



* relaas... a touring museum exhibition by Rosemarie Mariott



"What you bring to the industry is a level of quality and principle. Marketing art and finding a suitable support base is a serious business."

Professional Practice Seminar Delegate Feedback 2010

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About Art Source South Africa

Art Source South Africa specialises in strategic art project management for contemporary South African artists that enhances their artistic profile.

We have developed a unique model to leverage the trajectory and value of mid-career artists through the implementation of strategic career plans for our clients.

We offer artists the benefit of our extensive industry experience and expertise, as well as our strategic management services:

- Career Coaching
- Career management (selected artists)
- Curatorial and critical feedback on artists' art work
- Development of artists' tools (cv's biographies, profiles, media kits & artist statements)
- Strategic Project Development
- Exhibition & Project Management
- Curation
- Media Management
- Mentorship
- Sales and Agents (selected artists)



Consultant Les Cohn and artist Mbongeni Buthelezi

Career Coaching

Our role involves advising, guiding, managing and supporting the artist in his career development. Through this process a strategic plan is developed in consultation with the artist furthering his career goals. Potential opportunities are evaluated on the basis of how they can enhance and develop the position and stature of the artist.

Coaching sessions assist the artist to identify a career strategy and to set short term goals and objectives. Long term consulting involves the planning and execution of exhibitions and tours, marketing and promotional activities, as well as project management to ensure the development and leveraging of the artist's professional profile.



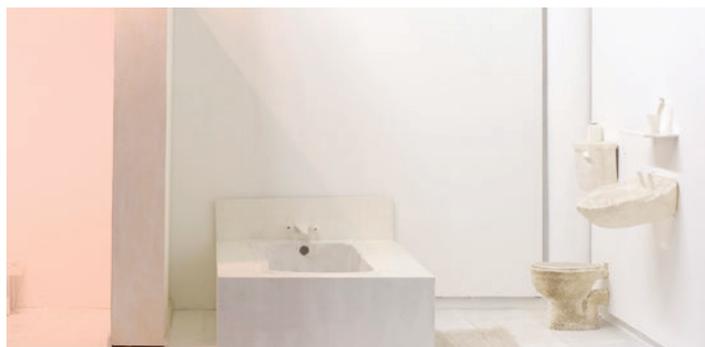
Curatorial & Critical Feedback

We offer professional critical assessments or curatorial advice on a body or portfolio of work. This feedback provides the artist with an independent perspective on their work which assists them to prepare for an exhibition. It is also of beneficial at that point in their practice when they require constructive support for growth.

Art Source also curates artists' exhibitions.



Sasol Wax Art Awards





Project Management

This covers all the roles and activities generated by a proposed project or event which are required to bring an art project to a successful conclusion. This includes: management, co-ordination, strategic planning, stakeholder identification, resource planning and mobilization, client management, artists support (i.e. career coaching and curatorial support) sponsor and funder management, budget research and planning, media and PR management and logistics.



Communications & Media Management

Communications for the visual arts are an area of focus. This includes marketing strategies, stakeholder communications, media liaison and public relations.

How a project or client is perceived by the public has a lot to do with how it is packaged. Art Source specializes in developing and executing communication strategies that focus on engaging the right audience. Distilling a message and identifying the target audience will dictate the best way of packaging your project for public consumption.

Semi-Finalists of the Sasol Wax Art Award 2007: Walter Oltmann, Mbongeni Buthelezi, Keith Deltrich, Noria Mbaso, Wayne Barker, Andrew Verster, Lien Both, Avashoni Mainganye (Absent Usha Seejarim & Sue Williamson)

Taryn Cohn served as Project Manager and Publicist under the employment of Project Managers Carola Ross and Associates. Les Cohn of Art Source South Africa served as Curator and Artistic Director.

Fees

COACHING:

First session of two hours R 700
Follow up sessions @ R 400 p/h
*Skype sessions also available

Packages:

4 x 1 hr sessions @ R 1500
6 x 1 hr sessions @ R 2100

PROJECT CONSULTATION:

R 450 per hour
R 3400 per day

Terms

Consultations:

The client will be invoiced after each session.
Payment on presentation via EFT or cash.
No credit cards or cheques accepted.

Art Source is a VAT vendor and is required by law to charge 14% VAT on services.

Follow up consultations and project management:

Should Art Source South Africa and the client agree to work together on a long term project, a Scope of Works will be agreed between the client and Art Source South Africa. This Scope of Works will detail the activities, time frames, terms and fees involved.

How to gain the most from a consultation:

Prior to a consultation the artist is asked to clearly and briefly articulate their requirements and expectations of Art Source South Africa. This enables us to utilise the allocated time effectively and provide maximum value. An initial consultation is 2 hours. This enables the Art Source consultants to get to know the artist, gain an understanding of their work, their concerns and identify what the client requires of Art Source.

Prior to booking a consultation, please provide the following material for our information. This is prerequisite for a consultation, even if your material is an unedited format. It allows us to evaluate how best to assist you and allows us to be briefed on your work/ project/ background before the consultation, thus maximising the use of consultation time.

- Artist Statement – (what informs your work?)
- Artist profile and CV
- Minimum of 5 images of recent work
- A brief explanation of why you approached Art Source South Africa (i.e. what can we do for you and how do you think we can assist you?)
- Any project information (if relevant)

Consultants



Les Cohn

Les holds a BA Fine Art from the Michaelis School of Art, University of Cape Town and an H.Dip Fine Arts, Technikon Witwatersrand (now the University of Johannesburg) where she was awarded a Technikon Merit Medal. Les gained a Diploma in Arts and Culture Management from the Graduate School of Public & Development Management, University of the

Witwatersrand. She has served on the Executive of the Friends of the Johannesburg Art Gallery (JAG), as an Executive Council Member of Artist Proof Studios (APS) and board member of Bosele Papermaking Project, Lehurutse. She is professionally active at many levels within the South African contemporary arts sector. Les is a fine artist and dynamic arts project consultant well networked within the South African cultural sector. Her unique combination of qualifications, extensive experience in development and management positions, and various board connections, position her ideally to take a leading role in industry initiatives. She brings professionalism, experience, enthusiasm and energy to any project she undertakes and is, above all, passionate about developing the sector and enhancing its professional image.



Taryn Cohn

After completing a BA Fine Art (Hons) at the University of Stellenbosch, Taryn obtained a Master of Philosophy in Community Development (specialising in Cultural Development, under the co-supervision of Stellenbosch University's Department of Sociology, and the Technikon of the Witwatersrand Faculty of Art, Design and Architecture under Prof. Kim

Berman). Since 2002 she has worked in various capacities within the sphere of arts management and cultural marketing. Her past projects and clients include The Sasol Wax Art Award, The Brett Kebble Art Award, The Zenex Foundation and as the Marketing Manager of Constitution Hill, among others. Taryn's areas of speciality include marketing and communications for art and development projects, financial management, project management and strategy. Taryn writes regularly on matters of arts and culture and entertainment for several well known publications and is the host of a weekly radio show focusing on Johannesburg for the community station Radio Today. She joined Art Source South Africa in 2006, bringing to this project her considerable knowledge of the mechanics of the media on arts in contemporary South Africa.