



APPLICATION FORM:
ARTIST CAREER BOOT CAMP
2017

Entries close on 17 April 2017



NATIONAL **ARTS** COUNCIL
OF SOUTH AFRICA

**an agency of the
Department of Arts and Culture**

What is ACBC?

Are you a visual artist looking to jumpstart your professional career? What you need is boot camp. The **Artists' Career Boot Camp** is an exciting new opportunity for artists looking to fully immerse themselves in what it takes to manage their careers effectively.

A first in South Africa, it is designed to empower new artists with the critical skills to get serious about a career in the visual arts. It will train you to engage directly and confidently with market platforms to promote sustainability in your careers and professionalism in your practice.

The programme is designed as a launch pad to enable artists who are ready to enter the market at a professional level, the opportunity to develop the knowledge they will require, as well as prepare a professional portfolio of work.

It is hosted by Art Source South Africa in association with the Bag Factory and with the support of the National Arts Council.

In an intensive three month programme artists will receive professional practice training on topics such as marketing, pricing, engaging galleries and other critical areas from experienced trainers, direction from industry specialists. Each participant will receive one on one coaching and mentoring around a defined career goal, as well as critical and practical engagement with their body of work. The Boot Camp will have four intensive contact weeks over three months, setting step by step goals for participants to work towards in the time between contact weeks.

About the Organisers

Art Source South Africa- www.artsourcesouthafrica.co.za

Launched in 2001 as a visual arts management consultancy we offer selected professional products and services for the contemporary visual art and creative cultural development sector. Operating on the 'business side' of the visual art sector we provide clients with strategic management consulting, project development and management, stakeholder liaison, curation, publishing, agency services, media and communications strategy and implementation, artists career development and coaching. Our clients range from individual artists, galleries and projects, to educational institutions, foundations and non-profit organisations.

Our work in Professional Practice in the Visual Arts target artists and allied professionals wishing to learn more about the industry, how to engage with it and in particular, for artists wishing to build sustainable careers.

The Bag Factory- <http://www.bagfactoryart.org.za/>

The prestigious **Bag Factory** has been providing studio space to its permanent as well as temporary residency artists since its inception 25 years ago. In 1997 it established the longest running international residency programme in South Africa and also offers skills workshops for artists in various forms of contemporary art. It lists amongst its alumni and current resident artists some of the most successful artists in South Africa.

Who may apply

This opportunity is for visual artists who have been developing their practice and their own artistic voice for at least 3-5 years and who are committed and ready to take the next step in their careers.

There are two streams of applications:

1. Fifteen fully sponsored positions

Delegates aged between 20-35 years

Preference will be given to previously disadvantaged individuals

2. Five paid positions:

Delegates under the age of 35, whose appropriate level of practice and commitment will be demonstrated in their application submission

Selection Criteria:

To be eligible to apply for this programme the artist must be:

- Aged between 20 – 35 years
- Able to commit to the full duration of the programme and be available for the full contact weeks. (Employed artists may apply but need to confirm how they can attend the full mandatory contact weeks)
- Have a minimum of 3 years artistic practice experience
- Producing work that conforms to a contemporary genre
- Producing work showing a high technical and conceptual standard

Applicants will be shortlisted for an interview to assess their readiness for this programme and will be advised in writing of the outcome.

The independent selection panel are professionals who are informed about the programme and are familiar with the contemporary visual arts sector and rigours of an art career.

Dates:

The programme consists of four contact weeks over a three month cycle over the period:
29 May 2017 – 1 September 2017

Targets are set for each delegate for work to be completed between each contact week

Venue:

The Bag Factory, 10 Mahlatini Street, Fordsburg, Johannesburg

Contact times:

Monday – Friday 09h00 – 17h00 each day.

Full attendance of the entire programme is mandatory and participants are expected to *commit to the full programme*. No exceptions will be made. Participants will be expected to

March 2017

Application Form

Artist Career Boot Camp Programme

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respect the professional training offered by being punctual and by ensuring they engage with all aspects of the programme fully.

Costs:

- **Fifteen fully sponsored positions – participation will be free but delegate will be contracted to ensure full participation**
- Fee paying delegate: R 9000-00 (incl. Vat) for the programme

Applications close on the 17 April 2017 and should be emailed to:
applications@bagfactoryart.org.za

For enquiries contact:

The Bag Factory
Aysha Waja 011 834 9181

APPLICATION FORM: 2017 ARTIST CAREER BOOT CAMP PROGRAMME

Contact details:

First names:

Surname:

Tel (h):

(w):

Cell:

E-mail:

Website:

Physical address:

Postal code:

Date of birth:

ID number:

NOTE: Your application must be accompanied by the following material. Incomplete applications won't be considered.

Application Requirements

- A full Curriculum Vitae (CV)
- A profile/biography (maximum 500 words)
- A motivation of why you would be a suitable candidate for this Programme stating what you hope to gain from the course (maximum 500 words)
- Artist statement: (maximum 500 words). This statement should contextualise your work to date (not be about a specific work). It should indicate your concerns, the mediums you use and why, and explain the content your work explores
- Images of recent work. No less than 5 and no more than 15.

I hereby agree and understand the terms and conditions of submitting my application for the 2017 Artist Career Boot Camp Programme.

Signature:

Date:

The Programme Structure:

Each participant will identify specific personal artistic career goals at the beginning of the programme. For example; creating a winning work for a competition, developing a cohesive body of work, or drafting a creative proposal and approaching a gallery to motivate and book a solo exhibition.

The programme will be centred on working towards this goal as the core practical exercise.

In addition, full theory modules will be conducted, as well as specialist lectures from key industry professionals.

Each contact week will comprise of:

- 16 hrs Professional Practice (theoretical) training through a specially developed curriculum
- 16 hrs of a group practical crit session , individual presentations and workshopping
- 1 individual coaching session
- 1 presentation/industry immersion by an external industry specialist

Professional Practice Curriculum Modules and Approach

MODULE 1 Content:

Career Strategy

- Finding your voice (Artist statements and Defining your practice)
- The role of curated content and endorsement
- Building value in your work
- The artists own practice and Career objectives (how to build a CV in their chosen field and understand their work)
- What is a cohesive body of work?
- What does curated mean?

Process/Method:

- Contextual and practical understanding
- Critical engagement
- Written and research driven assignments
- A strong focus on classroom participation
- Dialogue
- Concept development for a body of work
- Assignment

The aim of this assignment is for an artist to understand what kind of career they would like to develop. This is the first step to developing a career strategy and understanding what kind of environment and opportunities each individual artist should seek out and where they may locate themselves in the world of the visual arts. Not everyone has the

same aspirations so it is key to know where they want to go before they can identify how they get there.

(This month will not include an immersion session as artists are being asked to focus internally to find their artist voice. Artists will be encouraged to dialogue amongst each other and with the other Bag Factory Artists as this will help them understand the concept of an individual artist voice and the range of voices.)

Module 2 Content:

Audience engagement and finding the resources

- What is an art exhibition?
- What is an art project?
- Fundraising and sponsorship
- Understanding stakeholder relationships (sponsors, funders, networks and how to use them)
- The value of networks
- Critical Success factors
- Deliverables
- Roles and responsibilities of the artist, gallery, funder, arts organisation

Process/Method:

- Independent research
- Dialogue
- Peer review of work

Assignment:

Artists will be asked to research and compile a list of sponsors/funders/organisations who they would approach for funding and/or to engage their network. Artists will be asked to conceptualize an art project, which they would like to activate through the funder/sponsor or art organisation.

Module 3 Content:

The world outside your studio

- How to establish yourself as a professional artist
- Who is your market?
- How to successfully build an artistic profile
- Opportunities and how they operate - Galleries, Museums, fairs, Competitions, Residencies, Associations, Organisations, Representation and more
- Presenting your work
- How to get the most out of residencies
- Materials and methods – ensuring the archival value of your work

Process/Method:

- Dialogue
- Presentation to Bag Factory artists

Assignment:

Artists will need to complete a gallery and exhibition review, critically analysing the gallery/arts organisation, how it runs, its market, the kinds of artists they work with. Artists may consider an exhibition from this gallery or any other exhibition, which they consider interesting, successful or problematic.

Module 4 Content

Media and PR

- Working with media and how they work
- Positioning your image through considered marketing engagement
- Strategic communications
- The value of a well-planned PR and marketing strategy
- Media engagement
- Social media – How do I use it

Process/Method:

- Dialogue
- Social media activations for upcoming Bag Factory exhibition
- Photographing your own work
- Create an artist's website
- Animation workshop

Assignment:

Conceptualise a PR strategy for your very first solo exhibition, considering the appropriate media houses, angles, use of social media etc

Module 5 Content:

Financial Planning

- Sales and pricing
- VAT
- Budgets
- Invoicing clients/buyers

Process/Method:

- Research
- Dialogue
- Critical analysis

Assignment:

Artists will be asked to complete a range of exercises which will test their ability to read a budget, manage a budget and compile a sales and artist price list.

Module 6 Content:

Legal issues

- Contracts – when and why we use them
- Copyright
- Terms and Conditions

- Documentation: Invoices, quotes, contracts, delivery notes. Why are they important, how do they work

Process/Method:

- This is mainly discussion based training along with examples of application of the law.

Portfolio Review

The programme will culminate with the following:

- A portfolio review/ group crit and reflection for the group opportunity
- An artist's statement on their work which may also be used to draft a press release or other relevant marketing material
- A report on their experience

Introduction Event

A meet and greet event designed to introduce the delegates to key industry will be the closing function of the programme. This event will allow us to introduce the artists to critical players so that they have a basis for follow up engagements with the industry.

