



# THE SD ART PRIZE

## Executive Summary July 2007

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## **SD ART PRIZE MISSION**

### **Fusing Energy for San Diego Visual Arts: Mentorship, Education, Recognition, Collaboration**

**OVERVIEW:** The **ART PRIZE** is a cash sum awarded annually for excellence in the field of Visual Arts in the San Diego region. It is intended to heighten public awareness of artwork being created in the county and to elevate all levels of the Visual Arts locally. The prize money is used by the selected artists towards the continued pursuit of excellence in their chosen field. A nominating committee of respected SD art professionals nominates a short list of regional established and emerging artists who are given not only a cash prize but also an exhibition of their work.

**PRECEDENT:** The most prestigious models for the San Diego ART PRIZE are the highly successful Turner Prize (<http://www.tate.org.uk/britain/turnerprize>), sponsored by the Tate Gallery in London, England, and the Beck's Futures (<http://www.becksfutures.co.uk>), also in Britain. In the United States, the Ordway Prize of the Penny McCall Foundation (<http://www.pennymccallfoundation.org/2005Awards.html>) is now the most generous international art prize in the world (\$230,000).

**GOALS** as presented by the San Diego Visual Arts Network, is to:

- Recognize and celebrate existing visual art accomplishments by spotlighting local artists.
- Create an exciting event that facilitates cross-pollination between cultural organizations and strengthens and invigorates the San Diego Visual Art Scene.
- Broaden the audience of the visual arts in San Diego by gaining international attention to the competition through a dedicated media campaign.
- Promote the vision of the future role that the visual arts will play in the San Diego community as lively, thriving, positive and empowering.
- Expand the infrastructure of spokespeople/art celebrities who can bring awareness to San Diego and perform as role models for our student artists.

## **ABOUT The San Diego Visual Arts Network:**

**“ The only directory and events calendar exclusively for the Visual Arts in San Diego”**

The ART PRIZE is supported by the most prominent visual arts organization in San Diego, The San Diego Visual Arts Network (SDVAN), as well as [www.SanDiegoArtist.com](http://www.SanDiegoArtist.com) and is presented at the L-Street Gallery of the Omni Hotel. The prize is supported by such vital art organizations as the Synergy Art Foundation, the Museum Artist's Foundation, and our northern venue, the California Center for the Arts, Escondido. SDVAN is a non-profit visual arts organization whose goal is to improve the accuracy and sophistication of discourse about the San Diego artistic and cultural life. SDVAN is dedicated to the idea that the visual arts are a necessary and rewarding ingredient of any world-class city and a building block of the lifestyle of its residents. SDVAN (<http://sdvisualarts.net>) provides a resource directory and events calendar submitted and updated by the regional visual arts community. The Raw gossip column that the site presents and the changing banner images ensure that the site remains lively, topical and stimulating. The SmART Collector feature builds an audience with buying power. With an ever growing representation of art resources and



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visitors to the site (over 1000 resources were listed on the site with a total of over one million hits), SDVAN is in the perfect position to give a sponsor expanded name recognition and to raise their profile as a supporter of the San Diego communities and its art programs. SDVAN's leadership confidently organizes the nomination process and that they are able with their collaborators to enlist the entire visual arts community in supporting the ART PRIZE.

### **ABOUT OMNI Hotel and the L Street Fine Art Gallery "San Diego's Hotel of the Visual Arts"**

The Omni San Diego Hotel has unveiled 7,000 square feet of new meeting space just steps from the hotel's front door. This pre-function area features L Street Fine Art, a gallery displaying a variety of paintings and fine art pieces focusing on California artists and others from across the country that will change seasonally. The Gallery adds an artistic ambiance to special events, meetings, art gallery tours and one-of-a-kind receptions. The Gallery, located at 628 L Street in downtown San Diego, will also be open to the public from 10 a.m. to 5 p.m. Tuesday through Saturday and 1 to 5 p.m. on Sundays.

### **ABOUT SanDiegoArtist.com**

The goal of SanDiegoArtist.com is to bring emerging, local artists together in one "free" gallery site to showcase their work. This web-site debuted in April 2000 and each month, local artists who submit their work are reviewed by a panel of other artists, if selected their work is featured and they are added to the sandiegoartist.com gallery of artists. There is no fee charged to the artist to be featured on sandiegoartist.com. Ann Berchtold is the newly appointed Gallery Director for the L Street Gallery at the Omni. In addition she is the curator of SanDiegoArtist.com.

### **SD ART PRIZE 2006/2007 ACHIEVEMENTS**

Fusing Energy for San Diego Visual Arts: Mentorship, Education, Recognition, Collaboration

- **Four superb exhibitions** by Raul Guerrero and Yvonne Venegas, Jean Lowe and Iana Quesnell, and Ernest Silva and May-ling Martinez building **mentoring relationships** at the L-Street Gallery.
- **Art Notes by imminent art professionals** such as Mary Beebe, Stephanie Hanor, Derrick Cartwright, and Teddy Cruz.
- **Press Coverage** such as: The Union Tribune, ArtRocks!, LetsPlayDowntown, KPBS, KUSI, Expresso,
- **Further exhibitions opportunities and collaborations** for the 2006/2007 artists at California Center for the Arts, Escondido (CCA) and for all the 2007/2008 nominated emerging artists at Simayspace at the Art Academy as well as the on going support of SanDiegoArtists.com.
- **Public acceptance** and support at all of our event opening receptions.
- **Corporate sponsorship** by the Omni Hotel and L-Street Fine Art Gallery.
- **Private grant funding** from the Smart Family Foundation and various private donors through the San Diego Visual Arts Network.



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- **Collaboration with performing arts** such as Sledgehammer presents at the finale exhibition 2006/2007 reception.

Our chosen artists of excellence are doing their part creating work, which feeds us intellectually and emotionally. We need assistance to make sure that we can continue to grow the prize to include:

- The historical **catalog** documenting the prize winners for years to come
- **Educational outreach material** for students and adults
- Programs like our Vision to Page competition designed to **encourage writing** about the visual arts for young writers.
- **Years of awards for the future** allowing mentoring of emerging artists, further annex exhibitions, and the continued involvement of other art forms.

## SPONSORSHIP BENEFITS

Title/Presenting Sponsors of the ART PRIZE will enjoy the following benefits:

- **Committee:** With a proven record of accomplishments, the committee of the ART PRIZE brings a wealth of expertise and credibility to this project. Their networking influences extend from the visual art world to that of the performing arts and from San Diego social life to its politics. Please ask for the Appendix to see resumes of the principals and a complete list of SDVAN resources.
- **Exposure:** The ART PRIZE will actively seek out participation in the art community including the corporate and educational communities. This broad and diverse, targeted market will become well acquainted with the presenting sponsor throughout the period of time leading up to the awards exhibition.
- **Public Relations:** The Title/Presenting Sponsors will be mentioned in every press release sent out by SDVAN about the ART PRIZE.
- **Branding:** The Title/ Presenting Sponsor of the ART PRIZE will benefit from establishing a long term relationship with the only visual art association servicing all of San Diego County.
- **International Recognition:** One mission of the ART PRIZE is to bring international attention and recognition to the city of San Diego as a culturally rich environment in which visual arts are a thriving component. The ART PRIZE Sponsor will reap the benefits of this groundbreaking project as word spreads throughout the international art community.
- **Event Recognition:** We invite the Title / Presenting Sponsor to make the introductory speech, thus marking the inception of this new award. This will create a more personal affiliation and appreciation between the attendees, corporate supporters and organizations and other sponsors backing the PRIZE. A more extended impression will be marked by the Sponsor's presence at the exhibition associated with the ART PRIZE.

## SD ART PRIZE FAQ

**What is the Prize for?** The SD Art Prize annually awards art of excellence made in San Diego County by



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three established artists and three emerging artists. There is no age, gender or ethnic requirements attached to the prize. Art can be of any media but consideration is given to the restrictions of the exhibitions spaces for work on display.

**What is the purpose of the Prize?** The SD Art Prize give exposure to six deserving SD County artists per year through a series of exhibitions, websites, published reviews, catalogues and educational materials. It also grows a network of art professionals and an advisory board of patrons and facilitates collaboration with arts organizations and media to raise awareness of the visual arts.

**Who gives the money?** The money is raised by the San Diego Visual Arts Network, which is a non-profit organization whose mission is to promote the arts and art education mainly but not exclusively within the County of San Diego. SDVAN believes art, in its diverse forms, enriches our lives, can be a catalyst for personal development, empowerment, enhanced creativity, community building and positive social changes. In 2006/2007 the prize money came from The Smart Family Foundation. Each established artists receives \$2500 and each emerging artists receives \$1000.

**Why is it held where it is held?** The L-Street Gallery of the Omni Hotel sponsors four of the exhibitions by generously donating space and the supporting expenses of the exhibitions. The 2006/2007 SD Art Prize artists will also been shown at the California Center for the Arts, Escondido in March 1 – May 31 of 2008. A special exhibition of all nominated emerging artists for the 2007/2008 SD Art Prize will be held at Simayspace at Art College International in June of 2007.

**Why is the prize given?** The prize is given in recognition of work these artists have created in the three years previous to the award year. It is not a lifetime achievement award but the aim is to recognize as many artist of excellence as possible during the lifetime of the prize.

**Who picks the artists?** The established artists are chosen by a nominating committee that changes yearly and by the SD Art Prize executive committee. The establish artists then choose the emerging artists to mentor and with for co-exhibitions. All work nominated are considered worthy of the award. Artists are chosen for each year to maintain a balance of age, gender, medium and ethnicity.

**Who picks the work for the show?** The artists choose the work for the show in cooperation with the curator of the space.

**What do the selectors look for?** The nominating committee looks for a body of work of excellence created in the last three years, which explores a unique viewpoint.

**Who produces the SD Art Prize?** The SD ART PRiZE is produced by The [Art Girls](#): Joan Seifried, Ann Berchtold and Patricia Frischer



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**Is the public involved in the choice?** The public can make suggestions of artist whom they think are worthy of the prize. Suggestions are passed on to the nominators. [SD Art Prize Survey](#)

**How can the public comment on the show?** There is a guest book at the exhibition and all visitors are welcome to make comments about the show. Comments can also be sent to [info@sdvisualarts.net](mailto:info@sdvisualarts.net) or as above you can help us **Enliven the SD Art Scene** by filling in our [SD Art Prize Survey](#).

#### **CONTACT INFORMATION:**

##### **Executive Director**

Patricia Frischer, coordinator **San Diego Visual Arts Network** [patricia@sdvisualarts.net](mailto:patricia@sdvisualarts.net) 760. 943.0148

##### **Program Director**

Ann Berchtold, curator **L Street Gallery / SanDiegoArtist.com** [ann@sandiegoartist.com](mailto:ann@sandiegoartist.com) 858.254.3031

##### **Community Relations Director**

Joan Seifried, Angel Appraisers, [joanseifried@cox.net](mailto:joanseifried@cox.net) 619.995.7015

For short resumes of the Executive committee: [www.ArtGirls.net](http://www.ArtGirls.net)

**We are grateful for the help in Public Relations and Event Planning by Kay Hanson,** [sydoz@adelphia.net](mailto:sydoz@adelphia.net) and our Editor in Chief of Art Notes, Ingrid Hoffmeister, [inghoff@pacbell.net](mailto:inghoff@pacbell.net)

**We have these added appendices available on request and encourage you to look at [www.SDVAN.net](http://www.SDVAN.net) to learn more about the artists, sponsors/supporters, press and events connected to the SD Art Prize**

- Title Sponsorship Opportunities and Benefits
- Principal Full Resumes
- Complete SDVAN Resource List
- Press Review List

All donations are tax-deductible San Diego Synergy Arts Network DBA SDVAN  
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