



SPOTLIGHT Series
an Art Source South Africa Product



ERUDITE

Erudite is a product that provides clients with professionally written, critically sound content that is suited to your specific needs. Whether it's an academically challenging essay that is required for an exhibition or project, or a lifestyle profile, Erudite will provide clients with articles written in the appropriate tone and register, by a writer with relevant industry profile. We collaborate with professional writers and journalists across a range of specialities within the arts, who are recognised specialists within their fields.

Price: R 5000-00

Product includes:

- A maximum of 1500 word article (written on client brief.) with up to two copy and content edits.
- Full copyright to the text written to use and reproduce the text. (writers can either be anonymous or accredited depending on what is appropriate to your needs)

What you can use it for:

- Are you developing a catalogue or publication that needs a critical text?
- Do you need copy for your artists' website, and marketing material that engages with your work?
- Do you have an exhibition or project that you need content for?
- Are you engaging with the media and need content for digital and print platforms about your work or project?
- Are you reporting to a funder or stakeholder?
- Have you just come back from a residency and would like to establish a professional artist's portfolio?
- Are you having an exhibition opening or attending a fair and want to promote yourself, artwork or project?



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content



Booking Form

To make use of Erudite, please provide information below:

	PROJECT	ARTIST	OTHER
NAME/TITLE			

Please write your brief to the writer in one paragraph. Include the intended use for the text, reading audience whether it's a focus on a particular body of work, or your career as a whole, and the preferred tone. (I.e. academic, consumer magazine or general use)

- **Erudite** booking **2 months** in advance
- Availability for a telephonic or personal interview with writer
- All relevant documentation must be submitted to confirm an Erudite booking (see pages below)
- 50% deposit paid to Cohn Tent investments cc on conformation of booking

All documentation is to be put onto a disc and delivered to Art Source South Africa or placed into a Dropbox and sent to:
marketing@artsourcesouthafrica.co.za

 SIGNATURE

 DATE





1. Project article

Please attach: (tick box if attached)

Concept Document	<input type="checkbox"/>
Past media clippings on the project	<input type="checkbox"/>
Images (5)	<input type="checkbox"/>
Bio/profile of director/ persons involved	<input type="checkbox"/>
Client details form	<input type="checkbox"/>

2. Artists Articles

Please attach: (tick box if attached)

CV	<input type="checkbox"/>
Profile/Bio	<input type="checkbox"/>
Images of work (5)	<input type="checkbox"/>
Artists Statement	<input type="checkbox"/>
Answers to questions	<input type="checkbox"/>
Previous media articles	<input type="checkbox"/>
Client details form	<input type="checkbox"/>

Please answer the following questions in as much detail as possible:

1. Why do you make art?
2. What is your artistic practice?
3. What is the content /concepts explored in your work?
4. What aspects of the world you live in influence your work?
5. How long does it take you to make your work?
6. What media do you prefer to work in and why?
7. What other artists/photographers/practitioners inspire you and why?
8. What techniques do you use?
9. What defining moments of your life have impacted your work?