

THE BUSINESS OF ART

November 14, 2009
Kanab Middle School, Kanab, Utah

Keynote Speakers:

Margaret Hunt, Executive Director Utah Division of Arts and Museums: Making a living while benefiting the community
Eric Dowdle, Artist: Can you make a living while living as an artist?

Class Offerings

Building Creative Communities—Margaret Hunt and Anna Boulton of the Utah Arts Council

Learn to make connections, collaborations, and creatively build and become a part of communities.

Gallery Representation—Pam O'Mara, owner of Utah Artist Hands Gallery, SLC

Learn about the ethics and relationships between gallery and artist, contracts, marketing agreements, and sales.

Portfolio Development—Ruth Lubbers, owner of Art Access Gallery, SLC

When are you ready to approach a gallery? Learn how to prepare and present your portfolio properly.

The Ins of the Arts Festivals—Gary Sanders, Community Arts Administrator for St. George City.

Gary is actively involved with the St. George Art Festival. He has been the director for the Park City Art Festival and the Tempe Festivals of the Arts. Tips and ideas from both points of view: the artist and the festival administrator. Gain an introduction to the arts festival circuit in the western U.S. Learn how to apply and how to succeed in the very complicated business of arts festivals.

Copyright Issues and Tax Issues for Visual Artists—Attorney Tyler Ayres, SLC

Ayres has years of experience with copyright laws and understands the issues facing artists in particular. He will speak on several related topics, including how to protect your artwork and how to protect yourself legally. His knowledge of copyright law comes exclusively from providing assistance to artists. His wife is an artist and while in law school he became interested in assisting artists and people who perform a service for society. He enjoys his association with the art community very much.

Packing and Shipping Art—Myranda Bair, Collections Assistant, Utah Museum of Fine Art, SLC

Learn the tricks of the trade for packing and shipping 2D and 3D objects, and find solutions for using on-hand materials as well as professional resources.

Entering Juried Competitions—Julie Rogers, professional artist

How to build your resume and open opportunities as a professional artist by entering juried competitions and open calls for entries.

Writing About Your Work—Fiona Phillips, Art Department Adjunct Faculty Member, SUU

Artist statements can be the bane of your existence, but they are necessary when applying for grants and competitions, or even showing your art artwork in a local gallery. Come learn how to effectively communicate what you want to say about your work.

Photographing Your Own Work—Bob Park, professional photographer

Tips and hints on photographing your own artwork. Galleries, museums, and art festivals look at hundreds of slides and often your art has a two-second shot at making an impression. Come learn how to use the most of your own equipment to shoot an image that does your artwork justice.

Preparing for Your Exhibit—Arlene V. Braithwaite, Associate Professor of Art, SUU

If you have an exhibit coming up at your gallery or are simply putting one together yourself, come learn what you need to be on top of, how to communicate with your gallery so there are no surprises, and how to make the most of your show.

The Business of Nonprofit Arts—Kim Konikow, President, Washington County Arts Council, & Owner of Art Service and Company

Should you be a nonprofit organization? What does it mean, what are the responsibilities, and how to become a nonprofit organization.

Marketing, Getting Publicity and Press Releases—Darwin Dower, professional artist, St. George, UT

Darwin has a professional background in sales and public relations, as well as being a very well known artist. Learn about marketing—YOU INC. Learn the importance of making a marketing plan, getting publicity, and how to make and maintain a customer/potential base. (How to keep in touch with people interested in your artwork.

Panel Discussion—featuring: Corey Strange, Cathie McCormick, & Jodie McGregor

Are artists shaped by politics and commerce?
Are we driven by mass consumption and capitalism?
What power do we have?
Are we part of a social and political environment from which art and artist emerge?
Is art for art's sake?
Is art a business?
Is it possible to be creative and be detached from social values and politics?
What is inherent in all art?
When is persuasion propaganda?
When is documentation political?
Do we conspire to modify behavior?