

**Pacific Library Partnership
Innovation and Technology Opportunity Grant Program**

Due Friday, October 10, 2014

Please provide the following information in a Microsoft Word document. Please email the completed form to Wendy Cao at caow@plsinfo.org.

1. Title of Project Central Studio - An Artists' Space
2. Library/Committee applying for funding Santa Clara City Library
Name Morgan Pershing
Email mpershing@santaclaraca.gov
Mailing Address 2635 Homestead Rd Santa Clara, CA 95051
3. Amount of funding requested \$10,000

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The future Central Studio space.

1. One paragraph project summary.

Central Studio - An Artists' Space

We want to transform a portion of our library into an artist's studio. By providing the space, materials, and inspiration for budding artists, we can help foster the arts in our community. Our studio has already begun to take shape in a dedicated portion of the library near our graphic novel wall. Although this section is immensely popular, a lack of space and seating made it crowded and uninviting; we have cleared away old shelving and ordered furniture as well as an easel and two drafting tables. With the addition of this grant, we will provide modern art supplies such as digital tablets and laptops, as well as the standard necessities of drawing pads, pencils and erasers. We will also utilize this space to host workshops about the art of drawing, both on paper and digitally, to build a stronger art community in the South Bay.

2. Explain how this project fits with the library's strategic directions.

Santa Clara City Library's Mission Statement declares our goal to "enrich lives and strengthen our community by providing opportunities for lifelong learning, discovery, and creativity." Our artist's studio would provide the space and the tools to combine both of these endeavors, through interactive workshops and individual study. We envision a space that will allow our community members to collaborate and learn from experienced artists and from each other. In addition to workshops, we seek to provide the resources beginners need to hone their craft, from the simple necessities of paper and pencils, to the more modern artistic equipment of digital tablets and software. Through this endeavor, we hope to provide our community with the tools, both tangible and conceptual, needed to develop their creativity, and instill a love for lifelong learning.

3. A description of the proposed project including the population served and the demographics of that population.

Santa Clara is located in the heart of Silicon Valley, surrounded by tech giants. Almost 40% of our residents are recent immigrants, many of whom work for these companies. As a result, local schools and industries place a heavy emphasis on science and math, resulting in cuts to art funding and a closure of many artistic venues. The few art classes remaining in community centers charge upwards of \$100 for admission, and those wishing to study art at a local university must pay prohibitive tuition, ranging between \$3,000-\$16,000 per semester. Art is a vital outlet for human creativity and expression, and our community lacks affordable venues for those wanting to explore and develop their artistic abilities. Art and technology do not need to be at odds. Our project demonstrates ways that art and technology can be united to foster creativity and computer literacy through digital drawing tools and workshops. By inviting local illustrators and artists to hold classes at our library, we can demonstrate the value of art and cultivate the talents of aspiring artists.

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4. The goals and objectives of the project.

The Central Studio will create a vibrant community of artists and art enthusiasts by transforming a cluttered and unappealing area into a dedicated space for art in the library. We will expose patrons to new artistic avenues through our digital tools and workshops and provide a venue for local artists to teach and hone their craft. The graphic novels which inspired this project are a unique mode of expression, uniting visual art with traditional storytelling. We hope to accomplish the same vision with this project, proving that libraries are not just places to read --they are places to create. This project will open doors to new community partners as we will work with a wide range of local artists and art communities. We also hope to reach out to other libraries by documenting our best practices to share through a presentation at CLA.

5. The project timeline (activities).

Month 1

- Purchase computers, tablets, and art supplies
- Begin contacting local artists and art instructors to develop workshops and classes

Months 2-5

- Hold 3-6 art programs/classes.
- Publicize the new space

Month 6

- Evaluate successes/improvements needed
- Evaluate how the space is being used, make adjustments

6. The evaluation of the project.

Project outcomes include:

- Patrons who attend the workshops will learn new artistic methods and techniques.
- Increased library use from local artists and art enthusiasts
- Local artists and instructors will gain increased attention from the local community.

Outcomes will be measured by:

- Surveys administered at programs and through social media
- Interviews with local artists and instructors

7. The project budget.

- \$400 2 Wacom Digital drawing tablets
- \$600 2 Dell laptops for editing and sharing works created on the Wacom tablets
- \$2,000 Art supplies, including drawing clipboards, charcoal pencils, colored pencils, erasers, sketching pencils, pastels, ink and ink erasers, etc.
- \$5,000 Booking fees for local artists and instructors to hold workshops and Classes
- \$2,000 Publicity (advertising, signage, etc.)

Total: \$10,000