



*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.

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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: April 2016

Do you have a current ICG grant? Yes

Grant completion: on-going

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## 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."*

This is for an on-going project called "**Transformations:Cosplay**" for which I have been very honored to have received three grants (one from Arisia Inc. in 2014, one from the ICG in 2015, and one from the St. Louis Costumer's Guild in 2015). The project is 75% complete in terms of material produced to reach the first major milestone of publishing (the first) book.

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.

### **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 several 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 sample summaries 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.

At Sasquan (Worldcon 2015), I had two 4x5 feet prints of the project photos at the Exhibit Hall and in the Artshow. I hope to be able to do something similar and hopefully with even more prints at Mid-Americon 2 (Worldcon 2016).

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, three 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. As of the time of this application, I have over 50 sets of photos that I consider to be of publishable quality.

With the grant from the ICG in 2015 and generous donation of space by the concom, in particular with help from Sandy Swank, I was able to attend Costume Con 33 and bring my project there. I gave a one-hour presentation at CC33 and was able to take many excellent photos at CC33. I continued the project at Sasquan.

I am hoping to attend Anime North 2016. If that happens, I will definitely have enough materials to start producing the first book of a series. As the project will be on-going, I expect there will be at least two volumes in this series (more if possible).

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.

## 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.

As you can see, my grant request is basically “as much as possible”, given the currently long-term nature of this project and my own financial situation. The 2015 ICG Grant basically paid for the travel expenses to CC33.

To put down some concrete numbers:

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

\$1000 would allow me to travel to a major convention.

\$1000 would also allow me to make 10-15 24x36” prints for exhibit in a large convention such as Mid-Americon 2.

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.*

I am truly thankful for the previous grant received from the ICG Grant. However, the high cost nature of this project means that I need all the help that I can get. Thank you for your consideration.