Art Projects for Groups Sample Application

PROJECT SUMMARY

Applicant

SEA Vinyl Society

Project Title

Pop Music from Across the Asian Diaspora

Short Description

SEA Vinyl Society aims to preserve, share, and celebrate Asian American and Pacific Islander heritage through the collection, preservation, and performance of music and stories from our community.

Discipline

Music

Choice Criteria ["Artistic Impact" Criteria]

Continuity

NARRATIVE

Project Description

SEA Vinyl Society aims to preserve, share, and celebrate Asian American and Pacific Islander heritage through the collection, preservation, and performance of music and stories from our community. Our project leads are Diana Ratsamee and Thanh Tan, with collaborators Geo Quibuyen, Ian Dapiaoen, Chris Govella, Ryan Fresh, and Anthony Warner. We will present these works to the public in collaboration with community-based organizations, with focuses on unearthing historic music, and digitizing and remixing original music from our ancestors.

We are planning at least six events over two years that showcase this music within the local Asian American and Pacific Islander community of King County. Here, musicians and DJs from immigrant and historically-marginalized communities share their craft, promoting cultural exchange and economic development. Two annual listening events anchor our programming: a collaboration with the CID Block Party, and Lunar New Year and Tet Celebration with Friends of Little SaiGon. Remaining events include "books-and-beats" with local businesses and organizations, whom we have partnered with previously: including Hood Famous, Seattle Art Museum, Mam's Books, and potentially others in Seattle and in King County.

Our project aligns with 4Culture's mission to advance equity and support arts and culture initiatives that benefit King County residents and visitors. By centering Vietnamese, Filipino, and Southeast Asian voices and experiences, we amplify and celebrate the rich cultural heritage of these groups, while also creating inclusive, accessible spaces for community engagement.

Project Impact & Public Benefit

Our project aligns with 4Culture's mission to advance equity and support arts and culture initiatives that benefit King County residents and visitors. By centering the voices and experiences of AAPI communities, we're helping to amplify and celebrate the rich cultural heritage of these groups, while also creating inclusive, accessible spaces for community engagement. County residents and visitors will be able to enjoy, experience, and benefit from the art and artmaking through the following ways:

- Inclusive Events: These events will showcase the historic, contemporary, and remixed music, allowing all attendees to experience and appreciate the rich cultural heritage of Asian American and Pacific Islander communities, at no charge.
- Accessibility: The events will be designed to cater to a diverse range of ages, abilities, languages, and communities. This will providing wheelchair-accessible venues, and ensuring that event materials and announcements are available in multiple languages.
- Community Partnerships: By collaborating with local businesses, restaurants, and community-based organizations, SEA Vinyl Society will create a sense of community and belonging. These partnerships will also help to ensure that the events are accessible and inclusive, reaching a wide range of audiences.
- Publicity: SEA Vinyl Society will promote the events through various channels, including the internet, social media, ethnic media, and other platforms, to reach diverse audiences. This will help to raise awareness about the events and encourage participation from a broad range of community members.

By implementing these strategies, SEA Vinyl Society will create a welcoming and inclusive environment that allows county residents and visitors of all ages, abilities, languages, and communities to enjoy, experience, and benefit from the art and artmaking.

Project Plan

Collection and Digitization (July 1, 2024 - December 31, 2024): Acquire and digitize vinyl music collections from various sources, including record swaps and e-commerce. This will involve selecting the music, respecting the original creators' works and copyrights, and preserving the collections in digital form.

Contextualization and Remixing (January 1, 2025 - March 31, 2025): Develop contextual information about the people, places, and stories behind the music to bring their stories to life. Remix the digitized music while adhering to fair use guidelines for non-commercial purposes; all original rights to be reserved by original copyright holders, and all remixes will be only exist in a live performance setting, with no recorded or derivative works produced without permission.

Event Planning and Outreach (April 1, 2025 - June 30, 2025): Collaborate with local businesses, restaurants, and community-based organizations to plan and promote the events. Develop a comprehensive outreach strategy that includes using established connections, sharing information through various channels, and engaging with diverse audiences.

Event Execution (July 1, 2025 - June 30, 2027): Host at least six events showcasing the digitized and remixed vinyl music, providing opportunities for musicians and DJs to share their craft, and fostering connections within the local Asian communities.

Evaluation (July 1, 2025 - December 31, 2027): Assess the impact of the events, gather feedback from participants, and identify areas for improvement in future projects.
If SEA Vinyl Society does not receive the full funding request and other pending income, the project will need to be scaled down or altered. This may involve:

- Reducing the number of events: Instead of hosting six events, the project may need to focus on fewer events, prioritizing those with the greatest potential for impact and community engagement.
- Scaling back on outreach efforts: Limited funding may require a more targeted outreach strategy, focusing on the most effective channels and partnerships.
- Adjusting project output: The project may need to explore a smaller scale cultural exploration and curation approach, one that requires fewer resources.

Advancing Equity (optional)

Yes, our project specifically benefits communities of color and historically marginalized communities in King County. SEA Vinyl Society's mission is to unite communities through the collection, preservation, and performance of music and stories from across the Asian diaspora. Our project

focuses on amplifying and celebrating the rich cultural heritage of Vietnamese, Filipinos, and Asian Americans, which have often been underrepresented and marginalized.

The project collaborates with members of these communities in several ways:

- Event Planning and Execution: We will work closely with local businesses, restaurants, and community-based organizations that serve and represent AAPI communities to plan and execute the events. This by-and-for collaboration ensures that our events are culturally sensitive, inclusive, and accessible to diverse audiences.
- Music Selection and Remixing: By focusing on music from Asia and the Asian diaspora, we are directly engaging with and celebrating the cultural heritage of AAPI communities. The process of digitizing, remixing, and contextualizing this music in a live performance setting will involve collaboration with musicians and DJs and providing the public with an opportunity to share their craft and contribute to the project. None of the music that we preserve will be licensed or re-licensed or recorded or made available commercially.
- Outreach and Engagement: Our outreach efforts will prioritize connecting with and promoting our events to communities, both through established partnerships and by engaging with new audiences through various channels. This will help to foster greater connections within these communities and promote cultural exchange and economic development.

Quality and Qualifications

Since forming in 2023, SEA Vinyl Society has developed relationships in the Seattle Chinatown International District, including with the aforementioned CID Block Party, Friends of Little SaiGon, and other local businesses and stakeholders in the area. These relationships have presented us opportunities to apply our community engagement and project management experience in producing events for the annual Tet Celebration, the CID Block Party, and other special occasions. Several team members have a deep passion for and knowledge of music from Asia and the Asian diaspora, as well as experience in collecting, preserving, and sharing analog media.

Our two leads are Diana Ratsamee and Thanh Tan. Diana Ratsamee is a local DJ and host of the radio show "Eastern Echoes" on KEXP, a weekly program featuring rare groove, and pop music from across Asia. Thanh Tan is a local storyteller and filmmaker, with a background in communications and journalism. She has written for Seattle Times and for the Texas Tribune. As a podcast host of "Second Wave", she has produced for KUOW and public radio.

PROJECT BUDGET

Expenses		Estimate
Planning	$0	☒
Design		☐

Construction		☐
People	$2,370	☒
Soft Costs		☐
Facility Purchase		☐
Fundraising		☐
Services	$1,055	☒
Supplies	$0	☒
Promotion	$1,050	☒
Transportation/Shipping	$240	☒
Documentation/Assessment	$285	☒
Equipment/Fixtures	$0	☒
In-Kind		☐
Other	$0	☒
Total:	$5,000	
Income		Confirmed
Applicant	$0	☐
Foundations	$0	☐
Corporations	$0	☐
Government	$0	☐
Individual Donors	$0	☐
Earned	$0	☐
In-Kind	$0	☐
Other	$0	☐
4Culture Request	$5,000	
Total:	$5,000	

Budget Notes

The project budget outlines our expected costs for the two year period starting Summer 2025 to Spring 2027. Our largest budget item is comprised of people's time, in the form of planning, project management, promotion, performance, and engagement (47%). We budget transportation, fuel, and parking reimbursement for these activities (5%). For our services we have budgeted for event permit fees, sound rentals, and Shunpike fees (21%). We expect our expenses for advertising in print media, such as the International Examiner, and ethnic media outlets; including translation to Vietnamese and other languages as appropriate (21%). The remaining expenses would include Documentation and Assessment(6%).

Breaking down by our project plan, Event Planning and Outreach comes to (35%), and Event Execution at (48%). These comprise the bulk, our 6 public events. Our Collection and Digitization projects (10%) and Contextualization and Remixing (7%) projects will take place gradually, with an installation at King Street Station, and another venue TBD.

The request from 4Culture would comprise most of those expenses. We have collected small donations to fund time in the past, and we expect to continue to receive small dollar contributions. All of the original music will remain under the rights of the original copyright owners, and no income will be generated from recorded works or commercially sales; and we intend to fully respect the original artists. The rest of the income for the project would come from in-kind donations from our volunteers. All of the events to date have been executed on in-kind donations from our volunteers, as well as small performance stipends for special events that we have booked.

VENUE

CID Block Party

900 S King St, Seattle, WA 98104

Venue Council Districts: 8

Project Venue Notes

We have executed previous events at these venues, and plan for future exhibitions:

- CID Block Party, 900 S King St, Seattle, WA 98104 (August 17, 2024- see link below)
- Mam's Books, 608 Maynard Ave S, Seattle, WA 98104
- Hello Em Cafe, 1227 S Weller St, Seattle, WA 98144
- King Street Station with Seattle Office of Arts and Culture

Potential venues that we are engaged to partner with events on include:

- Seattle Art Museum
- King County Libraries (multiple council and legislative districts)
- Museum of History and Industry

WORK SAMPLES

Links: https://youtu.be/Lshz1BrA1Fs

Images:

Work Sample Description

Sample Link 1: Rewind at Mam's - CID Block Party 2024. Date Completed: 8/17/2024. Role: Music and Cultural Presentation. This is a short video documenting the event that took place on August 17, 2024, at the intersection of Maynard Ave S, and South Weller St. SEA Vinyl Society staffed a mobile DJ booth with members, providing our signature rotation of old and current pop music from areas across the Asian diaspora, from Hong Kong to Vietnam and beyond. This was a community event in partnership with CID Block Party. During the event, neighborhood vendors brought vintage clothing, aguas frescas, and handmade goods to sell. Local businesses like Mam's Books also opened their doors, and hosted mahjongg tables for family-friendly games. Unfortunately, Youtube detected a copyright song, and the audio cannot be heard on youtube.com, but the same video exists on Instagram Rees with audio (link 2)

This video relates directly to the type of work we'd like to produce again in the future. We'd like to produce this event, as well as similar free, public, and community-minded events with local organizations. With these events we plan to celebrate Asian identity in its variety of forms, as well as the unique sounds and histories of Asian pop music.

This event, in conjunction with smaller events, and along with the digitization and preservation of these cultural artifacts, comprise the main tangible products of our project. Through this work, we intend to elevate the voices of the original creators', while making space and time for community members to form a sense of shared identity and figurative placemaking in the cultural landscape.

Image Samples 1-10: Public events and activations by SEA Vinyl Society, 2024 to 2025. All completed. See png images for descriptions. Events include Books and Beats @ Mam's, Bush Hotel and SEA Vinyl Society, Hood Famous Bakery and Pilipino music with SEA Vinyl Society, Memory Mixtape with A Resting Place, Lunar New Year and Tet 2024 and 2025. Screen captures from Instagram posts have descriptions listed on the right hand side; all publicly available @seavinylsociety via Instagram.