

# PAPER

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# ARTIST RX: WPA FOR OUR TIME

**F**ranklin Delano Roosevelt's New Deal, forged in the 1930s, placed artists front and center via a series of innovative programs. The best known of these, the Works Project Administration, funded painters, sculptors, and photographers for everything from public murals à la Thomas Hart Benton and Alexander Hogue to photographic images by Walker Evans and Dorothea Lange that documented the human face of the Great Depression. Now two artist-focused programs founded in Texas offer grants to talents economically impacted by the new coronavirus. The silver lining is the creation of artworks reflective of this time and place, yielding a visual document while it gets creators back creating.

**Good news arrives via Dallas:** The dream team behind The Goss-Michael Foundation and MTV Re:Define, **Joyce Goss** and **Kenny**

**Goss**, have come together with **Maxine Trowbridge**, former *PaperCity* Dallas editor in chief and past president of the Dallas Contemporary board. The result is the recently

minted **Artrinity**, which puts forth an engaging collecting project. **Postcards of Positivity** plans to tap Texas, national, and international artists to contribute a postcard-sized artwork for acquisition for a democratic \$250, with its creator anonymous until purchase. The works will be exhibited and sold online. Trowbridge told *PaperCity* that the three founders of Artrinity are reaching out to their A-list artist network, aiming for at least 100 participants. All Postcards of Positivity proceeds benefit **Artist Relief**, a fund co-organized by respected nonprofits including **Creative Capital**, **Artadia**, and **MAP Fund**, that awards \$5,000 grants across all disciplines. *Call for artists now through July 3; exhibition and online auction June 1 through July 31; contact [artrinity.com](http://artrinity.com), [artistrelief.org](http://artistrelief.org).*

**Just in: The New Normal: An Artist's Response to COVID-19** is a Fort Worth-centered initiative led by **Sasha** and **Edward P. Bass' Fine Line Group**, in partnership with the **Alice L. Walton Foundation**, the **Donny Wiley Memorial Fund** at the **North Texas Community Foundation**, and **Kit** and **Charlie Moncrief**. With a significant \$100,000 raised, The New Normal seeks to fund as many as 40 Fort Worth artists via individual grants of \$2,000 or \$5,000; recipients are enjoined to produce a work that mirrors our times. The resulting creations, to be completed by the end of summer, will be exhibited in Fort Worth this fall at a venue to be announced. Eight cultural cognoscente weigh in on the honorees, announced over three grant cycles, open now through June 10: **Sasha** and **Edward P. Bass**, joined by gallerist/nonprofit founder **Lauren Childs**, and museum heavy hitters including the Amon Carter's **Maggie Adler**, **Mary Burke** (recently of the Sid Richardson Museum), The Modern's **Alison Hearst**, **Patricia Riley** of the National Cowgirl Museum, and the Kimbell's **George Shackelford**. *Info [neunormalfw.com](http://neunormalfw.com). More on this story at [papercitymag.com](http://papercitymag.com).* Catherine D. Ansporn

COURTESY THE ARTIST AND FINE LINE GROUP / THE NEW NORMAL



Jay Wilkinson's *PPE*, 2020



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Artrinity's Maxine Trowbridge, Kenny Goss, Joyce Goss