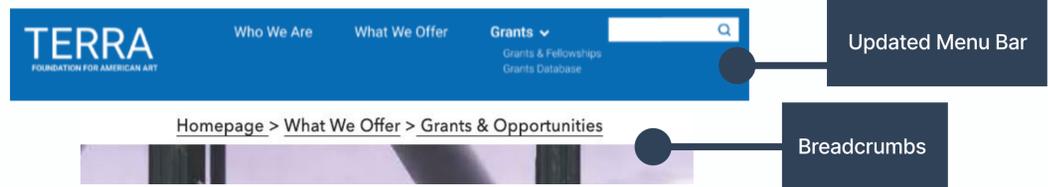


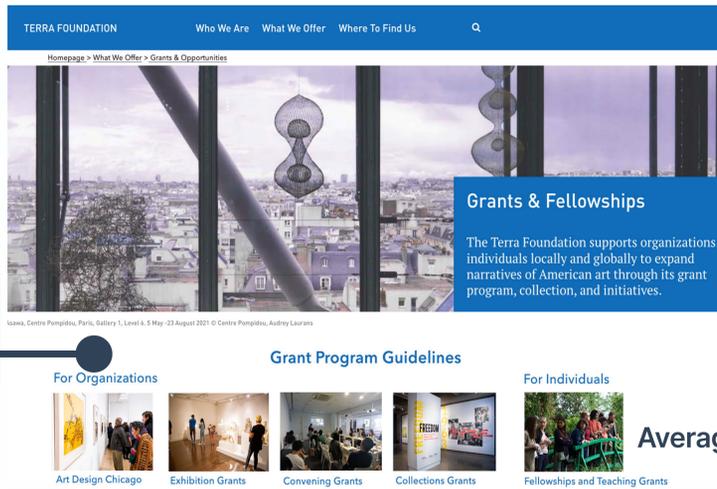
# Terra Foundation

## Web Analytics & Heatmaps

### 01 Improve Navigation



### 02 Improve Information Hierarchy

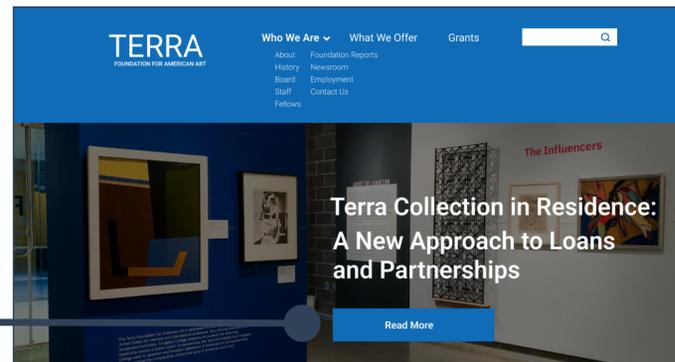


Hierarchy of information



96% of users will reach this point

### 03 Reduce Cognitive Load



Clean Design

The Terra Foundation fosters intercultural dialogues and encourages transformative practices to expand narratives of American art.

#### Upcoming Grant Deadlines



Additional Pathways

### 04 Improve Conversion Rates

#### Grant & Fellowship Opportunities

#### Exhibition Grants

Recognizing current and historical inequities in presentations and understandings of American art history, the Terra Foundation encourages temporary loan exhibitions that address these imbalances and exclusions at institutions worldwide.

Terra Foundation Exhibitions grants provide support for organizations to plan and present temporary exhibitions drawn primarily from works not in their permanent collections.

To be considered, visual art projects should focus on arts of the United States, including Native American arts. The projects we support can be focused on historical or contemporary art. Contemporary art projects should offer a reflective and critical engagement with histories, arts, and/or art histories associated with American contexts.

The Terra Foundation encourages proposals from organizations (e.g., museums, art centers, and community-based cultural organizations) of varying sizes and annual budgets and representing the full spectrum of geographic regions, within and outside the United States.

#### What We Fund +

#### Priorities and Goals +

#### Eligibility +



Visitors to *The Sculpture of William Edmondson: Tombstones, Garden Ornaments, and Stonework*, 2021, Cheekwood Estate & Gardens, photo by Warner Tidwell. This exhibition was supported by the Terra Foundation.

#### Deadlines Date

Apply Now

Clear Call to Action

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#### Deadlines +



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#### Deadlines Date

Apply Now

Clear Call to Actions

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