**Reiser Atlanta Artists Lab Application Round 7**

All Atlanta area artists are invited to submit a project as a lead artist to Round 7 of the Reiser Atlanta Artists Lab. In the Lab, three projects will be given $10,000 each in development support culminating in a public showcase of the artists and their work in the **Spring of 2021**. The Reiser Lab seeks to foster the growth of generative artists of all varieties through work on collaborative projects. To that end the Alliance Theatre provides an artistic home, space to work, artistic counsel, financial resources, and a showcase opportunity.

The Lab is available for generative lead artists of any practice – actor, director, designer, writer, composer, choreographer or musician (and these are just examples) – to develop a collaborative. Artists who are not playwrights are strongly encouraged to be lead artists! It is the goal of the Reiser Atlanta Artists Lab to celebrate the breadth and vision of Atlanta-based artists, to encourage collaboration among Atlanta’s artistic community, and to seed projects that will promote artistic growth and create projects ready to be produced here in Atlanta. Please note that the Reiser Atlanta Artists Lab is devoted to taking projects and artists to the next level of development, and not a showcase for completed work.

Each application will be evaluated using the following criteria:

How can the ideas and goals of this project be achieved?  
Do the artists involved make sense as a team?  
What is the quality of the work sample?  
What is the strength of the application?  
Is the described product producible?

**Please note that the Reiser Atlanta Artists Lab is devoted to taking projects and artists to the next level of development, and not a showcase for completed work.**

The projects will be judged by a panel of judges comprised of Susan Booth, Jennings Hertz Jr. Artistic Director; an Atlanta area Artistic Director; an artist or Artistic Director NOT currently Atlanta based; a current or alum Lab participant; and a member of the philanthropic community.

**TIMELINE**

Submission due date: December 13, 2019   
Pitch Session and Applicant Reception: February 2020 *(invitation emailed upon receipt of application)*   
*Notification of applicants: February 2020*   
*Project Orientation: March 2020*   
*Project development: March 2020–February 2021*   
*Project final presentation: February 2021*

**Before you start the application....**

It is STRONGLY encouraged that you read through the **FAQs (**https://alliancetheatre.org/content/reiser-atlanta-artists-lab-call-submissions).

You won't be able to save your form, so we STRONGLY suggest that you read through the form before starting to fill it out. You may find it helpful to use **this word doc** to write your answers in advance before entering them here.

Good luck and we're looking forward to reading your application!

**THE PROJECT**

Let us know the name of your project, a little about it and the people involved.

Project Title:

Project Description in one sentence:

Each project must have three Atlanta-based artists, including the Lead Artist. **All artists participating can only submit one application per year.** Applying artists must live in the greater Atlanta, Georgia region.

Please list the three Atlanta-based artists for your project and what their role will be on the project:

**Lead Artist 1**

Name:

Email:

Mobile number:

Home address:

Preferred pronouns:

Project Role:

Bio:

**Artist 2**

Name:

Email:

Mobile number:

Home address:

Preferred pronouns:

Project Role:

Bio:

**Artist 3**

Name:

Email:

Mobile number:

Home address:

Preferred pronouns:

Project Role:

Bio:

I have contacted the other artists listed on this application, and they have agreed to be listed on my application and to participate in the development of this project if accepted to the Lab.  **I have explained to them that any one artist can only appear on one application.** I also confirm that this project does not have a producer already attached.

[ ] By checking here, I agree that the statement above is true.

**PROJECT DETAILS: PART 1**

Why is this the right team of people to develop this piece? How long has each collaborator been with the project?

In what phase of development does your project currently exist (150 words)?

Project Description (500 words):

**PROJECT DETAILS: PART 2**

Each team member needs to answer the next two questions individually and in their own voice.

LEAD ARTIST

What has drawn you each to this piece?  How will each of you advance your craft by working on this piece (500 words)?

What are the outcomes you hope to accomplish during your project’s development? If you already have thoughts about how to use the showcase opportunity at the end of the Lab, what are they? (500 words):

ARTIST 2

What has drawn you each to this piece?  How will each of you advance your craft by working on this piece (500 words)?

What are the outcomes you hope to accomplish during your project’s development? If you already have thoughts about how to use the showcase opportunity at the end of the Lab, what are they? (500 words):

ARTIST 3

What has drawn you each to this piece?  How will each of you advance your craft by working on this piece (500 words)?

What are the outcomes you hope to accomplish during your project’s development? If you already have thoughts about how to use the showcase opportunity at the end of the Lab, what are they? (500 words):

PROJECT DETAILS: PART 3

What questions do you still have about your project? (200 words):

What are the potential challenges of this project? (200 words):

Why is this project important now?  (500 words):

**WORK SAMPLES**

If a writer is part of the team, a script sample of **no more than 10 pages** is requested for each new play/project but is not necessary for classic texts or ones not currently in development.

[You will be asked to upload a file. A pdf or .doc file is fine.]

If there is a full script available, please upload it here. (This is optional and not required.)

[You will be asked to upload a file. A pdf or .doc file is fine.]

If the artists are directors, designers, or actors, work samples can be no more than 5 minutes of video or slide-show pictures. Please submit whatever best represents your work. If you have a link to an online work sample, please include that below.

[You will be asked to upload a file. It will take most file extensions.]

Link to online work sample:

Please indicate below how you would use the $10,000 project budget. This is NOT final, and the budget will be reviewed with Alliance Staff if your project is chosen. It’s another way to show the panel your projects’ financial priorities. Budgeted items could include artist compensation, “commission” fees for generative artists, recording expenses, travel expenses, research expenses, materials fees for design processes and compensation for actors in rehearsals. The Alliance Theatre has a commitment to artist compensation, so please create budgets that reflect that commitment.

[You will be asked to upload a file. It will take most file extensions.]

**THE PITCH SESSION**

Once you've submitted this application, you still have one more step - the pitch.

We will invite everyone who submits to a reception during which each team will pitch their idea to the room.

The idea behind this is multifold. In part, we want to make the process of applying for this program a useful thing unto itself. We can only offer so many opportunities, but we'd like to make everything as useful to artists as possible. Having that two-minute elevator pitch is part of the arsenal of working artist. We'd like to give folks this opportunity to work on theirs.

In addition, we recognize that some people express themselves better on paper and some in person. We'd like to give everyone the chance to work in both mediums so that our judges have a more complete version of your project and group.

Directions for the pitch:

**No more than two (2) minutes.**

Tell us about your project - synopsis, play some songs (if your project has music), give us a sense of you and what you'd want to achieve during your Lab.

Keep it as low tech as possible. This isn't the moment for spectacle. Your passion for your project is more important than anything else.

We'll reach out as it gets closer to confirm everyone's attendance and technical needs.

That's it! You've (almost) finished!

As a reminder, there will be an application reception and pitch session in **February 2020** (an invitation will be mailed to you once we receive your application) and we will notify you of the final selections by the end of **February 2020.**

If you have additional questions, please email donya.washington@alliancetheatre.org