

SMoCA Announces Grant

Written by Elizabeth Liberatore

Wednesday, 05 September 2012 10:05 - Last Updated Wednesday, 05 September 2012 10:16

What do you call a room full of innovators, artists, delectable desserts and a judging panel of community members? Why, Scottsdale Museum of Contemporary Art's Good 'N Plenty Grant, of course! This community-generated grant supports projects of the creative and somewhat quirky minds of the Valley. Offered three times peryear, Good 'N Plenty puts fun back into fundraising one grant at a time.



Here's how it works. The judging panel is composed of SMoCA community members who pay \$10 for food and live entertainment. For \$10, these community members can munch down on sweet treats, judge six creatives as they present their unique project and vote for their favorite of the evening. The project with the most votes is awarded the Good 'N Plenty grant, which is comprised of that evening's funds and proceeds from Arm Wrestling for Art.

About a month before each Good 'N Plenty, SmoCa will post a call for submissions. The application process is quick and easy. Encouraging an

element of fun and freedom that other grants might not be inclined to offer; the judging panel will choose six projects to be presented at the

event based on the following criteria:

Conceptual Richness

Does the idea stand on its own whether or not it is ever made? It is a compelling/necessary project?

Baked/Half-Baked

Does the project exemplify time and energy or is it half-baked? The Good 'N Plenty panel is interested in the former, the forming of ideas and the time they take to bake.

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Good

Does the project do good for someone, some thing, a community, a movement, an idea?

Plenty

What will be the impact of this project? Will it address the concerns and interests of the community that is funding it?

The "Fun" is Fundraising

Like any good aesthetic experience, humor has the power to show audiences how two disparate things coming together can create a new

meaning; how does your project use humor to reframe the way we see the everyday?

Does your project meet all of the above qualifications? If so, you may just be the new grantee winner! Mark these important dates in your

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calendar and we will see you at the one'n only, fun 'n funny Good 'N Plenty event!

November 14, 2012: Submissions Open

December 11, 2012: Submissions Close at 12:00 p.m. Arizona time

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December 14th, community members will come to [SMoCA](#), eat sweets and decide on the winner of the grant.

For additional information, visit: <http://smocalounge.com>.