

APPLICATION CHECKLIST

Research, Scholarship, and Creativity Grant

Deadline March 15th (or following Monday if a weekend)

Please print and complete this checklist and attach it as the cover page of your grant application.

For more information about RSC grants, please see

<http://gustavus.edu/facdev/GrantOpportunities/RSCGrant.php>

Faculty information

Name: **Priscilla Briggs**

Dept: **Art and Art History**

Email: pbriggs@gac.edu

Rank: **Assistant Professor**

Checklist

- ☐ **Description of previous projects (and outcomes) funded by RSC grants**
- ☐ **Complete project description, including separate statements of:**
 - 1. Purpose.** What are the intellectual, conceptual, or artistic issues? How does your work fit into other endeavors being done in this field?
 - 2. Feasibility.** What qualifications do you bring to this project? What have you done/will you do to prepare for this project? What is the time period, i.e. summer, summer and academic year, academic year only? Is the work's scope commensurate with the time period of the project?
 - 3. Project Design.** This should include a specific description of the project design and activities, including location, staff, schedules or itineraries, and desired outcomes.
- ☐ **RSC Budget Proposal Form attached as last page of application**
- ☐ **Eight copies of completed application (including this checklist) to be submitted to the John S. Kendall Center for Engaged Learning (SSC 119)**

If successful, my proposal can be used as an example to assist future faculty applications. This decision will not in any way influence the evaluation of my application. **Yes / No (please circle one)**

APPLICATION FOR RESEARCH AND CREATIVITY GRANT

Priscilla Briggs, Art and Art History Department

Description of previous project funded by RSC

In 2005 I was awarded an RSC grant to fund a photography project that resulted in an exhibition in February-April 2006 at the Art Center of St. Peter titled *Market*. This exhibit focused on the Mall of America as an icon of American consumption in relation to our identity as a nation as it is defined by capitalism and advertising.

Project Description

1. Purpose

This summer I will travel to China to photograph for an exhibit titled "The Great Malls of China" that will open in the Hillstrom Museum in February 2009. In June and July, I will go to Beijing and Dongguan to explore and photograph the Golden Resources Mall and the South China Mall, the largest malls in the world (encompassing 6 and 7 million square feet, consecutively). This work is a continuation of the projects I have exhibited in the past few years. *Market* is described above, and *Global Market*, my current exhibit at the Minnesota Center for Photography, focuses on tourist markets in the U.S., Thailand and Cuba, looking at cultural values and identity as they are commodified in each location.

China interests me as a world superpower in the midst of a transition from insular communism to global capitalism, whose morphing identity is reflected in what Premier Wen Jiabao calls a "shopping mall craze". Ms. Fu Yuehong, the general manager of the New Yansha Group, which operates nearly half the Golden Resources Mall said, "From the beginning we wanted the largest shopping center in the world. We are the country with the most people in the world. We have the fastest growing economy. The largest mall shows our progress as a society."

The aggressive development of more than 400 large malls in just the past six years (during which all that has been necessary for a developer to get a large loan from a state bank is a government license to build a mall) is part of the Communist Party's push for a "xiao kang" society, a society with a stable, happy, middle-income consumer class. The Golden Resources Mall is advertised as "the mall that will change your life", and its entire west wing is devoted to xiao kang-style home products for "easy living".

As a country that moved from a feudal system of government directly into a communist state, this is China's first taste of the rampant consumerism that goes

hand in hand with capitalism. America is the birthplace of the mall as we know it and as China is discovering it. Despite low sales, many Western name-brands setting up shop in China's mega-malls regard nonearning stores as a form of advertising and "positioning for the future." As China open its doors to corporate America's dream of selling products of the American Dream a billion times over, Western advertising and influence will have a large and calculated effect on Chinese culture. This intersection of culture further complicates China's shifting identity. My goal is to make photographs that reflect this complex relationship as it is played out in the malls of China.

2. Feasibility

All the photographs will be taken during the three weeks I am in China. If necessary, I will extend my stay, but I don't think this is likely.

I am currently in the process of securing an artist residency in Beijing at Art Channel. This residency will provide me, for a fee, with a studio/living space and logistical assistance in accomplishing my goals as an artist. The residency will also place me within a community of working artists.

The resulting photographs will be exhibited in the Hillstrom Art Museum in February 2009. It is a nice coincidence that this exhibit will coincide with the Gustavus International Education focus on China for the 2008-2009 academic year.

I also hope to put some things in place while I am in China, so that I can return next year to work on a video project about consumers and producers.

3. Project Design

The exhibit at the Hillstrom will include a series of approximately 10 mural inkjet prints on vinyl, at 4.5' X 7'. This scale of image is intended to parallel the scale of the subject.

BUDGET PROPOSAL FORM
Research, Scholarship, and Creativity Grant

ITEM		AMOUNT
Equipment (not to include computer hardware)		\$
1:	Cost:	
2:	Cost:	
3:	Cost:	
Materials		\$2,700
1: mural prints	Cost: 10 X \$250 = \$2500	
2: film	Cost: \$200	
3:	Cost:	
Personnel (check the faculty book white pages for recommended rates)		\$
1:		
2:		
Travel Costs		\$530
Airfare: Flight to China \$50 (purchased with frequent flyer miles) Roundtrip flight from Beijing to Dongguan: \$350 Visa: \$130		
Mileage: Number of miles _____ @ \$0.505/mile		
Lodging		\$1300
Number of days: 21 @ \$1300		
Other Expenses (check the faculty book white pages for excluded items)		\$460
1: food	Cost: 23 X \$20 = \$460	
2:	Cost:	
3:	Cost:	
Faculty Stipend (\$500 professor; \$600 associate professor; \$700 assistant professor)		\$700
TOTAL EXPENSES		\$5690
AMOUNT REQUESTED (not to exceed \$1500 + stipend commensurate with rank)		\$2,200

Have you applied for, or received funding from, another source to help support this project? Yes
Funding Source: Minnesota Center for Photography (MCP), underwritten by Jerome Foundation
Amount: \$2000

Please explain how the RSC will be used in addition to the other funding:

The funding from the MCP is for travel purposes only. The RSC would be used to supplement this funding, if necessary, and to help pay for materials for the exhibition at the Hillstrom Museum.