

New submission from 'Fall 2016 Funding Application'

Cynthia Post Hunt <inverseperformanceartfestival@gmail.com>

Sat 10/1/2016 4:11 PM

To: Funding Request <fundingrequest@experiencefayetteville.com>;

 2 attachments (416 KB)

57f0266389472-ExpenseBudget.pdf; 57f026638a07e-Inverse 2016 Media_.pdf;

You have a new submission.

Name of organization

INVERSE Performance Art Festival

Year organization was established

2016

Address

[421 N Willow Ave](#)

City

Fayetteville

State

[Arkansas](#)

Zip

[72701](#)

Project Title

Inverse Performance Art Festival

Frequency

Annual

Primary Contact

Cynthia Post Hunt

Email

inverseperformanceartfestival@gmail.com

Phone

831-238-2434

Start Date

03/30/2017

End Date

04/01/2017

Project Location

Northwest Arkansas - Fayetteville and Bentonville

Amount Requested

15,950

Event summary

[Inverse Performance Art Festival is a three-day festival of performance art located in Northwest Arkansas on March 30-April 1.](#) Organized and curated by Cynthia Post Hunt of Fayetteville, AR and Emma Saperstein of San Luis Obispo, CA, the festival seeks to elevate the medium of performance art and immerse residents in the performative practice through workshops, lectures, panel discussions and open rehearsals. Including artists recognized on local, national, and international platforms, this festival will host a variety of performances with diversity of content and duration. Inverse is educational and collaborative, working with students, emerging artists, and professional artists to exchange ideas and form new connections. The festival consists of nightly programming at venues throughout Northwest Arkansas, and daily programming will activate local art spaces and collaborate and highlight the already existing thriving arts community in Fayetteville. Evening programming will be held at Crystal Bridges on Thursday, March 30, at 21c Bentonville on Friday, March 31, and the new University of Arkansas sculpture building off the trail on Saturday, April 1. The artists are housed by members of the Fayetteville community, creating new relations and deepened connection between visitors and locals.

By drawing on the resources and generosity of our venues, and building on established relationships with many of the individuals and institutions who are actively participating in the growth of the arts in NWA, we hope that in our second year we can foster broader engagement, participation and support for the arts for people of all diversities of race, class, age and gender.

How will funds be used

In 2016, we raised money from local businesses to pay for artists' travel, we received fiscal sponsorship from NWA CAN to accept tax-free donations, we had complete support from every one of our seven venues, we launched a GoFundMe campaign, and we wrote letters of support to our friends and family. With A & P support, in 2017, we will be able to pay our artists for travel and performance, develop a media and advertising budget, and print brochures, signage, posters and other marketing materials and merchandise.

Recognition

If awarded this money, we will include the Fayetteville Advertising and Promotion Commission as a leading sponsor on all of our printed material (brochures, posters, signs), A & P will be listed as a leading sponsor on our website, we will acknowledge the A & P in interviews about the 2017 festival and announce A & P support before every nightly performance. We strongly believe in promoting NWA and A & P's support will play a major role in the success of the festival.

Funding from other sources

At this time, the project has not completed any other applications for funding. We have received several verbal agreements for in-kind donations of venues and staffing for two of our evening performance nights.

prior funding

No, we have not received prior A & P funding for this project.

not funded impact

Without funding, Inverse will find alternate ways to raise money. Last year, we received financial donations from the following local businesses: Dk Designs, Mid America Cabinets, Bordinos, French Metro Antiques, Swift's Jewelers, Shine Salon, and Maxine's Tap Room. We raised over \$300 from our GoFundMe Campaign. In exchange for advertising, The HandleBar provided free bikes to the artists to explore Fayetteville by bike, Foxhole Public House in Bentonville crafted an Inverse cocktail served during the festival, Atelier NDS and New Design School designed our posters and programs, Cannon Mcnair and Kristoffer Johnson documented all the performances and Onyx Coffee Lab provided coffee for the artists. We were hosted by the following venues without charge: Crystal Bridges, 21c Bentonville, Meteor Guitar Gallery, University of Arkansas Sugar Gallery, Fayetteville Underground, Backspace, the Shed, Local Color Studio Gallery, and Lalaland. Funding from A & P will expand and encourage tourism to NW Arkansas and contribute to the broader cultural discourse happening in our county.

budget

[57f0266389472-ExpenseBudget.pdf](http://www.experiencefayetteville.com/images/fundingapps/fall2016/57f0266389472-ExpenseBudget.pdf)http://www.experiencefayetteville.com/images/fundingapps/fall2016/57f0266389472-ExpenseBudget.pdf/home/experiencefay/public_html/images/fundingapps/fall2016/57f0266389472-ExpenseBudget.pdf

Supporting Docs

[57f026638a07e-Inverse 2016 Media_.pdf](http://www.experiencefayetteville.com/images/fundingapps/fall2016/57f026638a07e-Inverse 2016 Media_.pdf)http://www.experiencefayetteville.com/images/fundingapps/fall2016/57f026638a07e-Inverse 2016 Media_.pdf/home/experiencefay/public_html/images/fundingapps/fall2016/57f026638a07e-Inverse 2016 Media_.pdf

INVERSE 2017 BUDGET

Expense	Amount
Videographer to document festival	\$3,000
Photographer	\$2,000
Print materials and merchandise	\$850
Advertising	\$200
Website & slideroom	\$100
Food	\$300
Artist travel	\$3,750
Artist stipends	\$3,750
Post-festival booklet	\$2,000
Total:	\$15,950

Inverse served 350-450 people in 2016

Inverse 2016 Media:

- Northwest Arkansas Democrat-Gazette
- Fayetteville Flyer
- Fayetteville Free Weekly
- KUAF Arts Beat - <http://kuaf.com/post/kuaf-arts-beat-love-interaction#stream/0>

See Articles Below:

Northwest Arkansas Democrat-Gazette (AR)



April 15, 2016

Expanding Art

Inverse Festival turns performance upside down

Author: JOCELYN MURPHY

NWA Democrat-Gazette

Section: What's Up

Page: 74

Article Text:

Artist Cynthia Post Hunt moved to Fayetteville from Chicago a year and a half ago and noticed the lack of a performance art scene, her artistic medium, in her new home. In response, Post Hunt partnered with Dallas artist and curator Emma Saperstein to bring performance artists from all over the country to Northwest Arkansas for a festival that is the first of its kind for the area.

"The main goal was to make this as approachable as possible and to provide the environment for people to experiment," Post Hunt says. "One thing I've wanted to experience [since moving here] is a moment where everyone is connected. The audience will be connected. They'll see the work at all of these venues, but I think it's so rare for everyone to just sit down and acknowledge the vastness of what's going on [in the area]."

On April 22 and 23, local, national and international artists will perform across Fayetteville and Bentonville as part of the Inverse Art Festival, which Post Hunt is hoping will help the community understand what performance art can be. Artist bios and an introduction to their work styles are posted on the Inverse website, but Post Hunt says they didn't want to give too much away about the specific

pieces coming to the festival.

"Part of performance art is the unknown - the unexpected," she says. "You can stop by and check one out, and! then know that the next one is going to be completely different. I don't think there will be anything so far out there that people can't relate to it. You can at least relate to seeing another person. I'm hoping the community takes the time in their understanding of what art is or can be. I think it will be an educational experience for everyone."

Even the performance artists themselves can have a hard time pinning down just what makes something "performance art." L.A. artist Jordan Wayne Long, originally from Bald Knob in White County, is returning to his home state for a performance at Art Night Out at Crystal Bridges Museum of American Art the last night of the festival. Long says performance art is hard to define and can be even harder to assess.

"It can be kind of boring when you [perform] in front of people who are artists," Long says. "I would much rather perform somewhere like Fayetteville than New York. People in big cities get to see art all the time.! It's super fun to see how normal people react to stuff. You get a genuine reaction from people; you're going to find people who have never experienced [performance work] and they're going to get way more out of it. It's fun to try to convince people what you do has merit."

Post Hunt also acknowledges that connection with another person, through a genuine reaction, in her own work.

"My main concern is the connection between me and the viewer. I am really interested in that one-on-one," she says. "A lot of time with performance work, you're demanding the viewer to acknowledge your work. When there's a person performing in front of you, it becomes about that space between you and what's going on there."

But sometimes that connection just doesn't happen. With more than 25 performances taking place during the festival, viewers are likely to find some that resonate with them and some that don't. And Long says one of the most important things to know about performance art is that you're not trapped there.

"It's totally acceptable to walk away from a performance," he says. "If it's not engaging, not doing what it's supposed to, it's completely OK to walk out from it, just like any piece of art. People walk by art in a museum all the time that doesn't touch them, and they stop and spend time with the ones that do, and performance art should be treated the same way."

Post Hunt is hoping the "by the community, for the community" feel of the festival will deepen that connection between the audience and the artists, though. She has local businesses involved at every level from the advertising and funding to providing coffee and transportation to the artists during their visit.

"It has been fully grassroots. I've been here long enough to know how welcoming the area is to art, but I didn't realize how much. We've been so supported by the whole community. A lot of people have come out of the woodwork, and I think that's what's exciting about the network for the future of the performance scene here."

FAQ

Inverse Performance Art Festival

WHEN - April 22-23, all day WHERE - Throughout Fayetteville & Bentonville COST - Most performances free; performances by Jordan Wayne Long and Beverly Fre\$h are part of Art Night Out at Crystal Bridges, \$10. INFO - inverseperformanceartfestival.org

Caption:

COURTESY PHOTO

Los Angeles artist Jordan Wayne Long will perform during the featured Art Night Out event April 23 at Crystal Bridges Museum of American Art. The audience will also have opportunities to socialize with

many of the artists throughout the festival.

Fayetteville Flyer

Inverse Performance Art Festival to debut April 22-23



By [Dustin Bartholomew](#) ·
April 13, 2016

A new performance art festival will make its debut in Fayetteville this month.

The event, called *Inverse Performance Art Festival*, is planned for April 22-23 at several venues across the region.

The festival is the brainchild of local artist Cynthia Post Hunt and her friend and fellow artist Emma Saperstein of Dallas, and will include a variety of lectures and performances from artists all over the country that have worked with or inspired them.

Hunt said it all started when she and Saperstein were plotting to bring mentors and friends Industry of the Ordinary, featuring Chicago-based artists Adam Brooks and Mathew Wilson, to Fayetteville for a performance.

“Once we figured out a way to get them here, we decided we had to throw a party,” Hunt said. “And it just grew from there.”

The idea, she said, was to highlight some of the local performers, while exposing the Fayetteville scene to some of the other things happening around the country.



Industry of the Ordinary

Courtesy photo

“We thought it was important to highlight the artists that we already have working here,” Hunt said. “But also, we wanted to bring in some of the artists we know to show folks around here what else is out there.”

The festival will kick off with a series of performances at 21C Hotel in Bentonville on Friday, April 22. Performers include Industry of the Ordinary, who will be installing a new piece that evening, along with performance/video artist [Emerson Sigman](#), performance artists [Erin Peisert](#) and [Jared Mimm](#), [Anya Liftig](#), Marcella Torres, sound artist [Courtney Brown](#), [Márie Witt O’Neill](#), and local artist and founder of Artist’s Laboratory Theatre, [Erika Wilhite](#).

On Saturday beginning at 8 a.m., a “performance walk” is planned, with artists scheduled at several venues in and around downtown Fayetteville. Performers include [Cassandra Davis](#) and [Julie Gladstone](#), [Entity](#), [GS Broz](#), [Laura Reese](#), [FUPA](#), [Luke Mannarino](#), [Taylor Cleveland](#), [John Chiaromonte](#), and [Wanbli Gamache](#) performing at [sUGAR gallery](#), Fayetteville Underground, Backspace, The Shed, Local Color, and LaLaLand.

The event returns to Bentonville on Saturday night, with a performance by [Beverly Fre\\$h](#) and [Jordan Wayne Long](#) at Crystal Bridges at 8 p.m.

All of the performances are, remarkably, free to attend.

“Performance art can be difficult to describe, and we really want to remove as many barriers as possible so that anyone can see the performances,” Hunt said.

Hunt said several of the performers will carpool on their way to town, and will be hosted by local folks to keep expenses down.

She has raised enough money to cover most of the festival expenses through [local sponsorships](#), but folks who’d like to contribute to the festival may do so through the event’s [GoFundMe](#) page.

A full schedule of performances are listed below. For a bit more info, visit [inverseperformanceartfestival.org](#).

Inverse at 21C Museum Hotel

Date: Friday, April 22, 2016

Time: 4 p.m. – 9 p.m.

Location: 21c Museum Hotel, Bentonville

Schedule of Performances

Ongoing – Emerson Sigman

Ongoing -Industry of the Ordinary

4 p.m. – Erin Peisert and Jared Mimm

5 p.m. – Anya Litfig

6 p.m. – Marcella Torres

6:30 p.m. – Courtney Brown

7 p.m. – Marie Witt O’Neill

7:30 p.m. – Erika Wilhite

Inverse Fayetteville Performance Walk

Date: Saturday, April 23, 2016

Time: 8:00am 6:00pm

Locations: Various locations in Fayetteville, AR

Schedule of Performances

8 a.m. – Cassandra Davis and Julie Gladstone, Location TBD

10 a.m.- Entity, Sugar Gallery (1 E Center Street, Fayetteville)

10:30 a.m. – GS Broz, Fayetteville Underground (101 W Mountain St, Fayetteville)

11:15 a.m. – Laura Reese, Backspace, (541 W Meadow Street, Fayetteville)

11:30 a.m. – FUPA, Backspace, (541 W Meadow Street, Fayetteville)

1 p.m.- Luke Mannarino, Backspace, (541 W Meadows Street, Fayetteville)

1:45 p.m. – Taylor Cleveland, The Shed (546 W Center Street Unit E, Fayetteville)

2:30 p.m. – John Chiaromonte, Local Color (275 S Archibald Yell Blvd, Fayetteville,)

4 p.m. – Wanbli Gamache, Lalaland Gallery (641 W Martin Luther King Blvd, Fayetteville)

Inverse at Crystal Bridges Museum of American Art

Date: Saturday, April 23, 2016

Time: 8:00pm 11:00pm

Location: Crystal Bridges Museum of American Art

Schedule of Performances

8 p.m. – Beverly Fre\$h and Jordan Wayne Long

Free Weekly

Performance Art Festival to Feature International and Local Artists

By Nick Brothers | April 13, 2016



Courtesy Photo Anya Liftig, a performance artist from New York, N.Y., and will be performing during INVERSE Performance Art Festival in Northwest Arkansas April 22 at 21C in Bentonville.

UPDATED: Information about the Art Night Out portion of INVERSE at Crystal Bridges has been added.

Northwest Arkansas will soon be host to its first-ever performance art festival featuring 28 artists from as far as China and as close as Fayetteville. It's also going to be completely free.

Organized by Cynthia Post Hunt and Emma Saperstein of Dallas, Texas, **INVERSE Performance Art Festival** will take place the weekend of April 22-23. The festival seeks to “elevate the medium of performance” in the region through a variety of performances with diversity of content and duration, while highlighting the local arts scene.

What is performance art?

There's not exactly a definitive answer. Performance art is essentially the relationship or engagement between a performing artist(s) and the audience in a fine art context. The performance itself can be interactive, improvisational, or scripted. Most performance art involves space, time and the performer's body. It's also often interdisciplinary, sometimes involving video, technology, sound or props.

Artists will be performing on Friday, April 22 at **21c** in Bentonville, and on Saturday, April 23 at various venues in Fayetteville, including **Backspace**, **Lala Land**, **Local Color Studio Gallery**, **the Shed**, **SUGAR Gallery**, and the **Fayetteville Underground**. There are also a few artist lectures planned for the weekend.

The festival will conclude with performances Saturday evening at **Crystal Bridges Museum of American Art** during Art Night Out April 23. Admission to the "Rock & Roll on the American Road" show will be \$10. Two INVERSE artists, Beverly Fre\$h and Jordan Long, will be performing as part of the event. Long performed here in NWA last year at Bottle Rocket, and he is originally from Arkansas.



Courtesy Photo

Entity, an experimental dance group, features locals April Robertson, Shannon Terry, Avery Martin, and Missy Conry. They will perform at 10 a.m. at the SUGAR Gallery inside the Pryor Center in downtown Fayetteville.

"All of the performances are very sensory, and that's what's beautiful about performance" Post Hunt said. "They're about really taking in not just sight but sound and smell and really engaging

in the space the actual artist is in.”

INVERSE will feature artists from Arkansas, Chicago, New York, Los Angeles, Oklahoma, as well as a live broadcast performance by six artists in Shanghai.

“The performance community is very inclusive and I think people are just so excited to be a part of something new,” Post Hunt said. “The artists who aren’t from Arkansas, I don’t think most of them have been here at all. They’re equally intrigued by what’s going on in this area and who lives here and why. Whatever opportunities there are that weekend, they will be totally open to conversation.”

Wanbli Gamache, a Fayetteville native, will be performing a video installation piece Saturday April 23. His piece will involve video projection and motion sensors, so when attendees enter the performance space there will be a reaction. Some of the themes he wants to explore include the reliance of technology, physical and digital presence and media over-stimulation.



Courtesy Photo

FUPA is a performance art group from Shanghai, China. Their performance will be on Saturday, April 23 at 11:30 a.m. at Backspace in Fayetteville.

“This town is working really well as far as a sense of a laboratory for people to expand and work. The community here has been very supportive and welcoming to local people to try out things people aren’t used to,” Gamache said. “Especially at Backspace with Samantha Sigmon or Sam King at Lala Land. The community here seems to be expanding really well in a good direction, I think that’s because we’re open and interested in experimentation and there’s not a clear cut idea of what exactly the scene of this town is. It doesn’t need to be cemented into one idea.”

The inspiration for a performance art festival in Northwest Arkansas came to Post Hunt — a Chicago-to-Fayetteville transplant — and Saperstein this past December. Both artists are inspired by the works and from collaboration with the Industry of the Ordinary from Chicago, so initially, Post Hunt wanted to just invite IOTO's Adam Brooks and Mat Wilson to perform. After discussing it with Saperstein, the two decided they wanted to throw a party for it to make it something worth coming to. So Post Hunt reached out to Dayton Castleman at 21C to pitch the idea of a performance festival, and he thought it was great.



Courtesy Photo

Industry of the Ordinary, from Chicago, are dedicated to an exploration and celebration of the customary, the everyday, and the usual. Their performance will be ongoing throughout April 22 in Bentonville.

Post Hunt had also collaborated with several of the local art DIY spaces in the area and wanted to involve as many of them as she could, and she found the same enthusiasm for the event from the whole community.

Local businesses have also been very supportive of INVERSE, especially the NWA Creative Arts Network, which has helped raise funds. Foxhole Public House in Bentonville came up with an INVERSE cocktail, The Handlebar in Fayetteville offered bikes for artists and Onyx offered

coffee.

“That’s a beautiful thing about Fayetteville,” Post Hunt said. “The donations have been amazing. We’ve got local members of the community hosting artists as another way to engage and help us save on that expense and help create new relationships. What element has been really important to me throughout the whole process.”

There are also plans to document the festival with photos, videos and bios to be culminated in a book.

For more information about INVERSE artists or the schedule of events, visit inverseperformanceartfestival.org.



Courtesy Photo

Erin Peisert and Jared Mimm, from Shanghai, China are a live art action duo. Using time, space, and their bodies as material they explore the relational aspects of duality, tension, and intimacy in their work. they will be performing at 4 p.m. at 21C in Bentonville April 22.

Schedule of Events

April 22 @ 21C, 200 Northeast A Street, Bentonville

Emerson Sigman – Ongoing

Industry of the Ordinary – Ongoing

Erin Peisert and Jared Mimm – 4 p.m.

Anya Litfig – 5 p.m.

Marcella Torres – 6 p.m.

Courtney Brown – 6:30 p.m.

Márie Witt O'Neill – 7 p.m.

Erika Wilhite – 7:30 p.m.

April 23, located throughout Fayetteville

Cassandra Davis and Julie Gladstone, Location TBD – 8 a.m.

Entity, Sugar Gallery, 1 E Center Street – 10 a.m.

GS Broz, Fayetteville Underground, 101 W Mountain St. – 10:30 a.m.

Laura Reese, Backspace, 541 W Meadows Street – 11:15 a.m.

FUPA, Backspace, 541 W Meadows Street – 11:30 a.m.

Luke Mannarino, Backspace, 541 W Meadows Street – 1 p.m.

Taylor Cleveland, The Shed, 546 W Center Street Unit E. – 1:45 p.m.

John Chiaromonte, Local Color, 275 S Archibald Yell Blvd. – 2:30 p.m.

Wanbli Gamache, Lalaland Gallery, 641 W Martin Luther King Blvd. – 4 p.m.

Beverly Fre\$h and Jordan Long – Art Night Out @ Crystal Bridges 8 p.m., Bentonville (\$10 admission)



Courtesy Photo

Wanbli Gamache, a Fayetteville native, will be performing a video installation piece on Saturday, April 23.