

NEA FUNDING FOR DESIGN

Presenter: Mark Robbins, National Endowment for the Arts

PURPOSE

To present opportunities available to organizations through Design discipline initiatives and grants at the NEA and to stimulate discussion about service to the field. The disciplines represented include Landscape Architecture, Architecture, Fashion, Graphic, Interior, and Industrial Design, Urban Planning, and Preservation.

FORMAT

The event is fairly informal and generally lasts about 90 minutes. Depending on attendance and audience diversity, each person in the room introduces him or herself and says a few words about their program. The number of participants is not fixed, though it's helpful to maintain a small enough group to allow direct interaction. The Director of Design briefly presents current programs and future plans for design at the NEA. This is followed by a discussion with participants about the ways in which the federal agency can best serve their field.

PROGRAMS

The following programs were described during the presentation:

Grants to Organizations

Grants offered to non-profit organizations and public entities that are planning projects which promise to have a major impact on the quality of design in the United States. Previous examples of funded projects include master planning studies, design charettes, exhibitions, lectures, de-

sign education programs, design fees for significant projects, and design competitions.

New Public Works

Each year, the NEA offers ten grants of up to \$50,000 each to support competitions for projects that will have a major impact on the public realm. Funding includes support for competition advisor fees, juror honoraria, competition publicity, prizes, and other competition costs.

Mayors' Institute on City Design

The Mayors' Institute on City Design brings together mayors and design professionals from around the country to address specific challenges facing contemporary American cities. Sessions typically last two to three days and are often hosted by a local university whose design faculty assist in organization and resource management.

Leadership Initiatives

Leadership initiatives – including the New Public Works initiative above – are programs undertaken outside the regular granting cycles on the NEA. NEA Design is working to develop initiatives in a number of areas, including new schools construction, university-based community design centers, and design education.

Q&A Session

The majority of time will be dedicated to questions about NEA support for design and suggestions from the audience about future directions.