

# Spirit & Place Festival Application Narrative Examples

*Narrative examples only.*

*Use the APPLICATION PREP SHEET to plan the entire application.*

Successful applicants work with their partners *and* Spirit & Place staff to review the application narrative. First-time applicants are strongly encouraged to submit a draft to Spirit & Place for early review.

The character counts include spaces.

## **Title (85 characters)**

Be brief, descriptive, free of jargon, and evocative of the event experience.

## **Short Description (250 characters)**

Be clear, direct, and engaging. Think along the lines of a community calendar listing. What is this event? What can be expected? Examples from 2017's POWER year include:

- **Power Chords: A Violinist's Obsession with Bach**  
*Violinist Colette Abel leads you on a musical journey through powerful masterpieces by J.S. Bach and Eugene Ysaie in Crown Hill's intimate Gothic Chapel.*
- **"An Outrage": Using the Power of Social Justice for Change**  
*Screening of "An Outrage"—a film about lynching and systemic racism in America—and a community conversation about changing the legacy of violence against Black Americans.*
- **K(no)w Voice, K(no)w Power**  
*Where do you stand? Reveal your stance by where you stand in the room and join our kinetic conversation on the power of persuasion, empathy, and compassion.*

## **What's Happening? Describe the audience experience. (1,200 characters)**

Describe how the audience will experience (think, feel, do) the event. Walk the Selection Committee through the format of your event and how it will flow from beginning to end.

- **Restorations & Requiems: Finding Strength through Music, Art, & Faith (2019, R/EVOLUTION)**  
*The event will begin with an open house at 1pm in the fellowship hall of Central Christian Church to view the artwork on display. Some of the artists will be available to talk with guests about their artwork and personal experiences in the artwork. At 2pm, a discussion panel will begin in the sanctuary of the church that will explore the role of music and art as a healing force through times of grief and loss. At 3pm a choral performance interspersed with poetry and short stories about healing, grief, and loss will begin, lasting approx. 50 minutes. After the performance, a reception will be held in the fellowship hall.*
- **Explore Art-omotive! (2018, INTERSECTION)**  
*This is a come-and-go/self-directed event. Guests will enter the museum and head to the central area where interactive arts activities will be happening for children and adults. These will include a printmaking activity, creating a cardboard car for the parade, and sketching stations. On either side of*

*these activities are displays of Indianapolis 500 cars and memorabilia which can be viewed. Immediately beyond the interactive station is a room where current and former automotive designers will give a presentation about careers and design. There will be engine build stations somewhere on the grounds of the Indianapolis Motor Speedway.*

### **How does your event connect to the theme? (1,200 characters)**

Explain how your event connects to the theme and how the audience will experience the theme.

- **The Score Awakens (2018, INTERSECTION)**  
*John Williams' extraordinary score played a significant role in creating the Star Wars cultural phenomenon. It was not created simply as background or transitional music, but to intersect with the story and build a universe of iconic characters, environments, and vocabulary that has become part of our everyday lexicon. The Indy Lightsaber Academy exists at the unique intersection of devotion to the Star Wars mythology and a desire to build community through exercise and physical activity - a fun riff on martial arts that enables people to engage in this captivating universe. Bringing the Indianapolis Symphony Orchestra, Lightsaber Academy, and the music of Star Wars together allows the public to explore a dynamic intersection of art, movement, and creativity!*
- **God(s) & Aliens (2019, R/EVOLUTION)**  
*This event is all about the evolution of the Earth and Cosmos, as well as the evolution of the way that we ponder the Earth and Cosmos from both the scientific fact-informed lens and the religious/faith-informed one. Those gathered for this event will have a chance to hear from faith leaders and scientists as they discuss this evolution from multiple perspectives before breaking into small groups to discuss these ideas on their own.*

### **How are you using the arts, humanities, or religion to tackle the theme and engage your audience? (1,200 characters per category.)**

Intentionality & specificity matter here. Merely hosting an event in a house of worship does not “check” the religion box nor does offering an art-making activity unconnected to the theme. Creating a space for people to “share humanity,” is not considered a use of a humanities discipline.

- **HUMANITIES**, Agitation and Stagnation: Class & Health in America (2019, R/EVOLUTION)  
*What can we learn as a society by talking about the life of a rabble-rouser and its coupling with current public health issues? How did class affect a person's health in 1919, and what are those parallels in 2019? With 100 years in perspective, what solutions exist to create healthier communities? By exploring the history of Hoosier revolutionary Eugene V. Debs and the evolution of the public health profession, we want to spark a conversation that uses the past to help us understand the present.*

#### **What are the Humanities?**

The **HUMANITIES**—literature, language, history, philosophy, archaeology, comparative religion, law, ethics, and social sciences rooted in humanistic content—allow us to find common narratives of the human condition. Your application should outline the specific **humanities-based disciplines** you will use to explore the theme. Creating an event where people connect around their “humanness” is not using a humanities discipline.

- **ARTS**, *Stitched Up Power* (2017, POWER)

*Engineering is a hard science, intent on solving problems while fiber artists create soul-moving works of art. What happens when these two forces are brought together? Each engineer involved in this event has defined what POWER is to them, from spiritual power to destructive power with telecommunications, electrical, and potable water sources in between. Fiber artists will use a wide variety of skills to bring those definitions and visions to fulfillment through the creation of new works of art. The two elements brought together invite the public to examine literal definitions of power interpreted through fiber arts.*

### The Arts

Spirit & Place believes the emotional and creative power of the **ARTS**— fine art, folk art, music, dance, storytelling, spoken word, theater, art-making, etc.—has the power to expand thinking and engage communities.

**ARTS**, *Jewish and . . .* (2018, INTERSECTION)

*The [Indianapolis Jewish Community Relations Council's] partnership with Storytelling Arts of Indiana and IndyFringe will be instrumental in helping the program by providing workshops for the speakers to learn the art of storytelling. Through learning this technique our speakers will be able to captivate the audience in their personal journey of being "Jewish and...". The art of storytelling is based on being able to captivate the audience. The development of this skill will be used to connect the audience with their speakers to create an intimate connection. Through this art, the audience will feel the moving and compelling narratives of the speakers.*

- **RELIGION**, *OM: The Origin of All* (2020, ORIGINS)

*This event provides context for OM as the original sound and the origin of being within Hindu faith expressions. Participants will engage their intellectual layer of being through a brief lecture and didactic discussion that describes OM in the Hindu traditions as well as sacred sound in other faith traditions (e.g., Celtic, Christian, etc.). Participants can also join an optional tour of the Hindu Temple to see where OM appears in the physical spaces at the temple.*

### Religion

Through **RELIGION**, Spirit & Place embraces the values of compassion, fairness, hospitality, and service that fuel community life.

Sometimes congregations are brought on as collaborative partners, but religion/faith is not central to the audience experience. Having a congregational partner as a venue host or promotional partner is great! In terms of using religion as a vehicle to explore the theme, however, you will need to go deeper. Spirit & Place welcomes people of faith to bring their authentic selves to the conversation, however, the festival is not a space for proselytizing.

## Share your story. (1,200 characters)

What was your inspiration? Why did you reach out to the collaborating partners and/or talent you chose? How have you been inviting your partners and talent to think about the GRATITUDE theme? Here is your chance to tell the Committee about yourself and why you have crafted this event.

- **Powerful Questions (2017, POWER)**

*Centers for Working Families uses a service model called coactive coaching to help client families meet their goals. Asking, rather than telling, is at the foundation of the coactive model and powerful questions (a specific set of open-ended questions) are its cornerstone. In 2016, Southeast Community Services and its festival partner The Church Within started the Powerful Questions Project, an interactive printmaking project that takes client answers to powerful questions and turns them into fine art prints that are exhibited periodically, raising awareness of the issues our clients face and challenging viewers to consider the questions themselves. We want to tailor this process to the Spirit & Place Festival so that a wider audience can share in this experience.*

- **Ain't I a Woman? (2019, R/Evolution)**

*The segregated women's movement left many women of color without the benefits gained by their white cohorts. A more unified approach has evolved, however, more needs to be done. We are looking at ways we can move forward and to achieve equality for all women. The only way we can move forward is to talk to each other, learn different perspectives, and find new ways of communicating with each other. The collaborating partners have met, and all agree that this work needs to be done in the community. The array of organizations involved in shaping this event [Indianapolis Propylaeum, Indiana Historical Society, Indiana Latino Institute, Indianapolis Jewish Community Relations Council, Indianapolis Women's Chorus, LWV of Indianapolis, Muslim Alliance of Indiana, The Exchange, Women 4 Change, Peace Learning Center, CICF, and Indiana Humanities] bring diverse perspectives, knowledge, and expertise to the planning process.*

### Backstory

The backstory portion of the application is a great place to share your motivation. Many successful applicants have used this section to further illustrate the collaborative nature of the event, their event goals, and/or how they see the Spirit & Place Festival as a space to launch a new idea or deepen existing relationships.

- **Deep Roots (2020, Origins)**

*I have found in conversations with multiple faith leaders that people yearn to find more meaning and ways to engage, particularly younger people who want to align their environmental and community work with their faith. One of the things I found compelling about working at KIB was the chance to integrate more with the faith community in Indianapolis. I believe that our work to conduct an interfaith tree planting ceremony in Garfield Park [ahead of the festival] will be a launching pad for additional work and this festival event will continue to build momentum. It will inspire people to make the communities around their respective institutions more inviting and hospitable. It will also provide a forum for people to better understand that regardless of faith, we share a desire to take care of the world for ourselves and for future generations.*

## Audience & Marketing\* (500 characters per question)

\*NOTE: Beginning in 2024, this question is being asked differently. See the Application Prep Sheet, but the examples below are still good ones.

Who is your intended audience, why will they love your event, and how will you plan to reach them?

- The Evolution of Sci-Fi Fandom (2019, R/Revolution)  
*With all our groups combined, we have a large following to advertise to, and many of them will be unfamiliar with the [issues this event aims to bring attention to]. We will send emails to our mailing lists about the event, create a Facebook event and will share each other's posts about the event and panelists. We will post with increasing frequency as the event gets closer. We want to reach beyond our normal audiences and will post the event to Do317, Around Indy, NUVO, community calendars and send out press releases.*
- Since the Beginning(s), (2020, Origins)  
*Our intended audience includes adults interested in Native American art, histories and cultures; history buffs interested in local/regional histories; and lifelong learners drawn to hearing from people of various backgrounds and life experiences. We will promote the event via our partners along with our traditional means – members magazine, website, e-blast, Eventbrite, social media, etc. If we livestream or present the panel virtually, our audience could well reach beyond the local community and include anyone interested in Native American art, histories and cultures.*

### Know Your Audience

Saying an event is “for everyone” means you have created something that will attract working class families to single Millennials of all races, religions, neighborhoods, sexual orientation, and beyond. If you can do that ... teach us!

Rather, use this section to show the Selection Committee you know who your target audience is and give specific examples of how you will try to reach them.

## Anything Else? (1,200 characters)

This is your final chance to pitch to the committee why your event should be a part of the Spirit & Place Festival! Considering sharing your intentions or elaborating on the depth of your collaborations. If you're launching a new idea, experimenting with a format, or leveraging this event to support existing work, say so!