



Eric Carson <ecarson@artists.sfai.edu>

PERMYRIAD - Mission Statement Proposal

10 messages

Eric Carson <ecarson@artists.sfai.edu>
 To: SFAIMMISSIONSTATEMENT@gmail.com

Thu, Feb 16, 2017 at 12:09 PM

Hello Tom,

Please find my proposal for the SFAI Gala bar attached.

Thanks for this great opportunity,

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 **ECarsonMissionStatement-Permyriad.pdf**
 1717K

Tommy Lough <sfaimissionstatement@gmail.com>
 To: Eric Carson <ecarson@artists.sfai.edu>

Fri, Feb 17, 2017 at 12:09 AM

Looks promising! I wanted to let you know that the deadline has been extended until February 24. Feel free to revise your proposal if you would like. I'm not suggesting that it needs revision – I just wanted to be sure you had the same amount of time as everybody else.

Tom

[Quoted text hidden]

ecarson@artists.sfai.edu <ecarson@artists.sfai.edu>
 To: Tommy Lough <sfaimissionstatement@gmail.com>

Fri, Feb 17, 2017 at 7:47 AM

Hi Tom,
 Thanks for reaching out. I'll look it over and resubmit if it evolves before the 24th.
 Looking forward to an art bar!
 Eric

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Tommy Lough <sfaimissionstatement@gmail.com>
 To: Eric Carson <ecarson@artists.sfai.edu>
 Cc: hmcgraw@sfai.edu

Mon, Mar 6, 2017 at 12:35 PM

Eric --

THANK YOU! For your submission to Mission Statement. And congratulations, because you have been selected to develop a full proposal.

I also have news that I'm excited about and hope you will be too. The development office has decided that the student bar should be in the Diego gallery, not the café, due to its larger space and higher profile location. In addition, the change

of venue means there will be a week to install the bar, not just 36 hours. If you were counting on elements that exist in the café, such as tables and chairs, please note that in your proposal and we will find a work-around together.

Here's what your full proposal should include:

- 1) A proposed budget. What are your materials going to cost? Where will they come from? Don't forget costs like sales tax.
- 2) Logistical details. How will your work get installed in the time allotted? How will it get de-installed? How many people do you need to do that work? Do you need equipment such as projectors, or other equipment that SFAI might own or be able to borrow for you?
- 3) More on your vision. If your vision has changed or gotten more detailed since your original submission, please provide an updated description of what it is.

In addition, I have a few logistical concerns I want to raise. Some are minor; some maybe less so.

First, we won't actually be charging for beverages, and (a smaller point) there won't be a full bar. It could be a wine bar serving a few types of wine, or you could invent a specialty cocktail to be served, but it won't be a full bar. I can imagine asking for money as a donation to a scholarship fund or something like that, but just to be clear – people won't be paying for drinks generally.

Secondly, I'm concerned that people will be quite averse to entering their annual income onto a device of any kind. I can imagine that you'd lose a significant proportion of people at that step, and that you would raise feelings of suspicion among even those who choose to participate. Is this an intentional element of the piece? Or do you disagree? Can you think of another way to get at the ideas that interest you?

Finally, can you say a bit more about how the work relates to the idea of "mission statement?"

Please remember that the artistic vision is yours, and I don't want to undermine it in any way. My intention in asking these questions is to support the piece.

Do the best you can. With the budget, for example, it's not necessary to provide exact retail prices plus sales tax on every single material you will need. It would be great if you can do that, but it's not required. What's most important is to illustrate that you've thought through what your costs/materials will be, and that you have a realistic ballpark sense of the dollar amounts involved.

Same thing with the logistics. You don't need to provide a schedule down to the minute at this stage, but it's important that you spend time thinking about how you're actually going to get the work done, and illustrate that you have a grasp of what will be necessary.

As promised, you will receive \$100 upon submission of your detailed proposal.

The deadline for this proposal is March 19.

Please email with any questions or concerns.

Tom

[Quoted text hidden]

Eric Carson <ecarson@artists.sfai.edu>
To: Tommy Lough <sfaimissionstatement@gmail.com>

Wed, Mar 15, 2017 at 9:47 PM

Hi Tom,
Great news! I will definitely be submitting a full proposal by the 19th. You bring up some interesting concerns, many of which the project is intended to bring out. Do you have any time to discuss the project on the phone Thursday or Friday? I'm free each day after 10am. Thanks for the opportunity.
Looking forward to working with you,
Eric

[Quoted text hidden]

Tommy Lough <sfaimissionstatement@gmail.com>
To: Eric Carson <ecarson@artists.sfai.edu>

Fri, Mar 17, 2017 at 8:49 AM

Try me after about 10:30 today. [970 596-8495](tel:9705968495).

Tom

[Quoted text hidden]

Eric Carson <ecarson@artists.sfai.edu>
To: Tommy Lough <sfaimissionstatement@gmail.com>

Sat, Mar 18, 2017 at 1:27 PM

Hi Tom,
I've taken your suggestions into account and revised my proposal for Permyriad. I've focused more on play than on getting people to disclose their own incomes. They can now choose whatever income they want and see how it compares to the total US wealth distribution. Donations can be made, to a cause TBD, to increase the volume of their pour. If they don't want to donate, people can finish their drink and just get another one choosing a higher income. I think it will be more fun that way anyway.


I've included a comprehensive budget that is, of course, open to changes. It does give a sense of what it will take to put on an event of this caliber.

Thanks again for the opportunity. It has been fun!
Eric

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2 attachments

 **ECarsonPermyriadProposal.pdf**
1539K

 **ECarson Permyriad Budget.xlsx**
15K

Tommy Lough <sfaimissionstatement@gmail.com>
To: Eric Carson <ecarson@artists.sfai.edu>
Cc: Hesse McGraw <hmcgraw@sfai.edu>

Fri, Mar 24, 2017 at 2:38 PM

Eric --

Thanks for your complete proposal. I'm writing to let you know it wasn't selected to be developed into a bar for the Gala. I appreciate the work you put into it, and I thank you for sharing your perspective as an artist.

I know I promised you \$100 for your work, but in honor of your dedication and the quality of your proposal, I'd like to offer you \$200. This is not an honor that every proposal received, and it's not something that I expected to offer. If you want to list this on your CV as an Honorable Mention, I think that would be appropriate.

My plan is to send it to you at this email address via Venmo. Please confirm that Venmo works for you, or suggest another method. I'll fire away when I hear back from you.

I hope to see you around campus after break!

Tom

[Quoted text hidden]

ecarson@artists.sfai.edu <ecarson@artists.sfai.edu>
To: Tommy Lough <sfaimissionstatement@gmail.com>

Fri, Mar 24, 2017 at 2:49 PM

Hi Tom,
Thanks for the honorable mention! And extra cash is always appreciated.
Could you PayPal me at admin@ericcarson.com

Thanks for working with me on this

Eric

[Quoted text hidden]

Tommy Lough <sfaimissionstatement@gmail.com>
To: Eric Carson <ecarson@artists.sfai.edu>

Fri, Mar 24, 2017 at 2:55 PM

Just fired it off via Paypal. Thanks again for your excellent work on this.

Tom

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