

My response to advice about writing Applications:

How to Approach Funding Applications

1. If you can avoid it, do that.
2. If you want to give it a go, put yourself in the shoes of the person receiving your application first. Imagine what you'd want to receive if you were a small cog in a big machine and you would be blamed if you gave money to somebody who squandered it. You need to show that your art will give the greatest cultural impact possible to your audience so their money will seem well spent and that as many people will benefit from it as possible. Your process or the benefit to you as an artist is unlikely to be of the funders concern. Show confidence even if you don't feel it, but still be yourself or you'll regret it. Remember that ultimately, everyone just wants to have fun with people they like to hang out with so if you're unfriendly or avoid the human connection, you are unlikely to get a callback.

How to Approach Other Applications

1. If you can avoid it, do that.
2. If you want to give it a go, make your work sound as unique as possible. If you are a lively artist that might destroy a lovely space or cause a shock in the local community, turn that into an exciting confident event in your application so that the judges see something they might want to invite their mates or other galleries too so they can show off how clever they are at finding you. If you are a more quiet kind of artist, make your work sound like will affect people deeply in their emotions and perhaps change negative thoughts in people's minds like racism or gender equality, institutions love to use artists to make them look like saints.
3. If the application is for your personal development talk about how you have been desperate to create something or learn something and you've tried everything up until now but only this specific prize will enable you to finally succeed. Everyone likes an underdog story and institutions love to slap their logo on the ass of your success story.