

Shannon Spence

Portfolio: <https://supermegashowoff.com/>

Miller Arts Scholars Minigrant Proposal Fall 2018

October 3, 2018

### Going Big: Public Art and Self-Promotion

Entering into my fourth and final year at UVA and my second as a Miller Arts Scholar, I am struck with the urgency of my situation. This time next year I will no longer have access to the support of an art department, professors and classmates, and there will be no large student body as a potential audience. Therefore, this semester I am planning a forward approach to marketing my art to greater UVA.

The first of these exhibitions will be art-chalking around Grounds. In areas of greater traffic and times of events around UVA, I will create large scale (life-size) chalk drawings of my own imaginative creatures to exist side-by-side with the vernacular club chalkings common to our sidewalks. The aim of these drawings will be to engage spaces with fantastic beasts that invite viewers to walk on, photograph, and engage. Eventually, I hope to chalk during the daytime to encourage conversations with passerby and invite other artists to assist in the process.

The second will be bannering. Banners are, again, often seen around UVA but are exclusive to events and for information. In the four permitted spaces bannering is allowed at UVA, I hope to exhibit colorful and fantastic drawings (again, of imaginative animals and beasts) to engage the everyday student, faculty, employee and passerby of UVA in the art world. If this proves successful, I hope to gain permission to display the banners elsewhere. Each banner will include a reference to find more of my work. Pictured below is the first of these banners with more designs forthcoming.

Lastly, I hope to expand into smaller modes of self-promotion that also merge with everyday student life at UVA. I plan to create vinyl stickers to promote my work that will hopefully be placed on laptops and permitted places around Charlottesville. These stickers will direct people to my website and Instagram to establish an audience that will continue to see my work once I leave this city. In the end, all these efforts of self promotion will not only help me as an artist to gain exposure, but will also beautify our Grounds and engage the non-art population of UVA.



*Cerberus*. 2018. Printed cotton.

### Schedule

October 13:	Banners ordered
October 20:	First Public Chalking
October 27:	First banner displayed, second chalking
November 10:	Stickers ordered
November 10 - December 31:	At least 2 more public chalkings, distribution of stickers, 1 banner displayed every 2 weeks

Budget

<b>Item</b>	<b>Cost</b>
<a href="#">Prang Freart Large Drawing Chalk, 12 pack</a> (5 packages)	\$79.25 <i>\$15.85/each</i>
<a href="#">Roll of 3" x 3" White Vinyl Custom Stickers</a> (100)	\$207.80
<a href="#">Vinyl Banner w/ Grommets (4' x 6')</a> (3)	\$205.44 <i>\$68.48/each</i>
<b>Total</b>	<b>\$492.49</b>