



## **Professional Practice in the Visual Arts One Day Seminars**

***19 August 2010: Resource Mobilisation, Fundraising and  
Sponsorship***

***20 August 2010: Competitions and Awards- How to use these  
Career Builders***

***28 August 2010: Exhibition Curation & Presentation***

**Cost: R 450-00 per person per one day course (incl VAT)**

**Artspace Gallery  
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**For further information contact:**

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**Monday 19 August 2010 – Resource Mobilisation, Fundraising and Sponsorship.**

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

**09h30** Participants introduce themselves

**10h00** **Session One: Les Cohn**  
**Resource Mobilisation: Fundraising and Sponsorship**

- The difference
- The approach
- The Wow Factor
- The South African enabling environment

**11h15** **Break**

**11h45** **Session Two: Taryn Cohn**  
**Understanding Corporate Social Investment**

- A must for business
- An opportunity for artists
- How does it work?
- How can you take advantage of it?

**13h00** **Lunch**

**14h00** **Session Three: Les Cohn**  
**Approaching the Sponsor/ Funder**

- How to approach your project
- How to conduct research
- Pre-funder meetings – why?
- Proposals and concept documents – the differences
- Preparing the proposal

**15h30** **Break**

**16h00** **Session Four: Les Cohn & Taryn Cohn**  
**Case Studies**

- Innovative Case Studies

Transitions investment offer-, a first in South Africa  
Jean Claude and Christo- International innovators

**16h30** **Q & A**

**17h00** **Ends**

**Tuesday 20 August 2010 –Competitions and Awards- Career Builders.**

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

**09h30** Participants introduce themselves

**10h00** Session One: Les Cohn  
Career Builders

- Why you should participate
- Behind the scenes- the judging
- I didn't win, so now what?
- How do they build your profile?
- Catalogues and publications

**11h15** Break

**11h45** Session Two: Les Cohn  
The Competition Piece

- What should I enter?
- How to approach the competition piece
- How does it reflect my practice?
- Opportunity to engage an audience
- Sales opportunity – private and corporate collections
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**13h00** Lunch

**14h00** Session Three: Taryn Cohn & Teresa Lizamore  
Understanding the mechanics of Competitions and Awards

- Why do sponsors support them?
  - What does the sponsor want?
  - What do they offer the artist?
  - How do they approach these projects
- Judges – selecting them

**15h00** Break

**15h30** Session Four: Les Cohn & Taryn Cohn  
The South African Scenario

Discussion of the major South African contemporary Awards and Competitions and how they work (past and present)

- Sasol New Signatures
- Standard Bank Young Artist of the Year
- MTN New Contemporaries
- PPC Creative Cement
- Thami Mnyele Arts Award (Previously the Erkhuleni Fine Arts Competition)
- The Spier Contemporary Award
- The Brait- Everard Read Contemporary Award
- The Tollman Award
- The Sasol Wax Art Award
- The Brett Kebble Art Award
- The Sasol Wax in art competition
- The Ampersand Foundation Fellowship

**16h30** Q & A

**17h00** Ends

**Saturday 28 August 2010 –Curation, Presentation Art Projects and Exhibitions**

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

**09h30** Participants introduce themselves

**10h00** **Session One: Les Cohn**  
**Curation and Presentation (overview)**

- The role of the curator?
- What is exhibition curation?
- What is presentation
- The differences
- How the two work together
- The curatorial 'journey'
- What constitutes a cohesive body of work
- Why is considering curation important?

**11h30** **Break**

**12h00** **Session Two: Les Cohn**  
**Presentation**

- What to consider
- Presentation – how it can affect the reading of your work
- Do's and Don't's
- Presentation logistics -problems to consider
- Framing – is it necessary?

**13h00** **Lunch**

**14h00** **Session Three: Taryn Cohn**  
**Exhibitions vs Projects**

- What is an art exhibition?
- The objective of an exhibition?
- What is an art project?
- The objective of a project?
- Museum vs gallery exhibitions – the differences and opportunities
- Building rarity value - how often is too often to show?

**15h00** **Break**

**15h30** **Session Four: Les Cohn**  
**Career building – Artist's Projects**

Through case studies of selected artist's projects the participants will gain insight into how projects can raise their profile and build their careers over the long term. This session will explore the components of a project, and what is involved to successfully implement them to achieve the artist's career aims.

**16h30** **Q & A**

**17h00** **Ends**