

Sec. II - Request for Assistance

A. Program IV: The Kitchen

Total Cost: \$56,398.00

Total Anticipated Income: \$22,000.00

Funds Requested from N.Y.S.C.A.: \$36,398.00

Name of Staff Person Responsible: Robert Stearns (212)475-6895

B. The Kitchen: Continuing Program. July 1, 1973 - June 30, 1974

The Kitchen is the media theatre at the Mercer Arts Center. Video and audio equipped, the Kitchen's facilities are open to use without charge to experimental artists using the electronic media, and are in constant demand by video artists, electronic music composers and individuals and groups experimenting with intermedia productions. Here, at the weekly open video showings, any artist may bring his tapes for exposure to his peers, and there follow lively discussions and criticism.

The success of the Kitchen has been phenomenal. In 1971-72, its first year, 113 performances were presented. In 1972-73, there are projected 390 performances, which is to all intents and purposes our capacity insofar as numbers of performances are concerned. In 1973-74 we are planning a schedule of 400 performances. Increasing the number of performances does not appear to be a goal as it was last year.

This year our goal will be to increase the average attendance per performance, and this we intend to attempt in several ways: by giving more technical and staff help to the exhibiting and performing artists, thus enhancing the quality of productions; by soliciting and enticing the more inventive artists who have not shown at the Kitchen to do so; by commissioning original intermedia works for presentation in the Kitchen;

Series 1, "Music as Theatre as Music," exploring recent developments in music/theatre;

Series 2, "Composers present recent work," a series of programs by individual composers;

Series 3, "New Music from Europe," to encourage the presentation of new work by European composers in the U.S.;

Series 4, "Music and Visuals," to explore recent trends in the use of visual media in a musical concept;

Series 5, "The Tape Recorder as Musical Instrument," a summary of the uses of audio tape and the tape recorder as performing instruments.

There are several performing arts programs, for which funding is requested elsewhere, which we hope to present, including a series of 10 commissioned multimedia compositions, as well as three "Festivals," lasting one or two weeks each. These are The Women's Video Festival, the Computer Arts Festival, and the Video Festival; all of which will attract works from many states and foreign countries.

Sec. II - Request for Assistance

Effective in March, '73, we plan to consolidate and enlarge our advertising and publicity to include a $\frac{1}{2}$ column ad in the Village Voice listing all each week's programs at the Kitchen, and to produce the monthly Kitchen calendar, which has proven so effective (in February we printed 2500, and ran out before the month was out). We have been most fortunate in attracting the attention of the press. Since September, we have had no less than 8 reviews in the NY Times; 6 in the Village Voice, and a very nice notice in the New Yorker and New York Magazine. In addition to which, we received a nice write-up in Sec. 2 of the Sunday Times, complete with photo. Examples are attached.

By such careful and selected programming designed to continue our original concern with creative experimentation we expect simultaneously to develop a broader audience and to reach more artists.

The success of the Kitchen has brought problems. Woodie and Steinna Vasulkas, the founders of the Kitchen, who nursed and nourished it along in its formation and first year are withdrawing to devote their time to other tasks. In order to continue the operation of the Kitchen, we have been forced to add to the staff a Program Co-ordinator and Business Manager, Robert Stearns, at a stipend of \$5000 per year. The Intermedia and Music programs have become so important and complex, that in order to continue these, we have had to retain a Performing Arts Director, Jim Burton, at a stipend of \$4200 per year, instead of leaving this function up to a volunteer, as formerly.

In addition, much of the electronic equipment has been lent to the Kitchen, mostly by the Vasulkas and Michael Tschudin. Now the owners wish to reclaim their own equipment, and the two requests for equipment (video and audio) are mainly to replace this borrowed equipment, and also to replace some of our own equipment which has suffered from wear and tear and is no longer suitable for our use.

It has been the policy of the Kitchen to make no charge for the use of its staff and facilities to the artists who present their works, and it has also been the policy to share on a fifty-fifty basis the gate receipts with these participating artists to help them defray their expenses in showing at the Kitchen, while we use our share to meet our advertising and publicity expenses and (if any remains) our miscellaneous operating expenses. We hope that we can maintain these policies, as they are the staff of life to our personnel, our volunteers, our supporters and to the artists themselves.

C. 1. Expense Budget

a. Personnel:

Program Director (Stearns)	\$ 5,000.00
Video Program Director (Bapat)	4,200.00
Performing Arts and Music Director (Burton)	4,200.00 x
Special Events Director (Devyatkin)	1,750.00

a. Personnel (cont'd)

Fees to participating artists	\$ 10,000.00
Part time Secretary	<u>2,000.00</u>
	\$ 27,150.00

b. Outside Professional Services:

Technical Assistance	\$ 1,450.00 x
Editing	<u>360.00</u>
	\$ 1,810.00

c. Equipment Purchase:

Video:

1 Camera Set-up	\$ 1,161.00
1 6x18 Matrix Color Video Switcher	708.00
2 Color Monitors (RCA)	735.00
1 Colorizer	800.00
1 Portapack Complete Camera	1,474.00
1 Special Effects Generator (used)	250.00
1 Sony Cassette Playback Deck	650.00
Cables	200.00
Wide Angle Lens	<u>250.00</u>
	\$ 6,228.00

Audio:

4 JBL Speakers	\$ 1,850.00
4 AKG Condenser Mikes	600.00
1 Patch Panel	100.00
1 Manual Turntable	100.00
1 Mic. Mixer	100.00
Camera Ext. Cables	100.00
4 Mike Stands	160.00
Cables & Misc.	300.00
Lighting and Misc.	<u>600.00</u>
	\$ 3,910.00 x

Total Equip. \$ 10,138.00

d. Space, Facility, Real Estate Rental

Kitchen Rental	\$ 8,000.00
----------------	-------------

f. Advertising, Promotion, and Public Relations

Village Voice Ad (40 at \$100 @)	\$ 4,000.00
Calendar (10 at \$140 @)	<u>1,400.00</u>
	\$ 5,400.00

g. Remaining Operating Expenses:

Tapes to document performances	\$ 1,200.00
Props and materials	250.00 x
Mailings	80.00 x
Equipment Rental	300.00
Cataloguing	120.00
Liability Insurance	250.00

Sec. II - Request for Assistance

g. Remaining Operating Expenses (cont'd)

Janitorial	\$ 250.00
Equipment Maintenance	450.00
Miscellaneous Supplies	400.00
Rehearsal Fees	600.00
	<u>3,900.00</u>

h. TOTAL Expenses \$ 56,398.00

Items x'd are incurred by Performing Arts Programs. It is suggested that these be borne by the Performing Arts division of the Council. These x'd items amount to \$9,890.00 total.

C. 2. Anticipated Sources of Income

a. Earned Income:	
Admission Charges	\$ 20,000.00
f. Individual Contributions	2,000.00
o. TOTAL Earned and Other Income	22,000.00
p. New York State Council on the Arts	34,398.00