

Welcome to our FAQs page where you will find answers to most frequently asked questions about the Art Basel Crowdfunding Initiative.

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#### GENERAL

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##### **What is Crowdfunding?**

The Oxford Dictionary defines Crowdfunding as “The practice of funding a project or venture by raising many small amounts of money from a large number of people, typically via the Internet”.

##### **What is the Art Basel Crowdfunding Initiative?**

Art Basel’s Crowdfunding Initiative aims to channel the energy of the broader Art Basel audience towards non-profit visual arts organizations seeking support for new projects. Using Kickstarter, our Crowdfunding Initiative is designed to attract support from large numbers of donors in modest increments. The creative projects are presented on Art Basel’s curated page on Kickstarter and have been chosen through a rigorous selection process based on their overall quality, innovation and viability, representing the strength and diversity of art worldwide. The selection of projects is done by an independent jury, composed of three non-profit artworld experts – Hammad Nasar, Asia Art Archive; Glenn Phillips, Getty Research Institute; and Mari Spirito, Protocinema.

##### **How can I donate?**

To pledge to a project, please visit [kickstarter.com/artbasel](http://kickstarter.com/artbasel). Just click the green “Back This Project” button on any project page. You will be asked to enter your pledge amount and select a reward tier.

##### **Why is Art Basel launching this initiative?**

Along with art galleries, non-profit visual arts organizations such as museums, Kunsthalle type contemporary art spaces, art schools, and publishers drive the artworld forward by nurturing and supporting artists and creative projects. Many of these organizations are small and struggle to obtain both funding and visibility. With an attendance of over 200,000 across all three shows, Art Basel has an extensive network of art lovers, collectors, galleries, and artists around the world. By tapping into this global network, we believe crowdfunding can provide valuable exposure for the non-profit visual arts organizations by sharing their story, generating support, and building a community.

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#### KICKSTARTER

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##### **Why did Art Basel choose to partner with Kickstarter?**

Since it launched in the US in 2009, Kickstarter has become internationally synonymous with crowdfunding, ranking as the most popular site to find funding for creative projects. More than USD 1.98 billion has been pledged by more than 9.5 million people, funding more than 93,000 creative projects on Kickstarter – more than every other crowdfunding site combined. With the highest site traffic of any such platform, it provides the greatest visibility for the Art Basel Crowdfunding Initiative. Click [here](#) for the most recent Kickstarter stats.

##### **What is different to other Kickstarter campaigns?**

Art Basel’s curated page on Kickstarter is unique because of the following:

1. Projects will be accepted onto the Art Basel page only if approved by an independent jury, composed of three non-profit artworld experts.
2. Because of Art Basel’s global audience and on-going communication campaign, projects that are approved by the jury are likely to be viewed by tens of thousands of potential donors.
3. Art Basel is the first art fair to create a curated page on Kickstarter; the partnership between the two organizations marks Kickstarter’s most significant engagement with the contemporary artworld.

##### **Will Art Basel make money from its Crowdfunding Initiative?**

No. While Kickstarter charges its normal 5% fee, Art Basel will not generate any income from the projects on its curated page.

For more detailed information about funding on Kickstarter, visit the [Kickstarter Help Center](#) on their website.

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#### APPLICATION

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##### **What is the application process?**

Once you have created a project draft on Kickstarter and have sent us your preview link, you will need to apply using the submission form. If your project meets the selection criteria, it will be reviewed by our independent jury. The jury will make their selection based on quality, innovation, creativity and viability.

[Click here](#) for a step-by-step explanation of the application process, and our detailed Terms of Use.

##### **If my project is selected by the jury, how will I be notified?**

We will make our best efforts to respond to you promptly, but please allow up to four weeks to receive a decision via email. [Apply now.](#)

##### **How often does the jury review projects?**

As a part of the ongoing selection process, applications are reviewed three to four weeks.

##### **When do I launch my Kickstarter project?**

Our Crowdfunding Manager and our partners at Kickstarter will work with you, once accepted, to finalize your project and best position it for success on our platform. When your project is ready you will be invited to join the Art Basel curate page on Kickstarter. By clicking on the link, you will become a part of the Art Basel organization and we can add your project to our curated page once it is live on Kickstarter.

##### **When will I be added to the Curated Page?**

Your project needs to be live on Kickstarter before we can add it onto Art Basel's curated page. When your approved project launches on Kickstarter, we will be notified and add it to our curated page on Kickstarter.

##### **If my project is not selected, how will I be notified?**

You will be notified by email. However, your project may still be eligible for funding on Kickstarter, and we encourage you to launch your project independently.

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#### SELECTION

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##### **What kinds of projects will Art Basel accept to be a part of its crowdfunding initiative?**

The project should be in the field of visual art and capable of attracting the interest of artists, critics, curators, and the general audience for contemporary art. Creative projects that strengthen an art organization or result in print or online publications about the visual arts are also eligible, e.g., symposia, think tanks, online initiatives, public art projects, residencies, and participatory art events. Find out more about the selection criteria [here](#).

##### **What are the selection criteria for the Art Basel Crowdfunding Initiative?**

Read a detailed overview of the selection criteria [here](#).

##### **Who is the Crowdfunding Jury?**

The Art Basel Crowdfunding Jury consists of three non-profit artworld experts, profiled [here](#).

##### **How many projects will be accepted?**

There is no set number of projects that will be chosen for Art Basel's curated page on Kickstarter. The number of projects will reflect the quantity of high-calibre project applications presented to the independent jury.

##### **Are there any geographical limitations for applications?**

People from all over the world can fund Kickstarter projects, but creating projects is currently open to individuals over the age of 18 based in the US, UK, Canada, Australia, New Zealand, the Netherlands, Denmark, Ireland, Norway, Sweden, France, Spain, Italy, Switzerland, Germany, Austria, Belgium and Luxembourg. Businesses, non-profits, and other organizations in these countries can also use Kickstarter to fund their creative projects. If you live outside of these countries, we encourage you to participate in Art Basel's Crowdfunding Initiative by applying along with a non-profit visual arts organization located in the countries listed above.

##### **May an individual artist submit a project?**

No. The Art Basel Crowdfunding Initiative is specifically addressed to non-profit visual arts organizations. But non-profit visual arts organization may propose individual artist projects.