

YPO CHAPTERS ARTS

COMPETITION

The Young Presidents' Organization may wish to sponsor among its Members an arts support program, with a one-year commitment and the possibility of annual renewal with significant variations. The program here suggested could be a competition among YPO Chapters to discover and exhibit the best plastic arts of their home territory. The adjudged superior collections, individual pieces, and overall exhibition design would be named winners.

Depending upon the success of the first year's competition, subsequent competitions might be considered in design, music, film, dance, crafts and ornamentation, literature, and new art forms.

The Arts Competition, after preliminary inquiries and discussion, would kick off with an announcement and description of its terms by the YPO Board of Directors. Two months might be allowed for this early work.

The terms of the Arts Competition might include the following:

1. Every Chapter that accepts the challenge would agree to exhibit appropriately in its own area the best current plastics arts that it can discover, select, borrow or buy.
2. Subsequently, the Chapter will be responsible for the transportation and exhibition of the art, under the auspices and in the area of two host Chapters who may or may not be entered in the competition. (Eight months are allotted to these two phases.)
3. In all three settings, the sponsoring Chapter will host the visits of a panel of five Judges, individually or collectively, to appraise the exhibitions.
4. The Judges may be invited by lot from a pool of two nominations of distinguished persons each from every Chapter, allowing a surplus in rank order of selection to replace those who refuse the invitation and to pass over any second name from any one Chapter that may turn up in the lottery. The Judges may be paid for their time and expenses.
5. The five Judges may submit in sealed and registered letters their rank-ordering by merit of the several collections as exhibited. The Chapter whose collection receives the highest total of votes (weighted in reverse by the rank order of choices) may receive first prize, and a sum of money to be divided amongst all art objects in the winning exhibition. A second prize may also be arranged. An Exposition Prize may be awarded separately to the best display as such, by the same method of voting. Individual Prizes may be awarded, three for each collection.

6. The number of art objects that may be presented for exhibition by any single Chapter may be no more than one hundred and twenty.
7. No work of art may be exhibited unless its ownership is vested in its creator and it is less than three years old.
8. No work of art may be purchased for the purpose of the competition.
9. Each competing Chapter is responsible for the borrowing, care, insuring and return of any object in its collection and exhibition.
10. The total expense of its entry into the competition may be borne by the competing Chapter. YPO as a whole may support costs of informing and counselling the participants and of paying the Judges.
11. For several reasons, the Arts Competition may become a major national, international, and local event. Both the central office and the Chapters may therefore expect to give unusually heavy attention to matters of public relations and publicity.
12. The prize-winning collection, plus the prize-winning individual objects may be exhibited in New York City, Washington, and other places in the world, upon the judgment of the Board of Directors of YPO, following upon the conclusion of the Competition, which date may be targetted at one year from the announcement.
13. A book picturing and describing all collections could be published under YPO Sponsorship. Copies would be presented to all participating artists.
14. No funds or formal participation may be solicited or accepted from any public or non-profit institution for the purposes of the Competition. An exception may be the rent, at a reasonable price, of premises for exhibition. Informal advice of officials and experts may be taken, and, where necessary, may be compensated.
15. A Committee of Managers of the Competition may be set up, composed of two members of the Board of Directors of YPO, the C.E.O. of YPO, the Director of Education, and a Facilitator, who, with appropriate staff, can administer the rules of the Competition and decide disputed questions of its rules and management. The same group may also be responsible for the coordination of publicity.
16. A list of qualified art forms for the Competition may include the following:

Decorative Ceramics
Murals
Sculpture

Easel Painting, incl. posters
Holographic art (holoart)
Miscellaneous

17. A rough guess of average dollar costs per participating Chapter would be \$35,000, covering consultation, handling, local and long distance hauling, and exposition space. Direct costs of the central office of YPO for administration might be about \$100,000, and the costs of judging might be around \$12,000 per participating chapter.
18. It is assumed here that all costs of the Competition constitute tax-deductible contributions, whether assumed by companies or individuals.
19. This memorandum originates with the Director of Education of YPO in discussion with Alfred de Grazia, Research Professor of Social Theory at New York University; Senior Associate of Cultural Resources, Inc. n-f-p, of Washington, D.C.; author of the forthcoming book, Supporting Art and Culture: 1001 Questions of Policy.

Salient Features of the Arts Competition:

- A. It would be a major and heavy event of the year in American and perhaps also international culture.
- B. It would be a highly variegated and educational arts and management experience for perhaps hundreds of members of YPO and their spouses and families.
- C. Local artists would be encouraged and perhaps a number of excellent artists made known to a large public for the first time.
- D. The vitality of the plastic arts in a number of geographic regions may be demonstrated.
- E. The value of local art products would be publicized and enhanced.
- F. Community leadership roles of YPO members would be developed.
- G. The proposed arts program will serve as a striking example of what the independent sector can do in the arts, and by analogy elsewhere, to serve the public interest without any government assistance whatsoever.