

Marketing Plan, 2014
cloudbreakart.com
cloudbreakproductions@gmail.com

Bea Ogden: 2MC: AAd 610
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Table of Contents



Introduction	2
Culture & Climate	3
Social Media Plan	6
Goals & Objectives	
Desired Outcomes	
Implementation	
-Budget	
-Personnel	
-Resources: Materials and Supplies/Technological resources	
-Timeline	
Evaluation	
-Qualitative & Quantitative	
-Effectiveness	
-Future	
Product Differentiation	14
Goals & Objectives	
Desired Outcomes	
Implementation	
Identify the Competition	
Develop & Launch New Brand Identity & Logo	
Make the Tangible Real & Demonstrate a Variety of Value	
<i>Stand-Out while Fitting-In</i>	
Evaluation	
Global Communication Strategy	18
Goals & Objectives	
Desired Outcomes	
Implementation	
-Budget	
-Personnel	
-Resources: Materials and Supplies/Technological resources	
-Timeline	
Evaluation	

Introduction



Cloud.Break: Curating Sanctuary

The Mission of Cloud.Break is to create sacred space filled with art that weaves a transcendent and powerful narrative. Working with visionary artists, sculptors, photographers, installation artists, musicians, and live painters, Cloud.Break creates unforgettable interactive spaces where dialogue and healing occur.

I founded Cloud.Break in 2010 because I saw a need for sacred art-filled sanctuary that upheld certain values: safe space, self-expression, drug-free, comfortable, playful, interactive, and community focused.

Cloud.Break creates a space where participants can relax, sit, create, meet each other, talk, and play games.

One our sustaining rituals is this:

- (1) take a stick of incense & light it
- (2) walk in a circle
- (3) think good thoughts to the Universe

We do this about once an hour to maintain mindfulness about the values we uphold in the space we create. Festival attendees will often stop in at the Cloud.Break gallery and ask if they can perform this ritual, we always say, "yes."

The following is the Cloud.Break 2014 Marketing Plan

- (1) Social Media
- (2) Product Differentiation
- (3) Global Communication Strategy

Social Media Plan: an interconnected platform of Facebook, Vimeo, and the cloudbreakart.com website to promote via short films and bio-pics.

Product Differentiation Plan: capitalizing on brand identity to make the tangible real and position Cloud.Break to *stand-out* while *fitting-in*.

Global Communication Strategy: *Black Rock Arts Fund Grant*, codified key marketing messages that will be reused and reinforced in different arenas.

Goals: generate greater community awareness of Cloud.Break, promote Cloud.Break and affiliated events, generate a larger client roster.



Economic, Cultural, & Demographic Trends

Cloud.Break is hired to produce interactive art installations, provide arts and workshop programming, and to stage live painting demonstrations. The average cost of hiring Cloud.Break is \$1,200 for a three day event. Most of the individuals that work with Cloud.Break are volunteers; however, each member of the Cloud.Break team is secured free entry into the event, two hot meals per day, and compensated travel expenses, which equates to a value of \$250-\$300 per person, the average size of the Cloud.Break crew is between 12-20 individuals, hence, the total cost for hiring Cloud.Break for a three day festival is around \$6,000 total. The average cost for a three-four day electronic dance music (EDM) festival ticket in Oregon is \$200; the average festival hosts 1,000 to 8,000 attendees. Total festival production budgets range from \$65,000 to \$250,000.

Cloud.Break offers an interactive artistic experience and space that is unique, innovative, and complimentary to the live music production offered at a festival. Within the West Coast Festival culture, art installations are an expected component of the purchased experience. Cloud.Break is one of a few arts collective in Oregon that installs gallery spaces and produces live art demonstrations. Most individuals that attend electronic music festivals on the West Coast live in Washington, Oregon, or California, though individuals from around the country, and sometimes internationally, attend as well. Most festival attendees are between 18 and 35 years old, and include over 3.5 million people globally, "who are young, highly inclined toward purchase, technologically facile, with significant disposable income,... making... [them] the most marketable crowd in history." (Lashbaugh)

EDM festivals are one of the fastest growing markets on the globe, according to the Massive Advisors, August 2013, published White Papers examining economic growth, "the data shows that rock 'n roll had a total of 360,000 listeners and 3.7 million tags. Hip hop, by comparison, had a total of 65,000 plays and 351,000 tags. Electronic music, though in its infancy relative to rock 'n roll and hip hop, had total listeners of 504,000, with total tags at 3.7 million" (Langdon and Lai (2013) p. 3).

They further illustrate the economic power that is the blossoming EDM festival marketplace, "the EDM genre and festival market are global, with the fans having robust and similar demographics regardless of country of origin. The \$4.5 billion festival market is composed of 18 to 35 year old men and women with significant disposable income, often non-locals traveling to far off destinations for festivals." (Langdon et al (2013) p. 3).

Culture & Climate



Audience & Product

For Human Nature Music and Art Festival, the Cloud.Break audience will be composed of the festival attendees; however, since the facets of the installation are mobile, the potential audience members are nearly unlimited. Cloud.Break, in general, does not charge an admission fee to individuals, but is hired as a programming option by event producers to contribute to the over-all experience of an event. Furthermore, Cloud.Break often re-exhibits and re-installs works in public spaces for free.

For Human Nature Music and Art Festival, the participants will include the festival attendees; as part of the pre-festival online experience festival guests will be encouraged to prepare for the opportunity to interact with Cloud.Break installations. Festival guests will be encouraged to bring objects for the pop-up museum, encouraged to bring clothing to modify for the DIY costuming workshops, encouraged to consider the meaning of Safer Sex & Consent, encouraged to participate in the dialogue of what is “Best Self,” encouraged to bring Flow Art props and create new ones, and encouraged to set intention to participate and help finish art installations that invite their contribution.

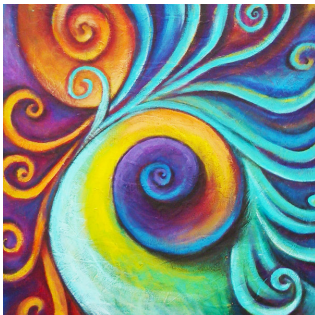
In many festival environments there is an accepted duality between producers and consumers; Human Nature Music and Art Festival in tandem with the Cloud.Break encourage festival guests to reconsider this accepted binary. Furthermore, coming together to dance, drink tea, practice yoga, contribute to a large scale collage, and consider the importance of consent are the building blocks for sustainable and successful communities. Cloud.Break curates art-filled drug-free sanctuaries: the Cloud.Break Experience invites participants to embrace their creativity and ingenuity in a sober-space, which can be a safe haven for many in a festival environment.

Product: The Cloud.Break Interactive Visionary Art Experience (“Cloud.Break” for short) is a collection of interactive art installations and workshops. The Cloud.Break Experience is housed in two geodesic domes, a 24 foot and an 18 foot dome. The 24 foot dome acts as the primary gallery and studio space housing: paintings & art workshops and community gatherings. The 18 foot dome will house an elemental altar and small stage for movement workshops including: a Balinese Monkey Chant gathering, an Introduction to Blues Dance class, a Vinyasa Yoga class, a Tai Chi class, a Flow Arts class, an Introduction to Reiki class, and a Belly Dance class. The Cloud.Break theme, for this year, is Elemental Magic Caravan, which aesthetically utilizes a colorful palette and repetition of patterns. Cloud.Break’s programming and interactive installations are intended to offer participants multiple entry points to explore not only interactive multisensory art, but also an introduction to craft/maker innovation.



Price, Place, & Promotions

Price: Forbes recently reported on the highest paid EDM producers globally, Tiesto can earn up to \$250,000 playing a single set, which often lasts no longer than 70 minutes. Calvin Harris, who a few years ago was bagging groceries in his native Scotland, is currently the highest growing DJ on the globe and earns \$46 million annually. In comparison to the cost of bringing a full line-up of headliners for a three night/four day festival, which is the most expensive budget item for an EDM festival, Cloud.Break programming is a very affordable purchase. For each night of a festival, there are, traditionally, 2-3 headliners, and most EDM festivals have, at least, 2 main stages, which equates to hiring 12 to 18 headliners for a single festival. Since Cloud.Break is hired by event producers to create interactive art spaces, the cost of attending a Cloud.Break event is built in to the ticket price for the festival attendee.



Place: Cloud.Break embraces and embodies mutability, which allows the organization to keep costs low. The domes that are used at events to house programming and art installations are kept in storage in garages when not in use. The art that is exhibited is either returned to the artist if not sold at the event, temporarily exhibited at a gallery, or kept safe at Cloud.Break administrator's homes.

Promotions: When producing a large scale installation for an EDM festival, Cloud.Break works within an agreed upon budget with the festival co-producers; however, to help promote the Cloud.Break brand the organization will assist smaller events with art installations free of charge as long as the Cloud.Break brand is highlighted in all promotional materials and featured on the event website. Since Cloud.Break cares for and owns a wide variety of art installations that do not require extensive installation work, the organization feels it is beneficial to maintain strong community ties and reaffirm community presence by working with smaller events in this manner. Furthermore, the Cloud.Break audience is a social media driven, collaborative, community focused group and utilizing social media, word-of-mouth, and brand positioning promotional platforms is essential to the Cloud.Break method. Social media, particularly utilizing videos and photography are essential to promoting the Cloud.Break brand.

Social Media Plan



Facebook, Vimeo, & cloudbreakart.com

Goals & Objectives

Utilizing Facebook, Vimeo, and the cloudbreakart.com website create a strong internet presence that links these three outlets to each other. Furthermore, to utilize these three platforms to advertise not only for Cloud.Break, but also for Human Nature Music & Art Festival, Duality, and other events Cloud.Break is affiliated with.

Desired Outcomes

The desired outcome of the social media campaign is to develop a stronger online presence for Cloud.Break, to engage with the public already interacting with social media, to optimize search engine placement, and to showcase videos that promote the artists Cloud.Break represents, the events Cloud.Break works with, and the organization, generally.



Budget

minimal overhead, potentially purchase a new camera. Main investment is time and skills.

Personnel

Filming and editing will be completed by me; artist and administrator input would be greatly appreciated. Individuals that are subject of bio-pics will work collaboratively with me to create their 3-4 minute bio-pics.

Resources

Camera, editing software, Vimeo Channel, YouTube Channel, Facebook page, artist, administrators, and creative contribution.



Implementation

The primary informational tool will be in the form of enjoyable short films that

- (1) showcase Cloud.Break as an organization
- (2) provide a creative bio-pic featuring a Cloud.Break artist or Cloud.Break administrator
- (3) showcase an event that Cloud.Break is instrumental in creating.

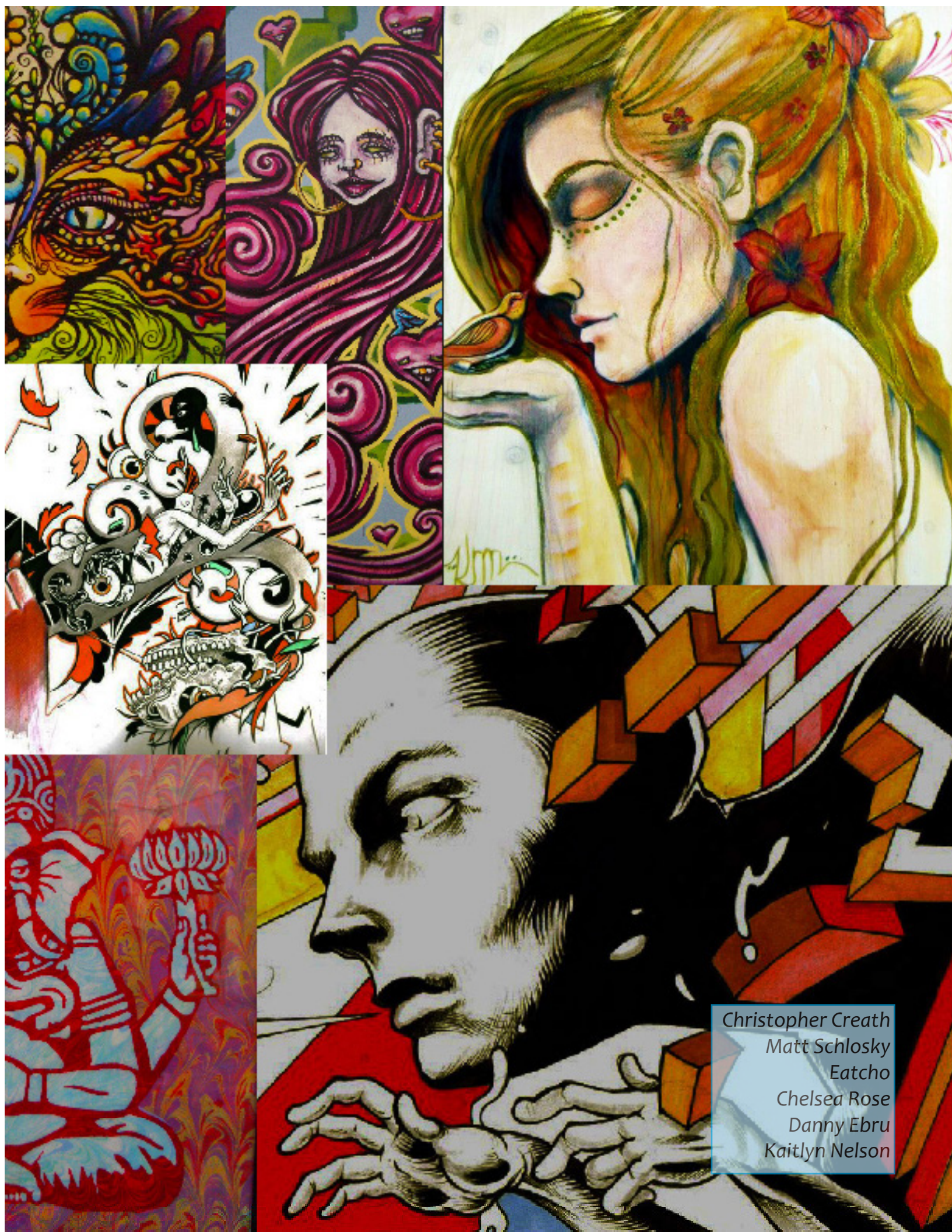
Site Management: Updates Facebook site, Vimeo site, and cloudbreakart.com site. Link and share “links” that direct traffic between these three sites. Implement working links between the Human Nature Festival site and the three primary Cloud.Break sites. Implement working links between the Duality, Mischievous Productions, and Living Prism sites. Upload and share videos, particularly, across the three platforms.

Videos to carry Key Messages: Upload and share *The Golden Serpent: Kundalini Rising* video produced for Media, Marketing, and Communication. Each video will open with Cloud.Break logo and will close with Cloud.Break website; bio-pics will act as commercials, essentially communicating “when you hire us we create interactive art experiences that include these amazing artists.”

Artist Biopics: Film, edit, and post bio-pics for artists including: Eatcho, Lucid Optic Lab, Matt Schlosky, Kaitlyn Nelson, and Christopher Creath. Upload and share artist bio-pics. Have each artist share bio-pics on their websites and social media networks.

Administrator Biopics: Film, edit, and post bio-pics for Cloud.Break administrators including: Katherine Boughton, Blake Stillyes, Jordan Reed, Baron von Tollefson, and Patrick Harris. Upload and share administrator bio-pics. Have each admin share bio-pics on their websites and social media networks.





Christopher Creath
Matt Schlosky
Eatcho
Chelsea Rose
Danny Ebru
Kaitlyn Nelson



Timeline

June 2013: Collected footage at Human Nature Festival 2013.

January 2014: Edited Footage and Still for The Golden Serpent: Kundalini Rising.

-Agreed to install Human Nature Festival 2012 Mural for the Duality Event 3/29/2014, and to be featured as primary contributing art collective on event collateral.

February 2014: Finished and published The Golden Serpent: Kundalini Rising.

-Listed as featured Art Collective on the Duality Event 3/29/14 website with link to Cloudbreakart.com. Logo printed on Duality 3/29/14 flyers.

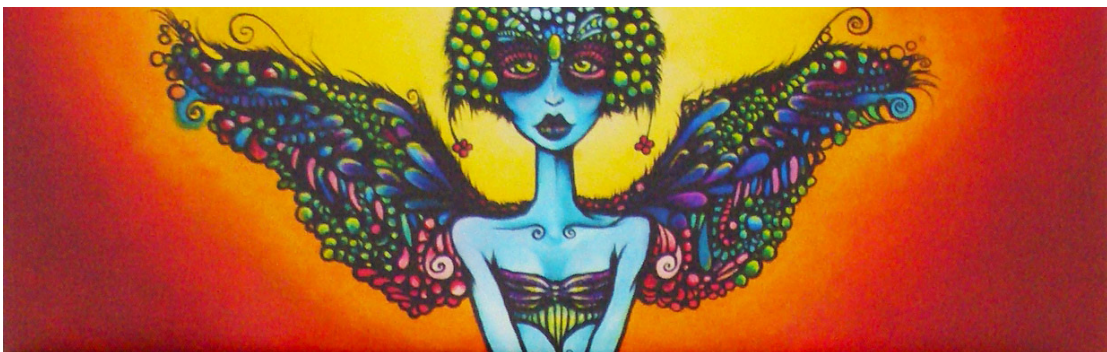
March 2014: Shared on Facebook, Vimeo, and Cloudbreakart.com site: generated conversation on social media sites and “shares” of video on social media site.

-Provided video to producers of Human Nature Festival to be featured on the Human Nature Festival website when launched; furthermore, provided mini Cloud.Break gallery to be featured on the Human Nature Festival website with links to Cloud.Break FB, cloudbreakart.com, and Cloud.Break vimeo channel.

March 2014: Communicated with Cloud.Break administrators and artists about future bio-pic opportunities; future filming schedules to be determined.

May 2014: Film Eatcho (artist) bio-pic and Katherine Boughton (administrator) bio-pic.

-Re-launch The Golden Serpent: Kundalini Rising on FB to promote Human Nature Festival 2014.





June 2014: Final edits and publish Eatcho and Katherine Boughton bio-pics, publish on vimeo, share on FB, and feature on artists/administrators person websites/blogs.

-Re-launch The Golden Serpent: Kundalini Rising on FB to promote Human Nature Festival 2014.

July 2014: Re-launch Eatcho bio-pic, Katherine Boughton bio-pic, and The Golden Serpent: Kundalini Rising on FB to help promote Human Nature Festival 2014.

-At Human Nature Festival film footage for mini festival documentary:

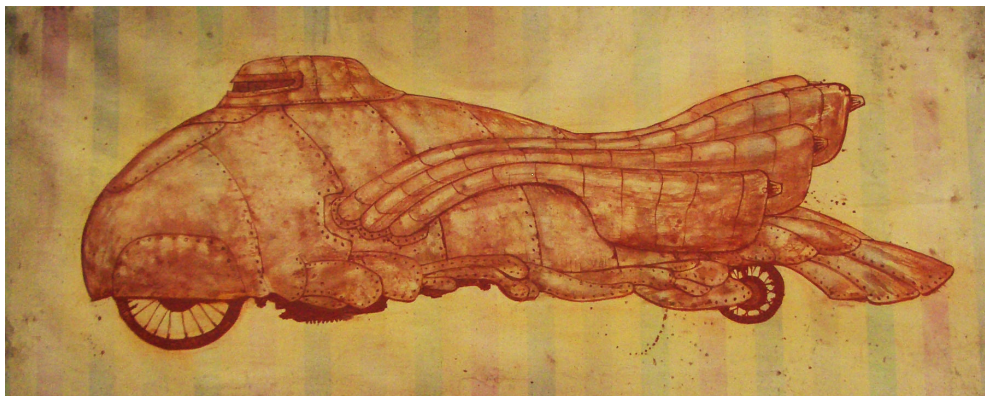
1. Interview attendees, particularly when interacting with Cloud.Break art installations.
2. Film music performances.
3. Film dance/yoga workshops at Cloud.Break domes.
4. Film art workshops in Cloud.Break domes.
5. Film Live Painting by Cloud.Break live painters.

August 2014: Begin editing footage from Human Nature Festival 2014.

October 2014: Final edit/production of HNF 14 mini-documentary; publish on vimeo, FB, HNF website, Every Element LLC (main producers of HNF) website, and cloudbreakart.com.

October 2014: Establish future film schedule for Cloud.Break artists/administrator bio-pics.

-In support of HNF 14 mini-documentary, re-release The Golden Serpent: Kundalini Rising and artist/administrator bio-pics via FB.





Evaluation

Quantitative Data

Utilizing Google Analytics, to evaluate quantitative data, I want to see when spikes occur on the cloudbreakart.com site and if they correlate with the launch/re-launch of videos on social networking sites; hopefully, there will be a correlation.

Qualitative Data

Facebook, particularly, embraces a method of word-of-mouth advertising through “likes” and “shares.” I am interested to see who “likes” and “shares” the videos posted on FB and if these numbers can be increased by encouraging artists and administrators to actively repost videos on certain days during certain hours. Furthermore, the “comments” act as testimonials and demonstrate how the videos are being received and what details of the videos are most impactful.

Effectiveness

The primary measure for effectiveness for the social media strategy is to encourage traffic to the cloudbreakart.com site through Facebook and Vimeo; furthermore, a primary goal is to have the Cloud.Break logo become recognizable. When posting on Facebook, my user ID is the Cloud.Break logo; the banner is dedicated to events Cloud.Break is currently working on. When the videos are launched on Facebook, the static image is always the Cloud.Break logo: repetition leads to recognition.

I employed this tactic only a couple of months ago, and I am already starting to see results: individuals on Facebook are “liking” the Cloud.Break logo, and following it to the cloudbreakart.com site. Furthermore, I have friends who are professional designers commenting that they think the logo is really strong.



I posted *The Golden Serpent: Kundalini Rising* video at a recommended social media “hot” time (Thursday at 1:30 PM) and individuals viewed the video, commented, shared, and liked it, which recommends that short films are an exceptional way to advertise for Cloud.Break and other arts organizations. Interestingly, I was at an event in Portland, about a week after posting the video, and my friend approached me and commented that he enjoyed the video and asked me when/where I had created it, which allowed me to encourage word-of-mouth marketing.

Future

The potential for bio-pics and mini-documentaries is enormous and that is why short films are so valuable to organizational identity. I have identified a number of artists I currently work with, and administrators who contribute to Cloud.Break, whom are excited to embark on the bio-pic adventure. The artists I mentioned above are only 5 of the 30 artists I am connected with in Portland, alone; including California, there are, nearly 65 artists I am networked with, many of whom I have worked with.

The network is in place, creating and distributing the bio-pics to help promote Cloud.Break as a collective and organization will take time, but, ultimately will be an exceptionally valuable investment: establishing an interconnected and robust Vimeo site is of paramount importance. For the near future, migrating the Vimeo videos to populate a YouTube channel will be useful, since a larger audience is familiar with YouTube.



Product Differentiation



Goals & Objectives

The goal of the Product Differentiation Strategy is to help create a more recognizable brand for Cloud.Break; furthermore, to make the logo and brand identity a commonly recognized trope in the Portland, OR, art and electronic music community. Cloud.Break also hopes to utilize the Product Differentiation Strategy to help garner a larger client base throughout the West Coast and beyond.

Desired Outcomes

Make the Cloud.Break brand and logo recognizable icon in Portland, OR, and, to generate a larger client roster.

Implementation

1. Identify the Competition
2. Develop & Launch New Brand Identity & Logo
3. Make the Tangible Real & Demonstrate a Variety of Value
5. *Stand-Out while Fitting-In*

Step 1: Identify the Competition

Cloud.Break has identified Nomadic Events as a competitor: their mission is “We love music, art, design, and performance. As a collective we strive to bring these elements together to create spaces that offer unique and beautiful atmospheres.” (nomadicevents.com/) As an arts organization they offer sound, music, digital projections, performance, fashion shows, and archival photography and video packages. There is overlap in what Cloud.Break and Nomadic Events offer but the difference is inherently in participation: Nomadic Events is focused on stage design and performance, while Cloud.Break is focused on interactive art installations, curatorial arts, art programming, community gathering, and live painting. Furthermore, Cloud.Break works in geodesic domes while Nomadic Events works on stages provided by events. However, Nomadic Events and Cloud.Break will approach similar events to secure clients and contracts. Identifying competitors is akin to identifying audience, Nomadic Events and Cloud.Break appeal to the same audience.



Art. Music. Beautiful spaces.

Product Differentiation



Step 2: Develop & Launch New Brand Identity & Logo

There is a distinct difference between a brand and a product; a successful arts organization will offer a variety of products aligned under a strong, and simple, brand. A brand demonstrates identity, culture, community, and history; a brand makes the intangible experience a marketable product; therefore, while a product and a brand are different beasts, they must work together in support of each other for a successful marketing campaign. The Cloud.Break brand can be encapsulated in a single phrase, comprised of two words: “Curating Sanctuary.” In combination with the Cloud.Break logo, “Curating Sanctuary” is the tagline of the Cloud.Break brand. Unpacking these two words reveals that the mission of Cloud.Break is to create art spaces where people feel safe: this is the identity, culture, community, and history of Cloud.Break. The power of a brand lies not only in the loyalty generated by the brand community, but also in the perceived future success of the organization.



A strong brand is a method of creating differentiation because of the message contained in the symbolism. Ancil illustrates that a brand can create a “halo effect” by generating a positive view of a product, or an organization, by diminishing negative attributes because of the loyalty established by the brand community (Ancil, 2008, p. 33). The “halo effect” is one manner a strong brand can demarcate inherent value: recognizable brands are associated with value, hence the term name brand. Cloud.Break has created and launched a succinct and recognizable brand and logo; Ancil addresses two methods commonly used to deploy brands: “repetition,” and “affective conditioning” (Ancil, 2008, p. 43). Repetition is simply using the same brand and logo as often as possible; and, affective conditioning is affiliating the brand and logo with positive imagery: Ancil asserts that both methods are effective. Cloud.Break works within a specific target community and audience, hence it is affiliated with these constituents, repetition comes from using the brand and logo on promotional material; and, affective conditioning is achieved by working with a community for many years.

Cloud.Break has launched the new brand and logo via print, online resources, social media platforms, and on promotional material.

Product Differentiation



Step 3: Make the Tangible Real & Demonstrate a Variety of Value

A strong brand creates a unifying symbol that creates a unified community, tied to a history, and a message: a strong brand helps in making the tangible real. Arts organizations are not necessarily offering a specific product, but are offering an experience: visiting a museum, enjoying a play, or dancing to music. It is a difficult task to differentiate the value of intangible memories because the value is in the experience. The memories, stories, and conversations, are the shared experiences that encapsulate the Cloud.Break brand. An avenue of differentiation that Cloud.Break embraces is in demonstrating this intangible product using promotional material, testimonials, and a web presence. Cloud.Break demonstrates that it is precisely the unique intangible experience that is offered through interactive art worlds and art programming that differentiates it from other arts organizations: curating sanctuary is not the modus operandi of competitors, but that is the intrinsic value of the Cloud.Break experience.



Cloud.Break is consistently looking for new methods of innovation by encouraging artist collaboration, challenging artist vision, and creating opportunities for interactivity. During the first years of exhibition, the Cloud.Break gallery space embraced a more traditional model where artists exhibited their original works; however, starting in 2012, Cloud.Break decided to depart from this model of installation and, instead, established a narrative and then invited artists to work in teams to create an original piece that would embody the theme. The 2013 Cloud.Break exhibition brought together sixteen artists, broken into seven teams, and each team took on the task of illustrating their original narrative of one of the seven Chakras. The seven pieces, en masse, told the entire story of the yogic philosophy of the energy systems of the body, and, singularly, each piece portrayed a unique perspective that was birthed from the work of at least two contributing artists. This represented an embrace of collaborative creative process, and many pieces contributing to a whole; the resulting gallery aesthetic was a cohesive and unique narrative that embodied collaboration, spirituality, community, and the concept of sanctuary.

Product Differentiation



Step 3: *Stand-Out while Fitting-In*

Cloud.Break embraces a variety of avenues to stand-out while fitting-in, particularly, Cloud.Break utilizes geodesic domes which are unique transformable spaces that are aesthetically innovative. Furthermore, Cloud.Break focuses on interactivity and collaboration as key curatorial factors in designing and creating art objects. Lastly, Cloud.Break offers a variety of arts programming and energy workshops to compliment the interactive art world. The Cloud.Break experience pulls together many objects, incorporates many people, and encourages innovative experience, which demonstrates that Cloud.Break is a valuable investment for event producers, there are few other organizations that weave together so many unique concepts.



For future clients, Cloud.Break will create an interactive on-line menu. Each piece of the Cloud.Break puzzle is a stand-alone item, and customers will be able to choose precisely how they want to invest their budget. The creation of the on-line interactive menu demonstrates two key aspects of the Cloud.Break brand:

1. it demonstrates dialogue and interactivity, which is at the heart of the Cloud.Break mission,
2. no other arts organization offers this platform

Each item will be assigned a cost, so producers can quickly identify the overall cost of incorporating Cloud.Break into their event budget, which will further empower them as a client.

Evaluation: The Product Differentiation Strategy was developed and launched over the past six months, the longterm effect of rebranding and differentiation are yet to be observed; however, the cloud.break logo has already become more recognizable in the arts & music community in Portland. Furthermore, it has been used extensively via promotional material. The goal for the interactive menu is to generate a larger client roster, results will be tracked over the next 3-5 years.

Global Communication Strategy



The goal of the Global Communication Strategy is to

1. Receive funding from the Black Rock Arts Fund
2. Utilize the Grant proposal in other marketing/sponsorship/grant modalities.

Description

How will the project or program manifest itself physically? What will it look like, sound like, etc? Include description of the artworks size, materials, construction methods, lighting, sound, electronics, etc. If applying for support for a program, describe the program's activities, goals and outcomes. (3000 characters)

The Cloud.Break Interactive Visionary Art Experience ("Cloud.Break" for short) is a collection of interactive art installations and workshops. The Cloud.Break Experience is housed in two geodesic domes, a 24 foot and an 18 foot dome. The 24 foot dome acts as the primary gallery and studio space housing: paintings, the Pop-up museum, "Vitamin Spill" a replenishable sculpture, "Light Lotus" a textile light sculpture, "Analogistics" an interactive sound installation, and "My Best Self Is ____" an interactive didactic sculpture. The 24 foot dome is home to art workshops and community gatherings including: a safer sex/consent consortium, a crotchet gathering, and DIY costuming, mask making, sacred object creation, flow art prop creation, art post card, and seed pod creation programs. On-going programming include: collaborative sacred image collage and late night tea service. The 18 foot dome will house an elemental altar and small stage for movement workshops including: a Balinese Monkey Chant gathering, an Introduction to Blues Dance class, a Vinyasa Yoga class, a Tai Chi class, a Flow Arts class, an Introduction to Reiki class, and a Belly Dance class.

The Cloud.Break theme, for this year, is Elemental Magic Caravan, which aesthetically utilizes a colorful palette and repetition of patterns. The 24 foot dome will have a full dome cover to protect the installations, the 18 foot dome will have a partial cover to protect the small altar. The Pop-up Museum will utilize both shelves and a hanging mobile installed on the interior wall of the dome, where participants will hang and display their museum objects. "Vitamin Spill" (inspired by the work of Felix Gonzalez-Torres), will be installed in hanging baskets, and will invite participants to take and consume a packet of Emergen-C. The "Light Lotus" will be hung from the ceiling illuminating the gallery. The analogue sound installation, "Analogistics," will be installed on the ground and will include an old TV monitor, a small amp, a collection of toy musical instruments, and an effects peddle—and will invite participants to interact and make music. "My Best Self is ____" (inspired by the work of Candy Chang), will be constructed out of dry erase boards and will hang on the interior wall of the dome, and will invite participants to complete the sentence in reflection of what is their best self.

Cloud.Break's programming and interactive installations are intended to offer participants multiple entry points to explore not only interactive multisensory art, but also an introduction to craft/maker innovation. Furthermore, the workshops offered create not only safe space for dialogue, but also sets intention and expectation for the rest of the event. To fill a void witnessed in West Coast festival culture, Cloud.Break is offering Safer Sex/Consent Consortiums: setting expectations, intentions, and holding space for dialogue.

Global Communication Strategy



Location

Where will the work be displayed? When will it occur? How and why was this location selected? Is there admission or other fee to the audience? If no exhibition venue is yet secured, how will you research and select a venue? (3000 characters)

The Cloud.Break Interactive Visionary Art Experience (2014) will debut at the Human Nature Music and Art Festival. The festival has traditionally been hosted at Prindel Creek Farm (95520 E. Five Rivers Rd, Tidewater, OR). However, a strength of Cloud.Break's organizational structure is that mutability and mobility are important elements; therefore, all items utilized in this exhibition (save the packets of Emergen-C that are consumed) can be, and are intended to be, taken to other festivals, community gatherings, events, schools, galleries, museums, health centers, and installation opportunities. Human Nature Festival has been hosted at Prindel Creek Farm for the past two years; however, unforeseen complications have recently developed, and there is a possibility that Human Nature Festival will be moved to Cougar Mountain Farm (33737 Witcher Gateway, Cottage Grove, OR) a permaculture farm featuring an environmental education center located just south of Eugene, Oregon.

Human Nature Music and Art Festival will begin Friday, July 25th, 2014 and conclude Monday, July 28th, 2014.

Cloud.Break has been working with Human Nature Music and Art Festival for the past two years. Each year Cloud.Break designs, installs, and exhibits an original collection of visionary artwork for festival participants.

Cloud.Break does not charge an admission fee to the gallery and workshop space, the entry fee is included in the festival ticket price. The average ticket price for Human Nature Music and Art Festival is \$175 for a four day festival experience, including camping.

Audience

Who is your audience? Who will participate in the projects interactive aspects? How will this audience benefit from the experience of the work? (3000 characters)

For Human Nature Music and Art Festival, the Cloud.Break audience will be composed of the festival attendees; however, since the facets of the installation are mobile the potential audience members are nearly unlimited. Cloud.Break, in general, does not charge an admission fee to individuals, but is hired as a programming option by event producers to contribute to the over-all experience of an event. Furthermore, Cloud.Break often re-exhibits and re-installs works in public spaces for free.

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Global Communication Strategy



In many festival environments there is an accepted duality between producers and consumers; Human Nature Music and Art Festival in tandem with the Cloud.Break encourage festival guests to reconsider this accepted binary. Furthermore, coming together to dance, drink tea, practice yoga, contribute to a large scale collage, and consider the importance of consent are the building blocks for sustainable and successful communities. Cloud.Break curates art-filled drug-free sanctuaries: the Cloud.Break Experience invites participants to embrace their creativity and ingenuity in a sober-space, which can be a safe haven for many in a festival environment.

Interactivity 2014

Project Interactivity

How is your project interactive? Describe the audience's experience of the work. Describe the interaction between the audience and the work. (3000 characters)

The Cloud.Break Experience embraces interactivity on a variety of levels: first, the installations themselves are interactive; second, the installations work together to stimulate multiple sensory avenues, including sight, sound, texture, and taste; third, the installations encourage audience members to interact not only with the objects but also with each other, via dialogue, actions, and in reflection of artifacts. The Pop-up Museum invites participants to not only supply the objects and stories on display, but also encourages participants to reflect on each other's intentions and motivations. "Vitamin Spill" is interactive because participants are invited to take and consume a packet of Emergen-C; furthermore, not only does the sculpture merge a visual experience with a taste experience, but also encourages reflection on why a "Vitamin Spill" versus a "Candy Spill." My intention is to encourage participants to reflect on the physically taxing nature of the festival environment and that health prerogatives are often valued secondary to hedonism. The "Light Lotus" generates ambience, many music stages feature bright flashing lights, "Light Lotus" will sustain soft, calm, and diffused light to encourage interaction and introspection. "Analogistics" incorporates play, sound, interactivity, and cooperation: one person can generate a limited number of sounds, but a duo, or group, could, potentially create a masterpiece working together and experimenting with the sculpture. "My Best Self Is ____" is an interactive didactic sculpture where each participant contributes a concept to a growing dialogue that encourages self-reflection.

The Cloud.Break Experience is not limited to a gallery experience, we offer integrated art classes, community building consortiums, and movement workshops. The programming offered creates further entry points for participants to not only engage with the space, but also with each other. The Safer Sex/Consent Consortium approaches the concept of participation and community responsibility from a thoughtful perspective that is not available in many festival environments. The intention of the Safer Sex/Consent Consortium is to empower individuals, increase awareness, and set an expectation for the community at large that Safer Sex Practices and Consent will be expected and respected; interactivity does not end when the consortium is over, by raising awareness individuals will bring their knowledge to their peers and continue the work. Coming together to enjoy a cup of tea, crotchet, and converse is a timeless ritual that sustains communities and

Global Communication Strategy



creates a sense of family. Cloud.Break offers a plethora of DIY crafting workshops to not only create a space for skill-sharing, but also to create a space where crafters can work together, inspire and challenge each other.

Interactive engagement

How will your project encourage interaction? How will you engage your audience? (3000 characters)

Each installation and workshop encourages interactive engagement in a unique manner. The Pop-Up Museum encourages audiences to not only interact with the process of curatorial work but also to consider the interaction of meaning and object. The “Light Lotus” will help sustain an ambiance that encourages self-reflection and interactive communication by maintaining a calming light source. The didactic sculpture “My Best Self is ___” encourages audiences to interact not only with the white boards but also to read and respond to what other audience members have contributed to the piece. “Analogistics” encourages audience members to interact not only with the sound installation, but also to interact with each other to explore the potential creative power of the installation. “Vitamin Spill” encourages audiences to interact with the sculpture by taking an Emergen-C packet, and to interact with each other in reflection of why vitamins are being offered as opposed to another consumable. The Collaborative Sacred Image Collage will start as a blank canvas, and will become filled with images contributed by audience members. The collage will develop over the entirety of the festival and will eventually consist of many layers of paper. The participants will contribute their piece anonymously but in visual and spatial conversation with the contributions of the other participants; the growth of the piece will develop depending upon individuals contributions. The Late Night Tea Services will provide a space for people to work on art projects and to enjoy conversation over a warm cup of tea.

The workshops will encourage audience interaction in a variety of modalities as well. The Safer Sex/Consent Consortium will be a safe place for participants to share and listen in an encouraging environment. The crotchet and knitting gathering will encourage participants to come together and share skills and personal projects. The DIY workshops will also feature skill and inspiration sharing, a core aspect of the workshops; furthermore, there will be Open Studio times offered throughout the festival so participants can continue to work on their creations outside of a structured class environment. The movement workshops will encourage engagement in a variety of methods as well: the yoga classes create a collective energetic experience, the dance classes similarly encourage participants to relate to each other in a physical manner, the Balinese Monkey Chant is a highly participatory focused group meditation, and Reiki is best experienced in tandem with another.

Global Communication Strategy



Collaboration

Is the project collaborative? In what ways? Who will help you create your art project? If relevant, also discuss briefly the roles of partners or volunteers. (3000 characters)

All of the work that Cloud.Break undertakes is collaborative by nature. The core Cloud.Break administrative team is comprised of the following hardworking volunteers, all of whom act as workshop leads, construction workers, tea servers, gallery hosts, artists, and team members: Baron Vaughn Tollefson, Blake Stellyes, Bennett Fisher, Cameron Bergh, Nichole Jenson, Jordan Reed, Katherine Boughton, Kirsten Muir, Nathan Williams, Patrick Harris, Stephanie Walen, and Samuel Guss. As the founding member of Cloud.Break, I act as Chief Administrative Officer, Curator & Design Director, Grant & Sponsorship Director, Marketing Director, Web Development Director, workshop lead, construction worker, tea server, gallery host, and team member.

Cloud.Break is proud to work with a dedicated group of Portland based artists including: Eat Cho, Matt Schlosky, Arise Rawk, Sam Arneson, Lucid Optic Lab, Andrew Zeutzius, Nemo Boko, and Christopher Michael Creath.

Cloud.Break is honored to work with certified instructors in the healing arts and dance arenas, including: RT McArthur, Lydia Buesseler, and Endi Clark. Furthermore, Cloud.Break is honored to work with local circus artists including Cloud City Circus and Spinning Spades. To help facilitate the Safer Sex/Consent Consortium, Cloud.Break has reached out to the Reed College "Consent is Reed" student group and Planned Parenthood of the Columbia Willamette. We will be in contact with the following companies in search of in-kind donations of materials for (a) programming, or, (b) interactive sculpture supplies: Yogi Tea (tea for tea service), Territorial Seed Company (seeds for the DIY seed pod workshop), and Emergen-C (vitamin packets for "Vitamin Spill"). We will be in contact with the following local arts recycling centers in search of in-kind donations of materials: SCRAP (a creative reuse center), The Rebuilding Center (a recycled building material center), MEC-CA (Material Exchange Center for Community Arts), and BRING (Reduce, Reuse, Recycle, & Rethink).

Furthermore, Cloud.Break is proud to have established strong relationships with Mandala Domes (the company that will be constructing the custom dome cover for our donated 24 foot dome), Every Element LLC, Human Nature Music & Art Festival, and Prindel Creek Farm.



Global Communication Strategy



Project Rationale 2014

Philosophical Statement

What is the fundamental purpose of your project or program, or your Mission Statement?
(3000 characters)

Cloud.Break: curating sanctuary. The Mission of Cloud.Break is to create sacred space filled with art that weaves a transcendent and powerful narrative. Working with visionary artists, sculptors, photographers, installation artists, musicians, and live painters, Cloud.Break creates unforgettable interactive spaces where dialogue and healing occur.

I initiated Cloud.Break in 2010 because I saw a need for sacred art-filled sanctuary that upheld certain values: safe space, self-expression, drug-free, comfortable, playful, interactive, and community focused. Cloud.Break creates a space where participants can relax, sit, create, meet each other, talk, and play games. One of the sustaining rituals that all administrators, artists, gallery hosts, and volunteers perform while working in the Cloud.Break Interactive Visionary Art Experience is this: (1) take a stick of incense & light it, (2) walk in a circle, and, (3) think good thoughts into the Universe. We do this about once an hour to maintain mindfulness about the values we uphold in the space we create. It has become a beloved ritual, and, often, festival attendees will stop in at the Cloud.Break gallery and ask if they can perform this ritual, we always say, "yes."

Cloud.Break has been working with Human Nature Festival since 2012 and has been co-producing events with the Every Element LLC team since 2011. This year, we are focused on creating an art world where collaborative interactive play is the central focus. There will be interactive art installations that can only be completed by audience participation, whether that be providing the art objects themselves, or by interacting with an installation individually or as a group. Furthermore, we will be offering an extensive workshop program both in the 24 foot dome gallery and in the 18 foot dome workshop area.

The aesthetic and philosophical theme for this year's Cloud.Break Interactive Visionary Art Experience is Elemental Caravan: Playing with Nature's Energies. Aesthetically this theme translates into the utilization of many colors and patterns from around the globe and inspired by natural elements; philosophically this theme translates into encouraging the audience to interact with not only the installations and art objects, but also to interact with each other, as a community, to move our concepts and understandings forward.

Global Communication Strategy



Community engagement

How will your project or program engage your community? Why is this work relevant and important to this community? (3000 characters)

Cloud.Break began in 2010; we joined Human Nature Festival in 2012. Each year Cloud.Break creates original interactive art environments and programming to contribute to the festival experience. The community provides feedback to Cloud.Break, and we adapt our art and programming each year to better serve our participants. Furthermore, each year our projects continue to challenge our contributing artists and encourage our administrators to work even harder.

The interactive installations featured this year engage the community on many platforms and offer multiple entry points. The Pop-Up museum encourages participants to act as curators, to discuss and consider what is worthy of display, what story an art object can tell, and how that narrative mirrors the identity of the owner. When installing objects into the exhibition space, participants will experience orienting their art object in relation to others, and will engage in dialogue and reflection about aesthetics, spatial design, and interpretive meaning.

Cloud.Break curates sanctuary and holds space for difficult issues to be discussed. As a woman participating in festival culture I am acutely aware of the need for safer sex and consent consciousness to be at the forefront of community development. Many times I have had to comfort friends, both female and male, because of their experiences with people disrespecting boundaries. Last year, I approached the festival producer of an event I attend, but do not work at, and asked them to incorporate a safer sex/consent dialogue into their event; I contacted them in September 2013, they have yet to respond to me.

I directly approached and called out a sexual predator who is a regular in the festival community, on behalf of, and with permission from, my friend who was made to feel unsafe and preyed upon. I brought to his attention that his actions were being noticed and that it was time for him to conduct a self-inventory and extensive self-reflection. Cloud.Break is stepping up to a plate that many individuals in the festival community do not want to acknowledge: there is a definitive patriarchal power play that exists, and there is little dialogue addressing issues of misogyny, molestation, and rape. There is a common mimetic trope of "consciousness" tossed about in the community, but there is little analysis nor work to support "consciousness" development. Cloud.Break does not hope to deconstruct the entirety of the problem in the festival community, but, because Cloud.Break is sanctuary, and because I have been approached by community members regarding the lack of dialogue concerning Safer Sex and Consent, Cloud.Break will, happily, hold space for Safer Sex and Consent Consortiums. Hopefully, this will generate a trend that will take hold in other festivals and demonstrate the need for Safe Sex/Consent workshops.

Global Communication Strategy



BRAF Mission

How does this project further the mission of the Black Rock Arts Foundation? (3000 characters)

The mission of the Black Rock Arts Foundation is to support and promote community, interactive art and civic participation.

Cloud.Break creates spaces where communities develop and refine themselves, where interactive collaborative art is valued and experienced, and where civic participation is embraced through dialogue, workshops, and community gatherings. The mission of Cloud.Break is to curate sanctuary, to hold art-filled interactive space where healing and dialogue can flourish. Furthermore, the mission of Cloud.Break is to engage our community, listen to their feedback, and adapt to fulfill their needs. The vision of Cloud.Break is not simply to work in the festival community, but also to expand our reach to include community organizations, schools, and health centers. Curated sanctuary that embraces the healing nature of play, creation, and collaboration are wonderful programming options to offer as large an audience as possible. The Black Rock Arts Fund Grant will enable Cloud.Break to reach this audience because we will become a self-contained programming and interactive art experience. Each sculpture, housed within our dome, can be re-installed by itself; each workshop we design can be taught by itself; and, the dome can be reassembled to house a new generation of sculptures and programs. Working in the festival environment has taught us the value of plasticity, communication, and creating composite environments; we intend to curate sanctuary for as large an audience as possible and the Black Rock Arts Fund Grant will make this possible.

Funding 2014

Funding Request

How much funding are you requesting for the project described in this application? Enter a whole dollar amount. 7,657

Funding Need

How will you use your funding from BRAF? (1000 characters)

The Cloud.Break Interactive Visionary Art Experience will use the BRAF grant to pay for the following budgetary items: transportation-\$301 (gas for five vehicles), operations-\$103 (light bulbs, an extension cord, and zip ties), administrative fees- \$725 (five compensated positions), workshop materials- \$158 (printing for safer sex/consent pamphlets, yarn, cloth, masks, and soil), sculpture installation materials- \$369.50 (clips, tomato cages, Plexiglas, musical toys, and Emergen-C Packets), and to design and purchase a custom 24 foot dome cover from Mandala Domes for \$6,000. Cloud.Break's total budget also includes an 18 foot dome (\$6,300) and the 24 foot dome structure (\$3,200). Our total budget is \$17,157. Cloud.Break has secured the following donations: the 18 foot dome (\$6,300) and the 24 foot dome structure (\$3,200), total donations equal \$9,500; our ask amount is \$7,657.

Global Communication Strategy



Fundraising Plan

How will you raise any remaining needed funding? (1000 characters)

Cloud.Break is actively contacting companies to garner in-kind donations and material support. Particularly, we are contacting Emergen-C for a donation for the Vitamin Spill sculpture. Cloud.Break is also contacting SCRAP, MECCA, the Rebuilding Center, and BRING for material donations to off-set the need to purchase non recycled material. Each Cloud.Break volunteer administrator is donating their time, experience, and material resources to generate supplies for the specific workshops. Sam Guss will provide sound equipment and sound engineering experience. Stephanie Whalen will be donating studio space, cloth, and other raw materials to be used in costume creation, sculpture creation, and decoration. Nathan Williams will be procuring a pop-up tent. Kirsten Muir will be connecting with Orepac to help secure wood donations for the Pop-Up Museum shelves and mobile. We work in tandem with Every Element LLC to raise remaining funds, and, we will approach local companies too.

Other Funding

What other funding sources are you approaching? What other funding have you secured? (1000 characters)

Every Element LLC, the main event producers of Human Nature Music and Art Festival, will assist in fulfilling necessary funding needs, in the past they have provided Cloud.Break with a budget of up to \$1,100. Every Element LLC has generously donated the entire structure of the 18 foot dome, an in-kind donation totaling \$1,800. Cloud.Break will be utilizing materials already owned to create an impermanent dome cover for the event. Mandala Domes traditionally charges clients over \$7,500 to construct a custom 24ft dome cover; they will be donating a portion of their labor to Cloud.Break: our custom built dome cover will cost \$6,000. Cameron Bergh has generously donated the entire structure of the 24 foot dome, a value of \$5,000. The total project budget is \$17,157 we have generated \$9,500 in donations and are requesting \$7,657 from the Black Rock Arts Fund.

Global Communication Strategy



Professional Development 2014

Relevant Accomplishments

Please list your relevant accomplishments. If applying as an arts collective, you may list highlights of your group's achievements, or of the group's members. You may include past projects, your experience with similar projects not your own, corresponding websites or other resources. (1000 characters)

I started Cloud.Break in 2010 in response to a need for a drug-free zone that provides comfort and creative activities. Cloud.Break curates sanctuary and works with visionary mixed-media artists and teachers to provide interactive art experiences and programming. Cloud.Break curated the art dome for EarthDance NW 2011 and organized the workshops offered at the festival. We have worked with a variety of organizations over the past four years, including tattoo artists, local bars, electronic music producers, bands, and local colleges. I am currently enrolled at the University of Oregon working towards my MS in Arts Management; my focus is Museum Studies because I am passionate about designing and producing interactive art worlds that encourage participation, communication, and healing through play. The future of Cloud.Break is as a mobile programming initiative that caters to communities large and small in a variety of environments.

Professional capacity

How will this project grow your capacity as an artist? (1000 characters)

As an artist I will grow because this project will provide interactive art that can be installed for future audiences. The offerings this year were inspired by feedback, and engaging in another round of evaluation will enable us to determine if we are fulfilling our community's needs. I am a graduate student at the University of Oregon working on my MS in Arts Management. I conduct research annotating a collection of impact studies unpacking the effects of arts programs offered in prisons in North America. The study is funded by the NEA and will recommend a national arts policy that includes a Prison Arts program to assist with holistic rehabilitation. Though Cloud.Break is not currently able to offer programming for inmates, we hope to, in the future, be able to serve an audience including youth in treatment facilities. The Black Rock Arts Fund Grant will enable Cloud.Break to be a self-contained and self-sustained interactive art program that curates sanctuary for healing.

Global Communication Strategy



Cloud.Break Interactive Visionary Art Experience: Timeline

Planning:

September 2013: Debrief meeting with Human Nature Music and Art Festival 2013 co-producers. Cloud.Break began researching potential sponsorships opportunities, in-kind donations, and community partners; furthermore, Cloud.Break began to research potential grant opportunities.

November 2013: 24 Foot dome structure was donated to Cloud.Break. Initial conversation with Mandala Domes about the construction of a custom dome cover was initiated.

December 2013: 24 foot dome structure donation was secured. Volunteer administrators were contacted. Black Rock Arts Fund Letter of Interest was submitted and invitation received.

January 2014: Black Rock Arts Fund Grant Proposal finished and submitted. First meeting with Cloud.Break Volunteer Administrators held. Initial contact made with workshop teachers, and outreach begins for in-kind donations, sponsorships, and community partnerships.

February 2014: Follow-up with Human Nature Festival producers, submission of contracts, budgets, and project scope, aesthetics, and programming descriptions. Follow-up with in-kind donations, sponsors, and community partners. Workshop leads develop curriculums and specific material lists. Second volunteer administrator meeting, February 22nd, curriculums finalized. Finalize workshop teachers and receive confirmation contracts from leads. By middle of February, finalize design and contracts with Mandala Domes regarding custom dome cover purchase.

March 2014: Secure in-kind donations, sponsorships, and partnerships. Third volunteer administrator meeting. Begin construction of sculptures: Pop-Up Museum Mobile and Shelving, Light Lotus Sculpture, and Analogistics. Finalize and submit design for 24 foot dome cover. Submit information for Human Nature Festival Website. Launch Cloud.Break/HNF Social Media marketing awareness push particularly regarding interactive sculptural pieces and available workshops. All contracts submitted from workshop teachers, producers, and volunteers.

March 29th, 2014: Exhibition of Cloud.Break Mural, painted in 2012, at event in Portland (Duality) to help promote festival and increase community awareness of Cloud.Break as an organization.

Global Communication Strategy



April 2014: Finish construction of: Pop-Up Museum Mobile and Shelving, Light Lotus Sculpture, and Analogistiscs. Construct “My Best Self is ____” interactive didactic sculpture. Secure source for Emergen-C packets and create paper mache baskets to hold Vitamin Spill. Create installation text to accompany sculptures. Fourth volunteer administrator meeting: finalize workshop descriptions and schedule.

May 2014: Secure donations of Safer-Sex and Consent Consortium materials. Fifth volunteer administrator meeting: finalize collection of raw materials for art and movement workshops. Mandala Domes finish construction of 24 foot custom dome cover, deliver to Portland, OR.

June 2014: Finalize sculptural build for installation. Set-up and test 24 foot dome structure and dome cover. Set-up and test 18 foot dome structure and temporary cover. Finish construction of all installation pieces to be brought to festival.

July 2014: Finishing touches and preparation for Human Nature Festival 2014.

Event:

Wednesday, July 23rd, 2014: arrive on site by 10am, build two domes, install electrical system, floor, furniture and preliminary hanging apparatus.

Thursday, July 24th, 2014: install sculptures, paintings, AV equipment, lighting, and install alter sculpture for secondary dome. Affix labels, signage, and finishing touches.

Friday, July 25th, 2014: Finishing aesthetic and installation touches, admin meeting quick retrain, and orientation with workshop teachers. 6pm: official opening. Workshops begin.

Saturday, July 26th, 2014: open 11am art workshops, kinetic workshops, open studios, and general exhibition.

Sunday, July 27th, 2014: close at 7am. Open at 11 am art workshops, kinetic workshops, open studios, and general exhibition.

Monday, July 28th, 2014: close at 7am, open at 11 am. Art workshops, movement workshops, open studios and general exhibition. Close at 2pm, begin de-installation. Pop-up museum object retrieval, pack art, deconstruct furniture, deconstruct electrical and AV, deconstruct hanging apparatus, final deconstruct domes.

Tuesday, July 29th, 2014: Finish clean-up, and packing, go home.

De-brief:

By Monday, August 18th, 2014: Meet with volunteer administrators for post-event de-brief, discussion, and evaluation.

Global Communication Strategy



Evaluation

Applying for the Black Rock Arts Fund Grant was an extremely valuable experience, and the information that I composed for this grant application will be used as the foundation for the Cloud.Break Global Communication Strategy. I did not receive my funding from Black Rock Arts Fund; however, I consider this more of a blessing than a set-back. The realities of graduate school, work, and a 200-hour internship this summer made the prospect of fulfilling my commitments to the BRAF grant daunting (to say the least). I plan on applying for this grant in the future when I am less over-committed. For a grant such as this, a single large project would best serve the mission of BRAF. The individual installations, described in this document, will be created and a custom dome cover has been designed; however, waiting for a more appropriate time to undertake large art builds is paramount to the success of the installation.



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Eatcho p. 9 & 16. Joe Riso p. 5. Kaitlyn Nelson p. 9. Matt Schlosky p. 9
Nemo Boko p. 6 & 13. Rachel Mandala p. 16. Sam Arneson p. 11

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