

Help Us Shape the Future of Making Thinking





# IMMERSION - A Virtual Reality residency for Social Change



The IMMERSION program asks:

*How do we resist the escapist trends of immersive media and deepen our relationship to place, history, and to each other through immersion?*

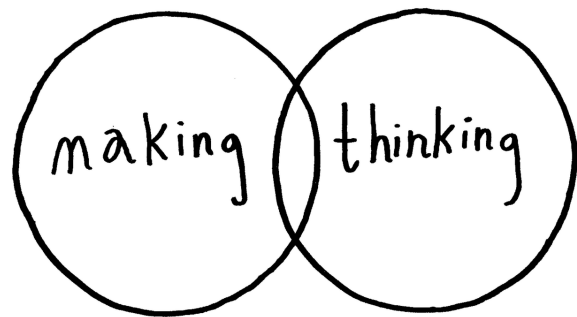


## 2022—The IMMERSION residency Wilmington, North Carolina

This summer, in partnership with the Cucalorus Festival and ARVR Consultants, SMT will run the fourth iteration of its immersive media production lab, IMMERSION 4.0. Since 2017, the IMMERSION Lab has provided over 43 residents from across the United States and around the world access to 360° cameras, curated structures for collaboration, and intensive workshops on VR, “immersion” and social justice. The residency has explored how Virtual Reality can deepen our relationship to the politics of a place and its history. The VR pieces that have emerged are born of intense collective experience, focused idea incubation, and participation in challenging conversations in community. The finished works have been shared annually since 2017 at the Cucalorus Festival’s VR EXPO in November, for audiences in the thousands.

# Why The School Of Making Thinking?

The School of Making Thinking (SMT) responds to deep cultural needs of our time.



In these times of great political, social, economic and climate crises, artists of all backgrounds are grappling with how to shape their practices to influence the kinds of change that reflect their values. SMT responds to this need by supporting artists and thinkers with the community and critical thinking resources they need to catalyze change through their arts practice.

The IMMERSION residency is an opportunity for artists to put critical thinking into practice through immersive media projects while living and working in community. The residency program asks, "How do we root our virtual realities within the political and social realities from which they emerge? How do we resist the escapist trends of immersive media and deepen our relationship to place and to each other through immersion?"

As an organization that sits at the intersection of thinking and making, practice and theory, and the arts and pedagogy, SMT has a unique role to play in the change-making movements of our time. By putting radical, anti-racist pedagogy into practice within groups collaborating on immersive media projects, IMMERSION supports artists to deeply investigate their role as content creators and to make projects that push the box on what immersive media is for.

# Sponsorship Levels

## for our 2022 Immersion 4.0 Program

### Residency Champion \$40,000

- Top level recognition -
- Your logo on the homepage of our website and all public facing platforms.
- Your logo at the top of all 360 videos made in residence.
- An invitation to visit our Immersion summer program!
- An all access pass to Cucalorus Film Festival where VR works are screened!
- PLUS all benefits below.
- BONUS CUSTOMIZABLE PERKS AVAILABLE!

### Patron of the Arts \$10,000

- Your logo on our website and all summer programming press releases.
- Your logo at the top of all 360 videos made in residence.
- An invitation to a virtual artist talk from one of our sponsored residents.
- A ticket to the screenings of VR works at Cucalorus Festival!
- PLUS all benefits below.

### Innovator \$2500

- Your logo on our website and all summer programming press releases.
- An large-scale advertisement in our newsletter reaching 1500 people.
- An invitation to a virtual artist talk from one of our sponsored residents.
- A link to three of the VR works created at Immersion to watch at home.
- PLUS all benefits below.

### Out of the Box \$750

- Your logo in all summer programming press releases.
- Your logo in our newsletter reaching 1500 people.
- A link to one of the VR works created at Immersion to watch at home.
- An invitation to a virtual artist talk from one of our sponsored residents.

### Visionary Giver \$20,000

- Your logo on our website and all summer programming press releases.
- Your logo at the top of all 360 videos made in residence.
- An invitation to visit one our Immersion summer program.
- An all access pass to Cucalorus Film Festival where VR works are screened!
- PLUS all benefits below.
- BONUS CUSTOMIZABLE PERKS AVAILABLE!

### Creative Catalyst \$5,000

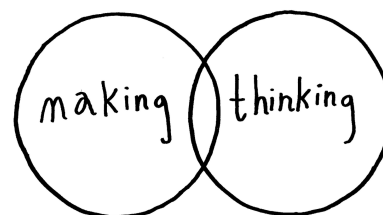
- Your logo on our website and all summer programming press releases.
- Your logo at the top of all 360 videos made in residence.
- An invitation to a virtual artist talk from one of our sponsored residents.
- A ticket to the screenings of VR works at Cucalorus Festival!
- PLUS all benefits below.

### Scholarship for One \$1500

- Your logo on our website and all summer programming press releases.
- An mid-sized advertisement in our newsletter reaching 1500 people.
- An invitation to a virtual artist talk from one of our sponsored residents.
- A link to three of the VR works created at Immersion to watch at home.
- PLUS all benefits below.

### Community Builder \$400

- Your logo in all summer programming press releases.
- Your logo in our newsletter reaching 1500 people.
- An invitation to a virtual artist talk from one of our sponsored residents.







It is said that SMT brings **meaning to the world** for its communities.

By sponsoring SMT you will support great artists and thinkers and influence positive social change. We hope you join us!

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“SMT offered me a space and time outside of my life to consider my practice and the way I think and live. SMT provided me a simple life, free of the demands and responsibilities of my regular routines.

Along with this freedom it offered a lifestyle built on intention, community and creative exploration.”

—Georgia Wall  
Filmmaker and Performance Artist, NY  
SMT Resident

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“One of the most important aspects of starting my new project in this environment was a different perception of time that allowed me not to want all my doubts to be solved but to explore them and bring them to the work. I could bring all the collective and individual doubts into my own and I found that to be the root of my project. I am very thankful for having found this place and this group of people and hope to come back every year.”

—Anna Costa E. Silva  
Filmmaker from Rio De Janeiro, Brazil  
SMT Resident

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“The work I made at SMT would not have been possible in any other environment. I felt a great deal of mutual respect for all involved and sensed a great openness expanding. The degree to which SMT accelerated my self-development is actually kind of shocking. Perhaps even more shocking is the fact that it all felt effortless; a true sign of superlative organization and curation. I feel deeply grateful for the opportunity, and would relish one more.

And one more. And one more.”

—Andrew Patterson  
Poet and Music Journalist,  
SMT Resident



# Leadership Team

*Our board of directors bring vision, thought leadership and enthusiasm to The School of Making Thinking. They are:*

Akeema Zane + Jaimes Mayhew + Josephine Decker + Liz Clayton-Scofield  
+ Matt Pearson + Naima Ramos-Chapman + Raven Cassell + Sophie Traub





## Contact

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