

Professional Practice & the Business of the Visual Arts Seminar

“Show me the money”

22 & 23 April 2017

Lizamore and Associates

155 Jan Smuts Avenue

Johannesburg

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FEES: R 1300-00

Include: Two day seminar, full course pack, refreshments.

Entitled “Show me the Money” this seminar focusses on critical financial aspects of the Visual Art Sector.

Art Source South Africa and Lizamore & Assoc. are hosting a seminar on Professional Practice and the Business of Arts, for artists looking to effectively navigate their career. Those who have attended past seminars will benefit from this new content, as well as artists who are looking to understand how the financial side of a professional art career works.

While talent, dedication, technical expertise and hard work are necessary to create an artwork; information, a clear plan and an understanding of the business of art develops a career! This is what this seminar programme offers. Building on eight years of presenting to artists, gallerists, lecturers and other visual arts professionals the seminar series has been a popular event on the arts calendar and was nominated for a 2014 Business and Arts Awards. These seminars are focused on key aspects of financial sustainability, career development, business strategy and industry knowledge that are necessary to navigate through the art world with success.

Says past delegate: “Wow - was left so inspired by your seminar! I have so much to work for and look forward to. You all shared so much passion for the art world that I really do want to be part of it on a much bigger scale and you made me feel that it really is possible.”

22 April 2017

Day one: Show me the Money

09:00 **Arrival & Registration** (Tea and Coffee will be served)

09h30 **Participants introduce themselves**

10h00 – 11h30 SESSION ONE :*Show Me the Money*: Fundraising, Resource Mobilisation and Sponsorship

1. Fundraising vs Sponsorship (differences)
2. Finding the resources
3. Points to consider
4. What could you offer sponsors?
5. Funding proposal guidelines
6. Corporate Social Investment: An Overview
7. Crowd Funding (an introduction)

11h30 **Q & A/Discussion**

12h00 **LUNCH BREAK**

13h00 – 14h30 SESSION TWO : *Your Network is your Net Worth*: Social Media and Crowd Funding

1. What is Crowd Funding
2. How does it work
3. Will it work for you
4. How to structure your pitch and project
5. Opportunities for South African Crowd Funding

14h30 **Break for Tea**

15h00 - 16h30 SESSION THREE: *Auctions & the Secondary Market*

1. Understanding how auctions work to build value in artwork and artists
2. When do I engage the auction market?
3. What impact does the secondary market have on my primary market

23 April 2017

09:00 **Arrival & Registration** (Refreshments will be served)

9:15- 10h00 Reflections and discussions (Facilitated feedback)

10h00 – 11h30 SESSION FOUR: *Commercial Realities*: Markets, Sales and Pricing

1. Building Financial Value in your work
2. Value and Currency
3. What is a market?
4. Identifying your market
5. Sales and Pricing

11h30 **Q & A/Discussion**

12h00 **LUNCH BREAK**

13h00 – 14h30 SESSION FIVE: Teresa Lizamore Art Fairs –

1. Participation and Processes
2. The role of Art Fairs
3. How to select appropriate work
4. How to engage

14h30 **Break for Tea**

15h00 - 16h30 SESSION SIX

DISCUSSION AND PARTICIPANT ISSUES AND QUERIES

16H30 Networking and Wine

About the Presenters:

Teresa Lizamore

Curator and Director of Lizamore and Associates, *Teresa Lizamore* has developed a sound career in the industry as an art consultant, curator and gallerist. She has served as the curator for the Sasol Corporate art Collection for 25 years until 2009. Lizamore also currently serves as advisor and curator to Rand Merchant Bank, a position she has held for the past 15 years. During her career, she initiated and managed the Telkom Art Collection and worked on this collection for over five years.

A host of programmes are run under the auspices of this gallery – including Mentorship Programme initiated by Lizamore in 2008, the SA Taxi Foundation Art Award and the Curatorial mentorship programme.

Les Cohn

Art Source South Africa was established in 2001 by Les Cohn, a qualified artist and an experienced arts administrator. She holds a BA Fine Art from the Michaelis School of Art, University of Cape Town and an H.Dip in Fine Arts from the Technikon Witwatersrand (now University of Johannesburg). Les Cohn obtained her Diploma in Arts and Culture Management from the Public Development and Management School, Graduate School of Business, University of the Witwatersrand. As a fine artist and dynamic arts project consultant she is well networked within the South African cultural sector. Cohn's unique combination of qualifications, extensive experience in development and management positions, and various board connections, has positioned her to take a leading role in industry initiatives. She brings professionalism, experience and enthusiasm to any project she undertakes. Cohn is above all, passionate about developing the professional image of the sector.

Cohn undertakes strategic career development and project management for individual artists. Strategic career development entails developing a strategic plan to achieve the artist's goals. This relates to exhibitions, marketing and promotional activities, positioning and projects to ensure the development and leveraging of the artist's professional profile. It also involves supporting the artist in through their career development so as to realise their career objectives.

Taryn Cohn

After completing a BA Fine Art (Hons) from the University of Stellenbosch, Taryn went on to obtain an M.Phil. in Cultural Development .Since 2002 she has worked in various capacities within the sphere of arts management and cultural marketing. Her past projects and clients include The Sasol Wax Art Award, The Brett Kebble Art Award, The Zenex Foundation and as the marketing manager of Constitution Hill amongst others.

Her areas of specialty include marketing and communications for art and development projects, financial management, project management and strategy. Taryn writes regularly on matters of arts, culture and entertainment for several well-known publications. She hosted a weekly radio show focusing on the cultural life Johannesburg for the community station Radio Today.

She joined Art Source in 2006, bringing her considerable knowledge of the mechanics and impact of media on the contemporary arts in South Africa. She is currently also a digital strategist with Aqua online, South Africa's largest digital agency.