



Kahle/Austin Foundation  
513b Simonds Loop  
San Francisco, CA 94129

12 August 2016

Dear Directors,

Please find attached our proposal for an ambitious pilot project.

Thanks, in advance, for your consideration,

David Glenn Rinehart  
Director

2029 Stockton Avenue  
San Francisco, CA 94133  
<http://art501c3.org/>  
[art501c3@art501c3.org](mailto:art501c3@art501c3.org)



# Less Is More: San Francisco Bay Area Aesthetic Enhancement

2029 Stockton Avenue  
San Francisco, CA 94133  
<http://art501c3.org/>  
[art501c3@art501c3.org](mailto:art501c3@art501c3.org)



## Less Is More: Bay Area Aesthetic Enhancement Proposal

### *Executive summary*

Ludwig Mies van der Rohe famously declared, “Less is more.” To examine that premise in the context of quantity versus quality, Art 501(c)(3) is requesting \$3.50 from the Kahle/Austin Foundation to fund a pilot project to commission a prolific artist to produce absolutely nothing for an entire day.

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## Less Is More: Bay Area Aesthetic Enhancement Proposal

### *Organizational Overview*

*Organization:* Art 501(c)(3) Inc.  
*Address:* 2029 Stockton Avenue  
*City, State:* San Francisco, CA  
*Web Site:* <http://art501c3.org/>  
*Project Title:* Less Is More:  
San Francisco Bay Area Aesthetic Enhancement

*Total Request:* \$3.50

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### *Contact Information*

Name: David Glenn Rinehart  
Title: Director  
Office Phone: (415) 552-6866  
Email: [dgr@art501c3.org](mailto:dgr@art501c3.org)

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### *Background and Mission Statement*

Art 501(c)(3) was founded in 1989 as Photography 501(c)(3). The name was later changed to reflect its mission statement, "Art: everything, everywhere, always."

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## Less Is More: Bay Area Aesthetic Enhancement Proposal

### *Organization Diversity*

Art 501(c)(3) serves all communities regardless of gender, race, religion, political persuasion, or galactic origin.

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### *Statement of Need*

Art 501(c)(3) relies on private and public support as well as the generosity of funders such as the Kahle/Austin Foundation.

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## Less Is More: Bay Area Aesthetic Enhancement Proposal

### *Project Summary*

Provide a prolific artist with a modest grant with the requirement that s/he produce and/or disseminate no creative work for an entire day.

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## Less Is More: Bay Area Aesthetic Enhancement Proposal

### Project Goal and Objective

Ascertain the effect on the aesthetic and cultural environment of the San Francisco Bay Area: is it enhanced or adversely affected by a measurable reduction in art production and dissemination?

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## Less Is More: Bay Area Aesthetic Enhancement Proposal

### *Project Plan*

Provide a prolific artist with a modest grant with the requirement that s/he produce and/or disseminate no creative work for an entire day.

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## Less Is More: Bay Area Aesthetic Enhancement Proposal

### *Evaluation Plan*

Ascertain the effect on the aesthetic and cultural environment of the San Francisco Bay Area: is it enhanced or adversely affected by a measurable reduction in art production and dissemination?

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## Less Is More: Bay Area Aesthetic Enhancement Proposal

### *Key Implementation Strategy*

Provide a prolific artist with a modest grant with the requirement that s/he produce and/or disseminate no creative work for an entire day.



## Less Is More: Bay Area Aesthetic Enhancement Proposal

### *Project Results Dissemination*

The results and analyses of this ambitious pilot project will be published on the Art 501(c)(3) Internet site.

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### *Project Budget Details*

Key Staff Salaries	\$0.00
Key Staff Benefits	\$0.00
Consultant Fees	\$0.00
Facilities	\$0.00
Equipment	\$0.00
Office Supplies	\$0.00
Printing and Publication	\$0.00
Travel and Transportation	\$0.00
Event and Meeting Expenses	\$0.00
Other Operating Costs	\$0.00
Charles Shaw wine (750ml)	\$2.49
California sales tax @ 8.5%	\$.22
<u>Contingency</u>	<u>\$.79</u>
<b>Total Project Cost</b>	<b>\$3.50</b>

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