artists and the community.

Prior, during and after the event. Artist and the team will use an empty storefront, or gallery as an office and exhibition space. The space must be donated or rented very cheaply. The space will function as an office and gallery space that shows the concept of the project. It will be used to host workshops prior to the event, and exhibit documentation after the event. 'ABC No Rio' in Rivington Street is a potential site. Ideally the event will take place in beginning of the fall. In case of rain check, everything will be postponed for one day after the date. The Total time artist will devote full time for the project is 3 months. First two month and half is preparation. There needs to be two weeks after the event for finishing documentation. The preparation and research is an integral part of the project.

Contents of the Town Olympics

The specific rules and scripts of the piece are hard to describe at the current state of planning, because the contents are depended on local participants input. However, there are few guidelines. Previous works and research by the artist will also help understanding and imagining the content.

The guidelines for Town Olympics

- There will be a beginning and end, and a fixed duration.
- There will be some sort of competition method.

- Beginning and end will be celebrated with choreographed performance, which everyone can follow the leader to do.
- Maximum 200+ people are able to participate at any given point
- Participants will be divided in to smaller teams. They are visibly marked by uniform or tag.
- There will be some elements of the piece using props; flags, panel, etc.
- The piece takes elements from sports/game/play/flash mob/folk games of local culture/ computer game/ dance/ theater.
- The piece is designed and conducted by the participants with guidance from the artist.
- The piece is original and if it takes elements from other works, it credits the authors and references.
- The games can be a bit obscure in its intention and abstract in the structure of competition, but it is important to be expressive and joyful in nature.

Art historic Background

The project is, in formal perspective, expanding the boundary of participation within the realm of contemporary art. The project owes learning from early performance evangelists like Allan Kaprow, Art games of Dada, Fluxus Happenings, Participatory Art of Suzanne Lacy and Lygia Clark among others. The project continues the community oriented art practice, while reflecting contemporary issues such as lack of public space and communal event, disappearance of 'play space' for youth, lack of communication between race/age/ social groups. The project reaches out to the public a step further, by inviting them to generate content of the piece. Artist's role has transformed into an organizer and 'cultural translator' between the community and the rest of the City. Artist is exploring potential of playful activities as a 'vehicle of integration', a 'tool of communication', and a 'framework for social service'. Artist plans to create a sense of community based on collective performance. The community might only be temporary, but the success will set a new method of artist working with community, and community can organize it by themselves in a sustainable manner.

Meet the Artist.

Taeyoon Choi is an international artist, born 1982 in USA and raised in South Korea, who has been creating various projects with playful interaction with participants in urban space. He has deep interest and knowledge in using digital media as a artistic medium to communicate between participants and etc. Previous projects have dealt with the issue of urban public space, surveillance, tourism, while audience participation is integral to the project. The role of critical artist in the future is socially engaged, organizer, activists, educator, researcher. He does not believe in projects that will stereotype minority or disadvantageous group. He believes every community and individual deserves attention of artist and the world. Artist has been working with various community groups and art in public spaces, with or without support from Fine Art and New Media Art Institutions. In his projects, sense of humor and joyfulness enables voluntary cooperation, helps to get across critical messages, and participation completes the project.

Beijing Olympics and Town Olympics.

Contrary to the Beijing Olympics in 2008, which was a nationalistic propaganda with capitalist support in artist's opinion, The Town Olympics celebrates diversity, struggles, displacement, adaptation and isolation of the community. It will be everything that the Beijing Olympic was not, voluntary, creative, spontaneous and cooperative. Where as the Beijing Olympic Ceremony was based on a solitary artistic vision of Zhang Yimou, the Town Olympics is founded on collective vision of participants.

Where as the Beijing Olympics is competitive, Tow Olympic is only partly competitive. People are not spectators, they are participant which makes integral part of the event. It does not celebrate nationalism, it celebrates diversity. It does not mystify culture, it opens up culture to be exchanged.

(3b) Describe in detail the public component of your project, including information about the audience as well as the geographic area or community served.

“People who live in Brooklyn pass by Chinatown rapidly on a hip single speed bicycle. Youngsters with dragon tattoo play hand squash on the court near Grand B/D station. Unemployed folks play Chinese Chess in the parks. Some recent immigrant young men spend hours day and night, playing video game in PC cafes. Elders at the park usually talk among themselves.” (excerpt from the artist's note)

The project is specifically designed for the Chinatown locals and visitors to learn about each others life, break the cultural barriers, and converse via the universal language of joyful and playful interaction from a hybrid form of participatory entertainment that mixes sports, game play, and art. What if all of the people could play together, teach each other of their own games, plays, sports. All in central location of Sarah D Roosevelt Park. It is most important that people of different background get to learn about each other via the play. The project is an open framework for collaboration and community building. Goal of this public project is to create an event that functions as a foundation for bonding of community. The project is a social art work that tries to mix a group of disintegrated people into a situation where they will voluntary interact with one another in a personal manner. Artist works as an intermediary between the immigrants and the rest of the population. However the distinction is not strictly binary, and the project does not try to represent a specific culture or groups of people. Rather it is open framework for which can be modified and interpretation by the community.

Why Chinatown?

The project is based on the observation of Chinatown in New York, where artist resides. Isolated from the rest of New York City by language and cultural barrier, large population of the town is not integrated in the city. Most New Yorkers only know Chinatown as a tourist sites. Although the infamous gang related violence and illegal business that highlighted 1990s is not visible on the surface, the town still is struggling transformation and inhabits large number of illegal immigrants and Chinatown has been expanding to the neighboring Little Italy. Hidden by the touristic attraction and much of their story and life is unseen and unheard by the others in the city. The neighborhood, between Canal st and Grand st, and Allen st and Mott st, is inhabited by recent immigrants from main land China, specifically Fu Zhou providence, along with Taiwan, Hong Kong, Second-third generation immigrants, American and other national and cultural background. Compared to culturally enriching neighborhood of Soho and Lower East Side, the Chinatown does not receive as much of artistic attention and cultural exchange.

Disintegration among social/economic class and isolation of individual is the common side effect of urban life style. The metropolis is growing relentlessly, population is becoming more dense, but the urban culture is being replaced with corporate advertisement and gentrification. Every community deserves a public space, and communal events which the participants are center of the attention. The project does not strive to solve the issues of urban isolation and misrepresented minority. However the work celebrate the diversity and suggests a new way of using existing public infrastructure and resources to create a monumental event for the everyone. The piece will premier within the context of a 'Sports day' event. The event will be organized in cooperation with a local organization. It will be a half day program that also invites community dance groups, sports teams (kids soccer, tai chi groups, etc), marching bands and etc to take a part. The event will also invite groups from other parts of Manhattan to come and participate.

The “Town Olympic” project is an open platform, which can be adapted to different community. The project is open source, it welcomes other community leaders and artists to implement to their local setting. The project does not attempt to portray the local group as a solitary portrait. Everyone in the neighborhood is vibrantly unique in their heritage. The event will be more of chaotic mix of eclectic events, everyone will be invited and outside of few key happenings, general mood of the event is open to free participation.

(3c) If you do not receive full funding for your project how do you intend to proceed? How would you alter the project?

I am searching for additional funding sources, including private donations and community support. Local Chinatown community is showing interest in the project, and there can be potential private support. Also the projects will need to be modified according to the available resources. The project will shrink down in scale, and the time spent for it.

(3d) How will you promote and advertise this project to ensure maximum participation and access by community residents and/or the general public?

Four weekend workshops will happen in the community gathering point. It will function as a vehicle to spread the word about the event.
The exhibition, beginning one week prior to the event, will also gather local attention.
In order to reach out to a broader community, we will be inviting community groups from different part of Manhattan to participate. The non Chinatown participants can join the piece and build mutual understanding of each other's culture.
One part time publicist will be hired to get maximum coverage on the event.

4. WORK SAMPLES

Work samples are an essential part of your application. Prepare a well-organized presentation that best represents your work and relates to your proposed project. Label each work sample with your name and the sample number. Please refer to the "Work Sample Instructions" in Manhattan Community Arts Fund Guidelines for a detailed explanation of how to submit work samples.

Please check which form your project takes and the appropriate media you are submitting.

Performing Arts / Film / Media (Maximum two recordings)

- 1. DVD CD VHS
- 2. DVD CD VHS

Please use the box below to provide the following information about your work sample(s):

- Artist
- Title of work(s)
- Year
- Venue/Location (if applicable)

- Total length in minutes
- Cue time(s) (if applicable)
- Two-sentence description that provides context for the panel.

- Literary Project (Or theater project subject to Equity rules prohibiting video)
 - Manuscript (Maximum 10 pages)

Please use the box below to provide the following information about your work sample(s):

- Artist
- Title of work(s)
- Year
- Length of complete work in pages
- Two-sentence synopsis that provides context for the panel.

- Visual Arts Project (Maximum 10 images)
 - DVD CD Printed

Please use the box below to provide a numbered image script the following information about your work sample(s):

- Artist
- Title of work(s)
- Year
- Medium
- Original dimensions
- Two-sentence description that provides context for the panel.

1. Taeyoon Choi_Shoot Me If You Can_2005_Participatory urban game with camera phones_ :
2. Taeyoon Choi_Shoot Me If You Can_2005_Participatory urban game with camera phones_ :
3. Taeyoon Choi_Battle of Camerafield_2007_Participatory Game with CCTV and Mobile Phones:
4. Taeyoon Choi_Camerautomata "Charlie"_2008_Robotic duck in public space :
5. Taeyoon Choi_Camerautomata "Charlie"_2008_Robotic duck in public space :
6. Choi in Artist collective DOTPLAY_Mobile Hacking Workshop_2007_Three day workshop for youths :
7. Taeyoon Choi in Artist collective DOTPLAY_Dotplay Telecom_2007_Three day workshop for artists, engineers, and scholars with special interest in Mobile Phone.
8. Taeyoon Choi in artist collective Team MTIS_Shower Type_2006_Temporary structure in Cesar Chavez Park, San Jose, USA
9. Taeyoon Choi in artist collective Team MTIS_Bench Type_2006_Temporary structure in Cesar Chavez Park, San Jose, USA

5. PROJECT TIMELIN

This timeline is designed to assist you in planning your project. Please list, as best you can, all tasks that you expect to carry out as part of this project, and the dates you anticipate each task will begin and end.

TASK DESCRIPTION, (i.e., securing a venue, confirming artists, publicity and marketing)	EXPECTED START DATE	EXPECTED END DATE
Searching for Funding, Sponsors,	October 1, 2008	December 31, 2008

APPLICANT NAME: Taeyoon Choi _____

Artistic	\$2800	Tuition / Fees	\$0
Technical	\$400	Other Earned Income	\$500 (pending)
Other	\$	Subtotal:	\$500
EXTERNAL PERSONNEL SERVICES		CONTRIBUTIONS	
Artistic	\$	Individuals	\$ 500(pending)
Technical	\$ 1400	Corporations	\$
Other	\$	Foundations	\$ 1000 (pending)
Subtotal	\$ 5700	Government (do not include MCAF)	\$ 3000(searching)
OTHER EXPENSES		Subtotal:	\$4500
Art / Production Materials	\$ 2600	TOTAL PROJECT INCOME	\$5000
Office Supplies	\$		
Marketing / Promotion	\$ 500		
Transportation	\$ 400		
Utilities	\$		
Space Rental	\$ 600		
Permits / Fees / Licenses	\$		
Other Expenses	\$		
Subtotal	\$		
TOTAL PROJECT EXPENSES:	\$ 10000		

GRANT REQUEST FORMULA:

10000
5000
5000

(Total Project Expenses) - (Total Project Income) = Amount Requested

7a. BUDGET NARRATIVE: EXPENSES

Use this form to provide breakdowns of each expense item included in the budget and how you calculated each amount. Please indicate if the expense is in-kind.

PROJECT EXPENSES ↓

DESCRIPTION ↓

INTERNAL PERSONNEL SERVICES	This section includes anyone who works in your organization. List # of staff, key personnel positions and their corresponding salaries, etc. <i>Example: Director, 20% of salary =\$XXXX Dancers, 5@ 10 weeks =\$XXXX</i>
Administrative	Organization and Publicity Intern, 1 month, Salary=\$500 3 Translator, appreciation fee, Total \$600
Artistic	1 Lead Artist, 2 months, Salary= \$800, Total \$1600 3 Artists/ Workshop Leaders, 1 month, Salary \$400, Total \$ 1200
Technical	Workshop Documentarist and Editor, Four days, Total \$400
Other	
EXTERNAL PERSONNEL SERVICES	This section refers to anyone who is working on this project but is not part of the organization. Typically, these are consultants or work-for-hire individuals. <i>Example: Designer fee @\$500, IN-KIND</i>
Artistic	
Technical	Sound Operator, \$200 Video/Photo Documentation and Editing, \$400 Exhibition Set up, 2 construction worker for 2 days (wood working, electricity expert), \$800
Other	
OTHER EXPENSES	These are common office expenses that often extend beyond the needs of this project. Be sure to apportion ONLY the amount that is applicable to the project.
Art/Production Materials	Workshop Materials (art supply), \$500 Media production(video tapes, sound material), \$200 Exhibition Material (prints and monitor rental), \$1000 Event Flags and Signs, \$300 T-Shirts and Branding, \$500
Office Supplies	
Marketing/Promotion	Flyer, \$500
Transportation	Van Rental, \$400
Utilities	
Space Rental	Work Space rental and Utility, \$600
Permits/Fees/Licenses	
Equipment	Sound System Rental 1 day, \$300
Other	

7b. BUDGET NARRATIVE: INCOME

Use this form to describe or provide breakdowns of all income included in the budget. REMEMBER: Applying to MCAF is a competitive process. You are required to show other sources of possible funding for your project, equaling 25% or more of your project budget.

PROJECT INCOME ↓

DESCRIPTION ↓

SALES & EARNED INCOME	Describe ticket prices, workshop fees, CD sales, number of performances, house capacity, etc. <i>Example: 100 tickets @ \$25, 20 student tickets @\$10</i>
Tickets/Subscriptions	
Tuition/Fees	
Other Earned Income	T- Shirts Sale, \$500
CONTRIBUTIONS	Please list all funding sources from which you have received funds, requested funds or intend to apply. **Make sure to indicate if the funding is secured or if it is pending. <i>Example: John Doe Foundation, \$10,000 pending Jane Doe Foundation \$3,000 secured</i>
Individuals	All funding Pending/ Searching at the current state.
Corporations	
Foundations	
Government	

8. CERTIFICATION OF APPLICATION (UNSIGNED APPLICATIONS WILL NOT BE ACCEPTED.)

Please check all that apply:

- I have read and understand the Manhattan Community Arts Fund guidelines.
I was not aware of the Information Session. I will be happy to attend the next one.

(Month / Day)

AUTHORIZING SIGNATURE:

“My signature below certifies that the information contained in this application, including all attachments and supporting material, is true and correct, to the best of my knowledge.”

Signature

Date

Name / Title (Please print.)

Organization



HELP SAVE A TREE! DOUBLE-SIDE YOUR COPIES!