



Move your art career forward!

Career Coaching offers individualised information, guidance, art-making and curatorial support and marketing advice to any artist to assist them to manage their professional art careers.

Artists working in the solitude of their private studios can find themselves isolated whether they are practicing professional artists or those aiming to become more serious about their work. This can be exacerbated if the artist is not networked or linked to an academic institution, arts organisation, or group which is active in the sector.

What can career coaching offer you?

- Clarify your personal career aims and objectives
- Assist you to develop a personalised strategic career plan
- Advice on your work, art project, or offer curatorial input on your exhibition
- Inform you on how the industry operates and how to access it
- Clarify your position and profile in terms of the art market
- Provide feedback or a critical review on your work

Les Cohn operates as an independent Consultant under her renowned brand Art Source South Africa.

"It's about understanding the art you create and guiding you on where your work and you, the artist, fit into the market."

Les Cohn, Art Career Coach

Fees & Packages:

First session x 2hrs @ R800
Follow-up session x 1hr @ R450

Extended coaching package options:
4 Sessions x 1hr each @ R1,600
6 sessions x 1hr each @ R2,400

Getting Started:

To book contact: Les Cohn at
lescohn@artsourcesouthafrica.co.za

082-395-7417 or
011-803-1342

After booking your session/s, your coach will need some information about you and your artwork.

1. Artist profile and CV (who are you and what do you do?)
2. What type of work do you make?
3. Provide an artists' statement that talks to your content
4. Indicate what you would like to gain from career coaching
5. Provide 5 to 7 images of recent work

This information to be provided at least 2 days prior to your session.

Sessions are conducted in private and discussions are kept confidential.

***Skype, Zoom and in person coaching sessions can be arranged**

Terms of Payment:

Clients are invoiced on booking a session

EFT Payment required on presentation of invoice

Proof of payment confirms your booking prior to the session

Extended packages (4 and 6 sessions) to be paid in full up front

Credit cards and cheques are not accepted. VAT N/A

About the Presenter



Les Cohn: Les holds a BA Fine Art (Hons) from the Michaelis School of Art, University of Cape Town and H.Dip Fine Art, Technikon Witwatersrand (with Distinction and awarded a Technikon Merit Medal). Les obtained a Diploma in Arts and Culture Management from the School of Public Development and Management, University of Witwatersrand. Board positions include the Executive of the Friends of the Johannesburg Art Gallery (JAG), Executive Council Member of Artist Proof Studios (APS), Rembrandt Gallery Committee, Market Theatre and Bosele paper marketing project, Lehurutse. She is professionally active at many levels within the South African contemporary art sector. Les is a trained artist, a dynamic arts project manager, curator, trainer and coach well networked within the South African cultural sector.

Art (Re)Source - a division of:

Art Source South Africa
P O Box 569, Rivonia, 2128.
www.artsourcesouthafrica.co.za

