



## Professional Practice in the Visual Arts Seminar

**23 - 24 & 25 August 2010**

Artspace Gallery  
142 Jan Smuts Avenue  
Parkwood, Rosebank  
2193

### Seminar Programme

For further information contact:

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**Teresa Lizamore** Director and Curator +27 (0)82 651 4702

**Ronèl de Jager** Gallery Assistant

Lizamore & associates cc incorporating Artspace

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**Monday 23 August 2010**

**09h00 - 09h30 Arrival** (Tea and Coffee will be served)

**09h30 Participants introduce themselves**

**10h00 Session One: Les Cohn**

**Taking decisions: Defining a career strategy**

- How to engage professionally outside of your studio
- How to establish yourself as a professional artist
- Understanding the art sector
- Your market - where does your work fit?
- What is a Strategic Plan
- Defining your strategy iro your individual career path
- How to build an artistic profile

**11h30 Break**

**12h00 Session Two: Les Cohn**

**Show me the Money!**

- Defining your market
- Sales and pricing
- Balancing your long term objectives with short term opportunities

**13h00 Lunch**

**14h00 Your network & audience**

- What is a network
- The value of networks
- Building a network
- Building an audience
- Leveraging the value of your work

**15h00 Break**

**15h15 Session Three: Career Builders**

- What is an art project?
- What is an art exhibition?
- The role of the gallery
- The role of the museum
- What is an Art Fair
- What is a residency?
- How do residencies build your career?
- Art competitions and awards
- Catalogues and publications – the difference

**16h45 General Q & A**

**17h15 Ends**

**Tuesday 24 August 2010**

- 09h00**            **Arrival** (Tea and Coffee will be served)
- 09h30**            **Session Four: Teresa Lizamore**  
**The White Cube: How does a gallery operate**
- Why do we run a gallery
  - What a gallery expects from you – the artist
  - What you can expect from a gallery
  - Why does your gallery take commission?
  - How to evaluate your work to select the appropriate gallery
  - Approaching a gallery for an exhibition
- 11h30**            **Break**
- 12h00**            **Session Five: Teresa Lizamore**  
**Corporate Collections**
- How do they operate
  - Case studies - Sasol and RMB collections
  - What types of works do corporates purchase?
- 13h00**            **Lunch**
- 14h00**            **Session Six: Taryn Cohn**  
**Can Buzz Build a Career? Working with the media**
- Working with the media and how they work
  - Positioning your image through considered marketing engagement
  - Strategic communications
- 15h30**            **Break**
- 16h00**            **Session Seven: Tools of the Trade**
- What is a press release
  - What is an artist's statement
  - Images for media – what should they show, and the format required
  - Press kits
  - How to handle interviews
- 17h00**            **Ends**

**Wednesday 25 August 2010**

- 09h00**            **Arrival** (Tea and Coffee will be served)
- 09h30**            **Session Eight: Les Cohn**  
**Curation and Presentation**
- The difference
  - How the two compliment each other
  - The curatorial journey
  - What is a cohesive body of work
- 11h00**            **Break**
- 11h30**            **Session Nine: Les Cohn**  
**Resource Mobilisation: Fundraising and Sponsorship**
- The differences
  - The approach
  - The Wow factor!
  - Research - the approach to a proposal
- 13h00**            **Lunch**
- 14h00**            **Session Ten: Taryn Cohn**  
**Understanding Corporate Social Investment**
- An imperative for business
  - An opportunity for artists
  - How does it work?
  - How can you take advantage of it?
- 15h30**            **Break**
- 16h00**            **General Q & A and Discussion**
- 17h00**            **Ends**
- 17h00 - 18h00** **Participants are invited to join us for wine and snacks**