

PROSPECTUS OF A FICTIONAL NON-PROFIT ARTS ORGANIZATION
"THE VIRTUAL MUSEUM OF 'OUTSIDER' ART (VMOA)"

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Mission

The Virtual Museum of 'Outsider' Art (VMOA) is a not-for-profit organization founded to serve artists in remote, rural areas of the United States. Based in Boston, Massachusetts, VMOA recognizes the issues of exploitation, paternalism, race, ethnicity, and class evoked by the mainstream's co-option of 'outsider' art, which includes 'folk' art, 'crafts', 'political' and 'religious' art, and other forms of so-called "low" art. VMOA increases the visibility of 'outsider' artists without compromising the quality of their work, utilizing the digital technologies of CD-ROM and virtual reality* to reproduce and exhibit art environments. These formats enable VMOA to bring the public before works of profound spirituality, craftsmanship, and power *without* physically removing them from their natural environments.

* A virtual museum is a multimedia, electronic environment which recreates a journey through actual environments. That is, the viewer experiences three dimensional, multi-sensory perceptions of 'outsider' art without ever actually being in its presence.

History

The Virtual Museum was founded and incorporated as a not-for-profit organization in 1991 by a group of artists living in the Boston-area. After a number of successful projects in the US, VMOA facilitated the formation of virtual museums in Australia, Vietnam, Mexico and South Africa in 1994, each with its own Board of Directors and \$1 million budget. Plans are underway in Peru, Ghana, Kenya, India, Guatemala, China, and Russia to open virtual museums between 1995 and 1996. VMOA, Boston, coordinates all digital reproduction and virtual museum design to ensure that the products of all of its projects support the mission of its founders.

Education and Outreach

VMOA recognizes the necessity to educate urban and mainstream artists, critics, historians, patrons, and the general public about 'outsider' art. Each CD-ROM and virtual museum contains extensive information about the way 'outsider' artists perceive themselves and their role in society. Some communities organize "Trails" to facilitate tours of artist's homes and enable interested individuals to experience the 'Mecca's,' "citadels," "shrines," and "living sculptures" which are integral parts of them. VMOA utilizes technology extensively, having created international, electronic billboards to facilitate global communication between VMOA communities world-wide.

Programming

1. VMOA on CD-ROM: Each year VMOA, Boston, establishes a project in a new state. A Virtual Board of Directors is formed along with community organizers and volunteers who collectively locate and research artists within their regions. A team of photographers, film/video makers, and computer technicians is brought in to document the art and conduct interviews with each artist. The materials are used to make independent films, CD-ROMS and virtual environments. Bill Gates, founder and Executive Director of Microsoft, Inc. provides major funding for the digital reproduction of VMOA's art.

2. Rural Art Trails: In the communities which elect to do so, a "Trail" is established to connect artists who wish to participate in an 'open house': a "Trail Map" is produced, and a development plan is initiated to solicit the participation of interested individuals. On as many weekends as are designated, visitors are invited to visit the artist's homes and, perhaps, purchase examples of their work. If deemed successful by the artists, the "Trail" becomes an annual event, increasing the visibility of 'outsider' art and supporting the economies of rural towns.

3. Virtual Environments: As virtual reality technology advances, the VMOA will be re-designed and assembled. The museum is in the process of being reproduced on a national and global scale. Each virtual museum is curated by a local, elected 'outsider' to ensure that VMOA truly represents the artists and their work.

4. VMOA Publications: VMOA produces individual catalogues , newsletters, brochures, maps, and an annual periodical for 'outsider' artists, visitors and subscribers. Our regional and national staffs are responsible for the conception and design of each piece. However, with the exception of the periodical, local printers and distributors are utilized whenever possible to maintain VMOA's objective to support rural economies.

Evaluations

Each project is evaluated by the Virtual Advisory Board, Virtual Staff, and the artists. Changes are made to meet the needs of each community. Our programs are measured by: the number and scale of regional, national and international programs; the sale of CD-ROM programs, catalogues and periodicals; the number of subscriptions to "Trail" tours, and newsletters; the contribution to local economies; and the number of visitors to Virtual Museums of 'Outsider' Art.

Support

VMOA's programs are made possible by major grants from Microsoft, Inc., the National Endowment for the Arts, the Massachusetts Cultural Council, the Rockefeller Foundation, the Ford Foundation, the National Museum Association, the Smithsonian Institute, and many local, national, and international foundations and corporations. VMOA gratefully acknowledges the support of numerous individual patrons and donors nation-wide.

Budget

EXPENSES

Salaries:	Executive Director	\$35,000.00	
	Curatorial Director	\$30,000.00	
	Technical Director	\$30,000.00	
	Development Director	\$30,000.00	
	Publications Director (PT)	\$15,000.00	
	Administrative Assistant	<u>\$25,000.00</u>	
			\$165,000.00
Consultant Fees:	Film/Video/Computer technicians	\$100.00 per hour	\$300,000.00
	Graphic Designers/Artists/ Writers/Musicians	\$50.00 per hour	\$100,000.00
	Virtual Staff	\$10.00 per hour	\$140,000.00
Rent:			\$ 20,000.00
Utilities:			\$ 15,000.00
Office expenses:			\$ 5,000.00
Equipment Rental:			\$100,000.00
Postage:			\$ 5,000.00
Printing:			\$ 50,000.00
Travel:			\$100,000.00
	TOTAL		\$1,000,000.00

INCOME

Microsoft, Inc.	\$500,000.00
Government Grants	\$100,000.00
Private Foundations	\$150,000.00
Corporations	\$150,000.00
Individual Donations	\$ 75,000.00
Sales (after royalties to artists)	\$ 25,000.00
TOTAL	\$1,000,000.00

Note: Admission to the Museum is free.

The Virtual Museum of Outsider Art (VMOA)
Organizational Chart

Board of Directors

Virtual Advisory Board
(Community Leaders/Representatives)

Executive Director

<u>Curatorial Director</u>	<u>Technical Director</u>	<u>Development Director</u>	<u>Publications Director</u>
artists writers composers film director video director computer director musicians	video crew film crew computer crew exhibition designer exhibition installer	public relations marketing/sales accountant (board)	editor graphic designer research

Virtual Community Coordinator

Location Scout

Tour Organizer

Virtual Fundraiser

Artist's Representative

Virtual Volunteer Coordinator

volunteers

volunteers

volunteers

volunteers