



Marty Gear
**Costuming Arts
& Sciences Fund**
The International Costumers' Guild

Grant Application

Instructions

Please provide all the information requested. Edit the document header to provide a title for your grant application and the submission date. Feel free to use additional space for your responses, and to provide any supporting materials.

This application is confidential. Its contents will not be disclosed by the Fund Committee or by the panel that evaluates it except that awarded grants will be announced per §2.4.7 of the Fund Governing Document.

The application will be evaluated objectively on its own merits, and not in relation to any other past or pending applications. The evaluation will not discriminate based on factors including but not limited to: race, national origin, religion, gender, sexual orientation, gender identity, age, and disability.

The evaluation process takes into account (1) the quality of the proposed project or activities, (2) its impact on the intended audience, (3) the qualifications of the applicants, (4) whether the deliverables and benefits can be adequately measured, and (5) the likelihood that the project or activities will substantially achieve its objectives within the stated time period.

All those named in this application must be members in good standing of the ICG and agree to remain members throughout the term of the grant. An individual may have only one active grant at a time. A new grant involving any individual can only be awarded after the current grant involving that individual has been completed.

Submit your application by sending this original document file or a PDF rendition to 'icg-grants@costume.org' with the subject line "Grant application." Your submission will be acknowledged within 72 hours. If you do not receive an acknowledgement within that time, you may send a follow-up message stating when the original message was sent and asking for confirmation.

If a grant is awarded, we will notify you of the amount, reporting requirements, and restrictions or limitations.. Awardees must submit a completed U.S. IRS [Form W-9](#).

1. Applicants

List the applicant(s) for this grant. Include all those who will work on the project.

Name: Richard Man

Address: 2625 Middlefield Rd, #685

City: Palo Alto

State: CA

Country: USA

Postal code: 94306

Email: richard@richardmanphoto.com

Telephone: 650-315-7567

Primary chapter: SiliconWeb

Membership expires: March 2015

Do you have a current ICG grant? NO

Grant completion:

2. Description of Project or Activities

Provide a detailed description for the project or activities that this grant will help fund. Be sure to identify how it reasonably relates to the goal of the Fund to, "promote the art and science of costuming, either in a specific locale or the community as a whole."

In this project, I am photographing media-genre costumers/cosplayers both in and out of costume. The title "Transformations" refers to how costumers/cosplayers transform themselves from their "mundane" daily appearance to temporarily "become" the characters they portray.

While cosplay photographs are now fairly ubiquitous on the Internet, and even show up in the mainstream press (sometimes due to a few outrageous and sometimes quite scantily-clad cosplayers) little focus has been paid to the people behind the costumes.

For this project, traditional-style portraits are taken with an eye toward gallery exhibition and large-format book publication, using mainly 4x5 large-format film cameras. The main focus is on the characters themselves. The photos are accompanied by textual excerpts of audio interviews I do with the costumers to give further insight into the people behind the costumes; for example: what sparked their interest in costuming, the reasons behind particular choices of costumes, challenges and details they enjoy about costume creation, etc.

The goal is to photograph cosplayers/costumers from as many regions as possible, starting in California where I live. I hope to be able to attend future Costume Con and Worldcon and other regional SF&F conventions with a focus of photographing attending costumers there. For example, I am currently in discussion with the LosCon committee regarding "renting" a function room from them during the upcoming convention to photograph LA and San Diego area costumers.

I have already exhibited some of the project photos at the Fanime 2014 and Detcon1 art shows. As budget allows, I plan to send photos to other (USA) SF&F convention artshows to raise awareness for the project.

3. Benefit to Intended Audience

Describe whom the project or activities will benefit, and the specific benefits and deliverables it will provide to its intended audience.

I hope the project will raise the awareness of and respect for costumers and our costuming arts and techniques; not just within the SF&F communities, but also in the general public and the greater art community as a whole. Additionally, this provides opportunities to promote awareness of the existence and history of costumer organizations such as the ICG and its various chapters.

The juxtaposition of the costumers both in costume and also in their "regular lives" (in regular clothes, often with some representation of their daily jobs) is intended to show costumers as "regular" people of all ages and from all walks of life who also happen to engage in this amazingly fun and highly creative hobby; costumers/cosplayers are not a "bunch of crazy fringe weirdos" or "just skimpy soft-core exhibitionists" that media portrayals often make them out to be.

Within the dozen photo sets I have completed so far, we have: a pair of sisters who grew up entering cosplay competitions, a married couple who met each other through cosplay, and a young woman with an Asperger's diagnosis who feels empowered when costuming as a video character who happens to exhibit Asperger symptoms - these are some of the "stories behind the costumes".

From the glamorous Hollywood Stars of the 1930s 1940s, to the hard-edged Richard Avedon large format photographs of "America's West", photographic portraiture is a traditional artform that many viewers can relate to. By using 4x5 large-format film, the highest quality can be achieved.

I would be very happy to discuss and present the project at SF&F / Anime / Genre conventions and at Costume Con.

In addition to webpages, SF&F convention artshows, book publication and hopefully also gallery representation, I will submit web-sized images to the ICG Archive.

4. Qualifications and Contributions of Applicants

Describe the qualifications and contributions of each of the applicant(s) to the project or activities that this grant will help fund. Be sure to identify and describe special qualifications of any of the applicants on which successful completion critically depends. Also indicate whether the applicants will play a significantly unequal role.

Richard is a professional photographer who has been photographing costumers since 2002 when his costumer/cosplayer wife and daughters began entering masquerade competitions. He has done official masquerade photography for three Worldcons (and additional Worldcon event photography, including the Hugos), three Costume Cons, two Nebula Awards, and for numerous regional SF&F and Anime conventions.

5. Duration and Milestones

Provide a schedule for the project or activities that this grant will help fund, including expected start and end dates, and a list of identifiable milestones that can be used to measure its progress.

This project began with photographing California cosplayers/costumers at Anime LA 2014 in Jan 2014. I hope to have completed at least twenty five photosets by end of Dec 2014. I hope to then be able to attend conventions in the Portland and Seattle areas to photograph the costumers in those areas, and start to move out to the Southwest Arizona region where there is also a strong costumer presence.

Budget willing, I hope to attend Costume Con and World Con in 2015 to continue with the project.

While the project is expected to be ongoing for a number of years, the continuing results of the project will be presented and updated on my website and Facebook pages. I hope to also campaign for Hugo and Chesley nominations to raise awareness for this project.

Once I have accumulated a portfolio of about 30 photosets, I plan to actively promote the project within the general fine art photography community to get feedback and comments there as well.

6. Budget

Provide a budget for the project or activities that this grant will help fund, showing the estimated cost, the amount or range of amounts for the grant you are requesting, and additional sources of funding that you will rely on. If you specify a range of amounts, please show how you will complete the project or activities if your award is at the lower and upper end of the range. Specifying a range gives the evaluation panel more flexibility in considering grant awards.

As photography is my passion, and I also have a deep love for the art of costuming and costume portraiture, this project will proceed somehow regardless of whether I receive any grant. However, 4x5 color film is \$5 a sheet. A typical shoot uses 4-6 sheets, plus any

instant film I use to confirm lighting and composition, plus processing chemicals (I process all my own film).

A 17x22 sheet of photo paper is \$3. To make a complete art show display print, with mat board for mounting and often several wasted test prints, the cost of each print comes to about \$20. Entry and panel fees for art shows and sending in the artwork costs about \$150 to \$200.

So far I have not been able to do any traveling outside California due to budgetary constraints. By meeting costumers at conventions, I can at least avoid studio space rental fees.

I also need to upgrade my studio flash equipment, as while it is plenty powerful enough for my typical 35mm work, it is barely workable (and often not really adequate) for 4x5 camera work.

As you can see, my grant request is basically “as much as possible”, given the currently long-term nature of this project. However, to put down some hard numbers:

\$500 would buy 100 sheets of film. This is good for approximately 20 photo shoots.

\$1000 would allow me to travel to Portland / Seattle / Southwest, or to help in upgrading the studio flash.

Any amount, however, will boost the project tremendously.

7. Results

In assessing the results of your project or activities, it is important to consider how to measure success. Describe the expected results and impact of the project or activities that this grant will help fund. How will those results be assessed, and how can their impact be measured?

The visual output of the project, available on the web, prints at convention artshows, published artbook(s) and hopefully gallery showings will be available for all to enjoy. A grant would allow the project to proceed faster and present possibilities for me to photograph costumers not in my immediate area.

8. Reporting

You will be responsible for making periodic progress reports and a final report on the project or activities. Please describe how you will report on progress, how frequently progress reports will be made, and what will be included in the final report when the project or activities is completed.

If I receive a grant from the ICG, I will submit a quarterly progress report for at least 12 months. As the project will be ongoing, a summary project report will be delivered at the end of the 12 month period, summarizing the project’s progress to date. At the eventual conclusion of the project, I would submit a report detailing the results and issues involved in its creation and analysis of its reception from target audiences.

I would be very happy to discuss and present the project to members of the ICG, at SF&F / Anime / Genre conventions and at Costume Con.

9. Additional Information

Please include any additional information that the Fund may have requested in connection with this application, or any additional information you would like the evaluation panel to consider in evaluating this application.