

The artist today: Orientation in the art world

The image is a composite graphic. At the top left, a loaf of bread sits on a wooden cutting board with the text 'Faulkner Ziegler Art Today FIFTH EDITION'. Below the bread, a man's face is visible. To the right, a flyer for a seminar is displayed. The flyer has a header 'L'APPARTAMENTO' with the address 'via dei Giraldi, 11 - Firenze' and website 'www.appartamentofirenze.org'. The main title is 'L'ARTISTA OGGI: MUOVERSI E PROMUOVERSI NEL MONDO DELL'ARTE', followed by 'Seminario a cura di stART Art Projects'. It lists '8 moduli di 2 ore ciascuno' and 'Inizio corso sabato 19 marzo ore 14.00'. A description states: 'Il seminario è indirizzato ad artisti emergenti e già affermati che desiderano avvicinarsi al mondo dell'arte in modo efficace e professionale incrementando la loro produzione e il loro cv.' The flyer also features the 'stART art projects' logo. A vertical credit 'design: nuttak.it' is on the far right.

This workshop is aimed at emerging and established artists who wish to approach the art world efficiently and professionally, increasing their production and their CV.

After an introduction to the art system and its protagonists, students will be guided in the preparation of materials necessary for a correct presentation of their opus (from artist statement to portfolio). They will acquire the appropriate tools for effective management of contacts and relationships with protagonists of the sector, networking, personal promotion (social media, web) and the preparation of open calls. They will learn how to organize a personal archive for effective communication and will be able to give an objective evaluation of their work, and perform a targeted search for suitable galleries and exhibition spaces, managing these relationships in a professional manner while protecting the copyright of the work.

The participants will also learn the skills for the preparation of an art exhibition, from concept to set-up, studying in detail the entire pathway from programming, fundraising, curatorship, choice of the exhibition space, promotion, exhibition set-up and documentation.

PROGRAMM:

Saturday MARCH 19th

2pm – 4pm

Lesson°1: Artist Presentation

-Necessary material for a professional presentation (curriculum vitae, portfolio, artist pdf, business cards, website, artist statement)

4pm – 6pm

Lesson°2: Contemporary Art System

-Introduction to the contemporary art world and its protagonists

Saturday MARCH 26th

2pm – 4pm

Lesson°3: Approcing the Market

- Finding a suitable gallery, copyright, contracts, how to set a price, billing rules

4pm – 6pm

Lesson°4: Exhibition Opportunities

-Open calls and residency programs, art fairs: applications and budget management

SATURDAY APRIL 2nd

2pm – 4pm

Lesson°5: Organization and Archiving

- Creating an inventory, visual archives, press clipping

4pm – 6pm

Lesson°6: Communication and Visibility

-Internet and social networks, mailing list and newsletter management, networking, public relations

SATURDAY APRIL 9th

2pm – 4pm

Lesson°7: Project Management 1

-Organization of an exhibition: from idea to realization, sponsorship, fundraising

4pm – 6pm

Lesson°8: Project Management 2

- Communication and promotion of a cultural event

PRICE: 1 lesson: 35 € | 2 lessons: 60 € | 8 lessons: 220 €