# Worksheet for seminar 12.02.2025

### **Notes from seminar:**

### 1. Research Your Target Location

- Investigate the country/city where you want to present your work.
- Look for future opportunities for exhibitions and collaborations.

### 2. Choose the Right Galleries & Institutions

- Find institutions and galleries that match your artistic style.
- Focus on quality over quantity—don't exhibit everywhere, only where it aligns with your vision.

### 3. Observe & Engage

- Visit exhibitions in your target galleries to understand their atmosphere, audience, and staff.
- Observe how they communicate and network for potential collaborations.
- Don't hesitate to introduce yourself as an artist and start conversations.

## 4. Presentation & First Impressions

- Dress appropriately and present yourself professionally—first impressions matter.
- Act as if you are already part of the art community.
- Stay neutral on politics and religion, especially at the beginning.

## 5. Stay Authentic

• Be yourself, but remain humble and adaptable in the early stages of your career.

## 6. Create a Strong Portfolio

- Your portfolio should be engaging and reflect your artistic identity.
- Prepare two versions:

- A short version for quick introductions. (showcasing 5-10 of your best works)
- A detailed version
- Avoid including all your works—curate carefully to represent your style effectively.
- Personal touch is key

#### 7. Cover Letter

- Create a visually appealing cover letter using your art and colors.
- Keep it concise, introducing yourself and explaining why you are applying to that gallery.
- Personal touch is key
- Mention both private and public collections in your communication.

### 9. Pricing & Growth

- Be humble with pricing in the beginning.
- As you grow and gain recognition, gradually increase your prices.

#### 10. Invest in Yourself

- Dedicate time, effort, and money to building your reputation.
- Over time, this investment will lead to greater recognition and financial success.

#### Notes from seminar:

#### • Promotion is Essential

- Leverage personal and professional networks, including friends and existing contacts.
- o Use social media actively to reach a global audience.

#### • Exhibition Openings Matter

- o Opening events attract visitors and media attention.
- Younger audiences prefer online exhibitions, so maintain a strong digital presence.
- Older audiences still prefer physical exhibitions—balance both approaches.
- Consider **live-streaming** exhibitions, but only if the format allows it.

### • Timing of Social Media Posts

 Post about events **after** they happen to create anticipation for future ones.

### Location & Accessibility

- Choose a location with good transport links—people are less likely to attend if access is difficult.
- o Consider local infrastructure, foot traffic, and parking availability.

### **Creative Assignment: Art Center Development Strategy**

#### **Objective:**

This exercise will help you apply key concepts from the seminar by developing a practical plan for an art center or community.

#### Task:

Imagine you are founding an **art center or artistic community**. Develop a brief strategy for making it successful.

#### Instructions:

#### 1. Define Your Art Center

- What type of art will your center focus on? (Contemporary, experimental, digital, etc.)
- Will it be physical, online, or a hybrid space?

### 2. Promotion Strategy

- o List three specific ways you will promote your art center.
- o Describe how you will use **social media** effectively.

## 3. Engaging Different Audiences

- How will you attract **younger audiences** (e.g., digital engagement)?
- How will you cater to **older audiences** (e.g., physical exhibitions)?

#### 4. Location Considerations

- What factors will you consider when choosing a location?
- How will you ensure accessibility?

## 5. Event Planning

Describe a launch event for your art center.

o How will you make it attractive and engaging for visitors?

## **Submission Format:**

• Write a one-page document OR create a short presentation outlining your plan.