



# Artist CAREER forum

Presents



## GALLERY INSIDER TALK: *for visual artists*

Panel discussions with Art Gallery owners and curators will be presented around the state. These half-day workshops will inform visual artists about the differences and similarities of the galleries represented at the gallery insider talks. Find out how they approach the selection process and what they are looking for in submissions. Also find out how exhibits are produced and marketed, and the basics of determining pricing. This Insider Talk will help you understand if you fit into the objectives of the galleries represented here and what it takes to submit. It will give you a good overview of galleries in general and what is expected of you. Each location will feature professionals from area galleries.

**\$10** includes lunch or hors d'oeuvres

**(Scholarships available for artists with disabilities. Contact 313-832-3303.)**

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**PETOSKEY: June 13, 2008**

**10 am to 2pm** (lunch provided)

**Location: Crooked Tree**

461 East Mitchell, Petoskey, MI 49770

**Participating Galleries:**

Crooked Tree Art Center

Art Center, Traverse City

Three Pines Studio, Cross Village

Twisted Fish Gallery, Elk Rapids

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**Detroit: June 18, 2008**

**10 am to 2pm** (lunch provided)

**Location: Detroit Institute of Arts**

**Dining Room B**

5200 Woodward Avenue, Detroit, MI 48202

**Participating Galleries:**

Birmingham Bloomfield Art Center

CPOP

Gallery Project

555

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**Grand Rapids: September 18 2008**

**4 to 6pm**

**Location: Urban Institute for**

**Contemporary Arts**

**41 Sheldon Boulevard SE, Grand Rapids, MI 49503**

**Participating Galleries:**

**UICA**

**Eyekons**

**Sanctuary Folk Art**

**NOIR Contemporary Fine Art Gallery**

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**ESCANABA: September 25, 2008**

**2 to 5pm**

**Location: Bonifas Art Center**

**700 First Ave. S., Escanaba, MI 49829**

**Participating Galleries:**

**Central UP Galleries**

*Gallery Insider Talk*

*for:* **actors, dancers, musicians, visual artists, writers**

## **ARTISTS AS ENTREPRENEURS:** *Marketing*

Waiting to take the next step? You have already begun making great artwork and feel like you are ready to expand your audience. "Artists as Entrepreneurs: Marketing" is a guided tour exploring the tools and techniques for marketing YOURSELF and your ART. Together we will examine versatile marketing techniques and step-by-step marketing. Don't feel restricted by a limited budget the "Artists as Entrepreneurs: Marketing" features incremental budgeting suggestions and is great for restricted budgets. During this one day seminar artists will acquire skills and develop a beginners marketing plan, complete with, press release, sales pitch strategies, marketing goals and a "portfolio" for use in promotion and advertising. Please join us.

**Friday, June 27, 8:30 am - 4:30 pm**

**Dennos Museum Center, Northwestern Michigan College**

**1701 E. Front Street, Traverse City, MI 49686-3061**

**\$30** includes lunch

Visual artists bring 3 samples of their work, digital photos provided.

**(Scholarships available for artists with disabilities. Contact 313-832-3303.)**

**PRESENTER:** *Jenn Schaub* .....

For over six years Jenn Schaub has focused interest in helping creative communities grow. After graduating with a BFA from Grand Valley State University she began working with community art collectives including "lo-fi project site" and "The Division Avenue Arts Cooperative". In 2005 she began promoting and working with the Avenue for the Arts as part of the Dwelling Place neighborhood revitalization department in Grand Rapids, Michigan. In 2006 she graduated with a Masters of Non-profit Administration from Grand Valley State University. "I work towards providing accessible methods for artists to publicly exhibit work, encouraging artists to develop their professional skills and facilitating relationships that help artists and the public creatively grow communities."



*Schedule for Artist as Entrepreneurs*

- 8:30-9:00** Sign in and settle
- 9:00-11:45** Introductions Review of agenda for the day  
Review of artist bio, statements, and resumes  
Writing work shop "Telling your story"
- 12:00-1:00** Lunch
- 1:00-4:30** Identifying free media sources  
Writing a press release  
Marketing toolkit  
Incremental budgeting
- 4:30-5:00** Peer discussion and questions

These Career Forum workshops are sponsored by the National Endowment for the Arts/National Arts and Disability Center at the University of California Los Angeles, the Social Security Administration, Michigan Council for Arts and Cultural Affairs, and VSA arts, through an award from the U.S. Department of Education.

Workshops are conducted in collaboration with NorthSky Nonprofit Network in Traverse City and the Arts Council of Greater Grand Rapids.



**ENTRY FORM**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Phone (day) \_\_\_\_\_ Phone (Evening) \_\_\_\_\_

Email \_\_\_\_\_

I am a (please circle): **dancer, actor, musician, writer, visual artist**

I am attending **ARTIST AS ENTREPRENEURS** \_\_\_\_\_

I am attending **THE GALLERY INSIDER TALK** (Please circle): **PETOSKEY, DETROIT, ESCANABA, GRAND RAPIDS**

Special needs, including dietary (please list): \_\_\_\_\_

Registration fee of \$\_\_\_\_\_ enclosed.  
(Scholarships available for artists with disabilities. Contact 313-832-3303.)

Please mail this form, with your check for the registration fee, to:  
VSA arts of Michigan  
P.O. Box 02805, 100 W. Alexandrine, Detroit, MI 48202-2805  
Or you can fax the registration form to 313-832-3387, and pay at the door.

