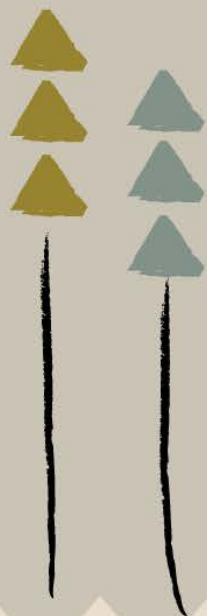




Career Development Workshop Series:

Career Planning for Artists: Professional Practice

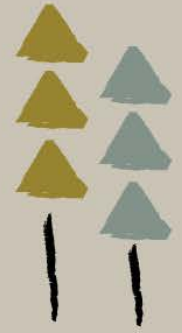


Zev Farber
Coordinator, Career Development
51 McCaul St. – Level 1

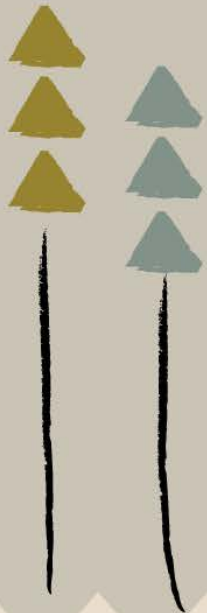
416.977.6000 x3843
zfarber@ocadu.ca



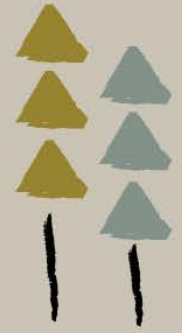
What we will cover:



- Assessing your goals as an artist
- Creating a strategy for exhibiting your work
- Networking
- Career Planning
- Your Practice

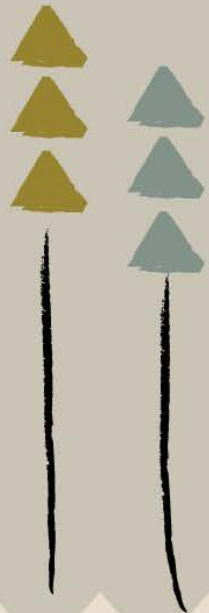


Big Art Myths:

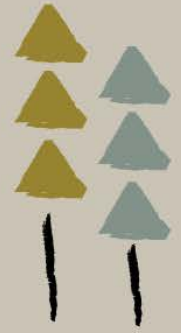


“We are a species that relies on our myths.”

- Jerry Saltz
Senior Art Critic, *New York Magazine*



Dispelling the myths...



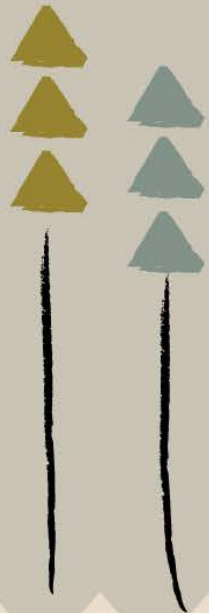
- Artists need to suffer to make good art
- Artists are loners and/or victims
- Artists don't need to deal with business or money in order to succeed
- Artists are discovered
- Artists should only take "easy" jobs to support their practice
- Artists can only make it in major cities



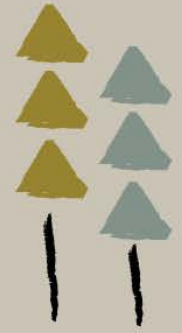


Passive/Defeatist Mindset:

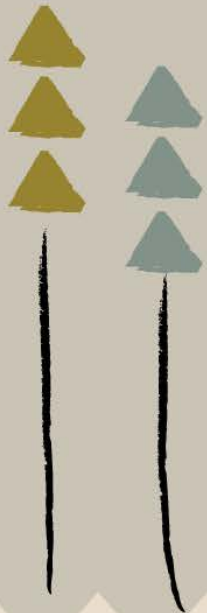
Who has control?



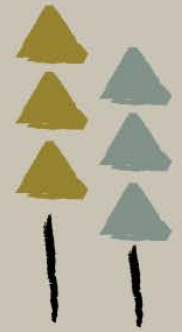
Consider the following...



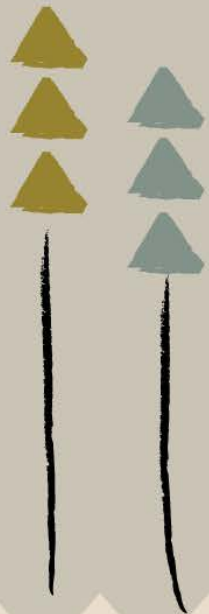
- 1) It is counterproductive to assume your art will lack authenticity just because you earn income from it



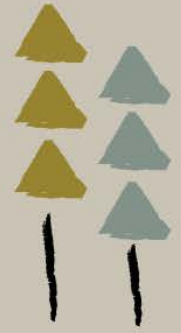
Consider the following...



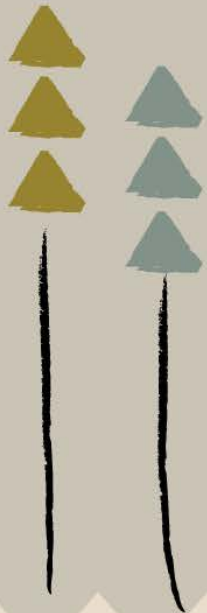
- 2) Ideas need community and dialogue in order to be developed and refined, and gathering knowledge lets you succeed on your own terms



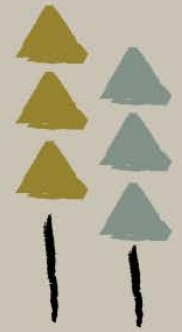
Consider the following...



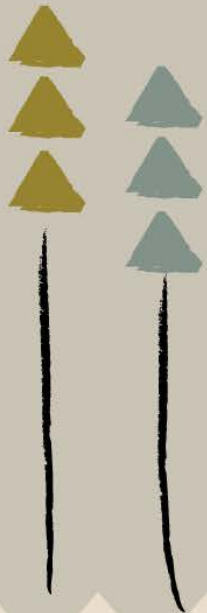
- 3) Distractions from lack of financial security can be worse than giving up studio time to focus on these concerns



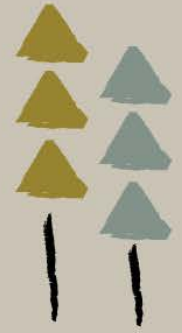
Consider the following...



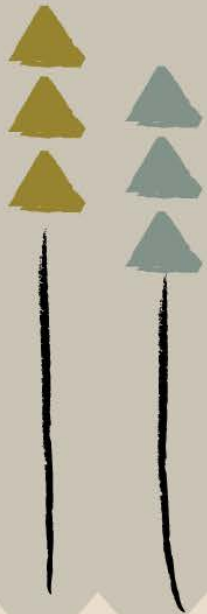
- 4) Even artists who seem relatively successful are often not just making money from their art – supplement your creativity with challenging work opportunities that help pay the bills, fund your art and broaden horizons



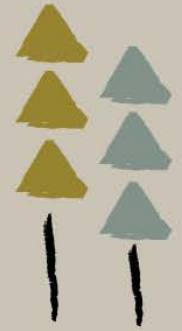
Consider the following...



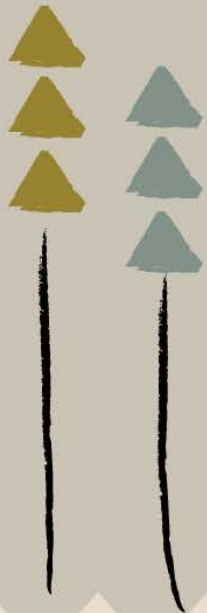
- 5) Don't be tied to one place in order to build a successful creative working life



Consider the following...

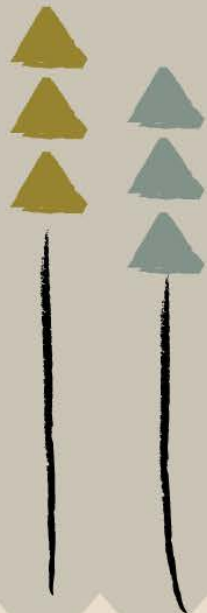


- 6) It takes time to build a body of work and a practice that gets the recognition you are seeking

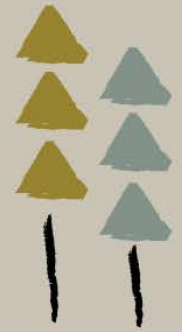




Shifting Mindsets: You are in control!

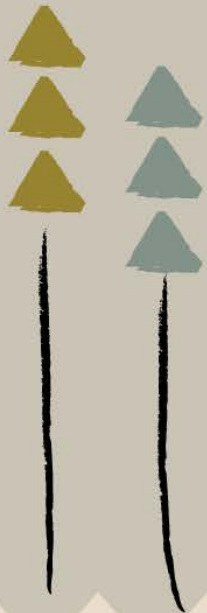


Assessing Goals:



Three questions:

- 1) Where do you live?
- 2) Who are your contacts?
- 3) What is your content/is your work marketable?

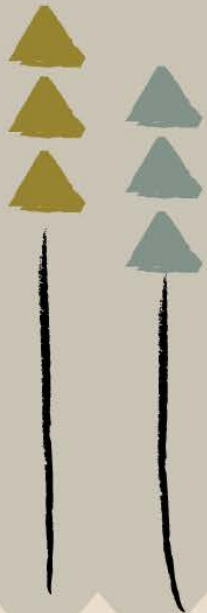


Assessing Goals:



Defining success on *your own terms ...*

The vision of your life based on your **goals** and **values** which then sets a tailored career path in motion.



Assessing Goals:

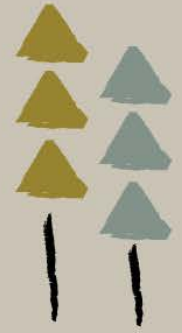


The interview:

1. Tell me about your most recent work
2. Which artist do you admire most and why?
3. Which artist is most overrated and why?
4. What quality do you most admire in another artist?
5. When and where were you happiest?
6. Tell me about where you live, your studio & your family?
7. Tell me something surprising, that few people know
8. Where do you see yourself going in the next few years?
9. How would you describe your ideal career?
10. What has been your greatest accomplishment to date?

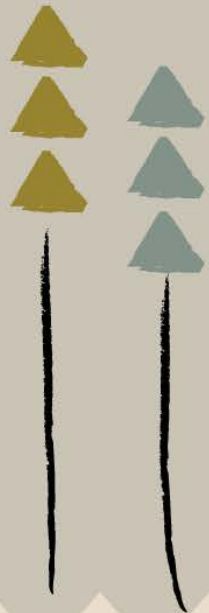


Exhibition Strategies:

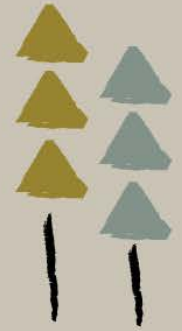


Which model fits best?

- Commercial Gallery
- Public Art Gallery
- Artist-Run-Centre
- Art Fairs & Festivals
- Non-Traditional – Online, Street, etc.

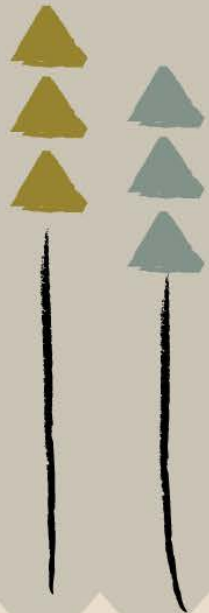


Exhibition Strategies:

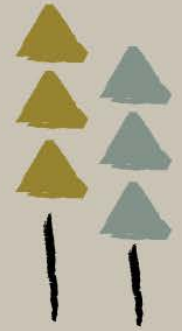


Working with dealers and curators:

- Art dealers – Art as commerce
- Curators – Art as education
- Independent Curators – Public/Private

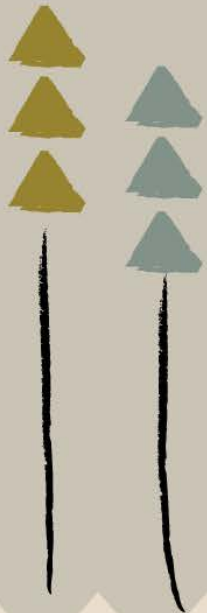


Exhibition Strategies:

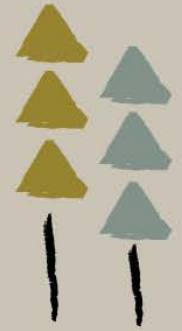


Embracing An Alternative Mindset:

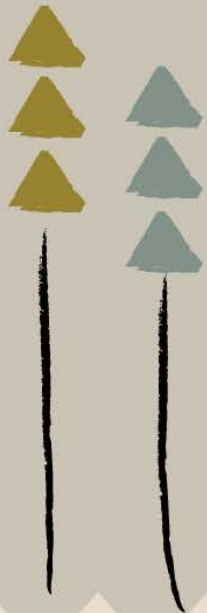
- Non-traditional venues & responding to calls
- What is the strategy behind showing your work?
- How do you create opportunities?



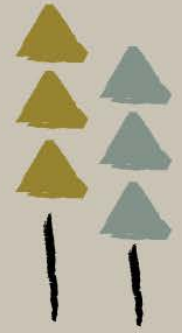
Exhibition Strategies:



Mission. Goals. Values.

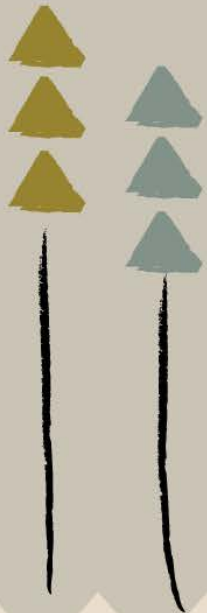


Networking:

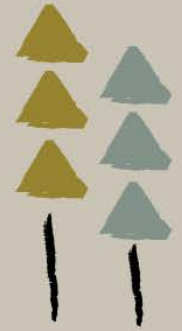


Building Your Community:

- Who do you want in your network?
- What role do you want them to play?
- Consider friends, family, colleagues
- Career, financial, personal needs?
- Mentors

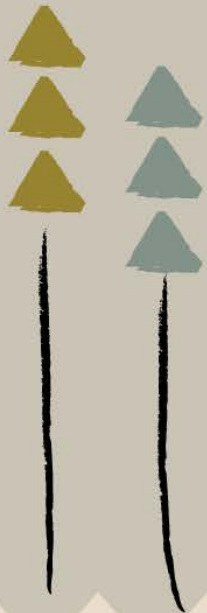


Networking:

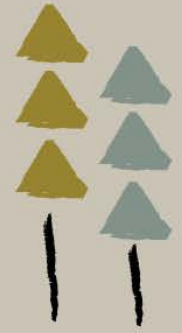


Categorize:

- Existing network
- Distant network
- Desired connections

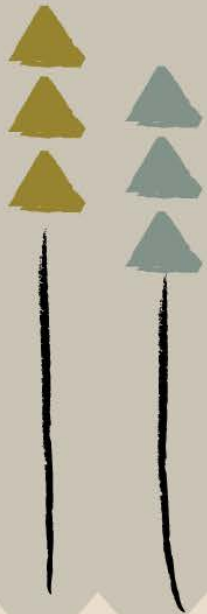


Networking:



Bringing distant contacts closer:

- Be present where they are present
- Send invitations to shows
- Invite them to speak at events...



Small gestures and brief dialogues.

Networking:

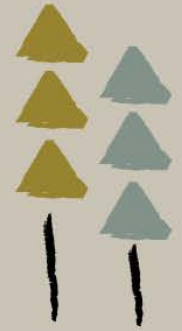


Networking as a habit, mindset and tool:

- Join the community where your goals are
- Listen
- Craft your headline
- Connect

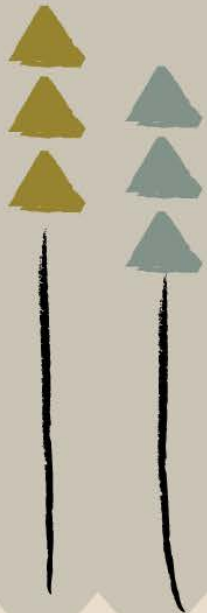


Networking:

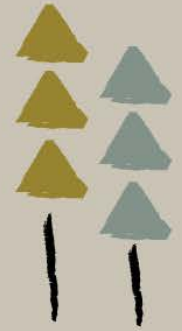


Activating your network:

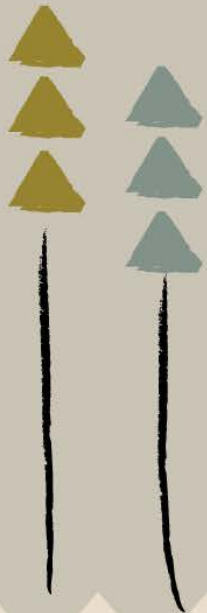
- Always have business cards on hand
- Learn from the extroverts
- Ask for advice, not favours
- Give relationships a chance to grow
- “Thank you”
- Stay in touch
- Try actual writing



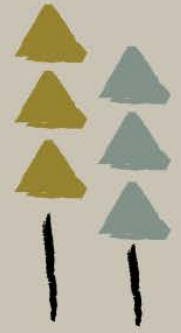
Career Planning:



- CV, Artist Statement, Website
- Making OCAD U work for you
- Graduate school + Teaching options
- Internships, jobs and studio assistant positions



Your Practice:



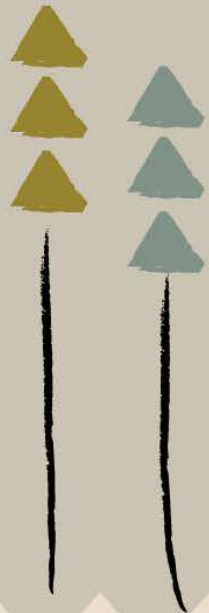
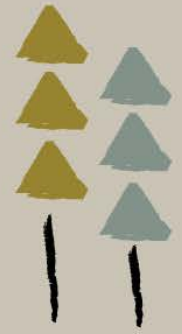
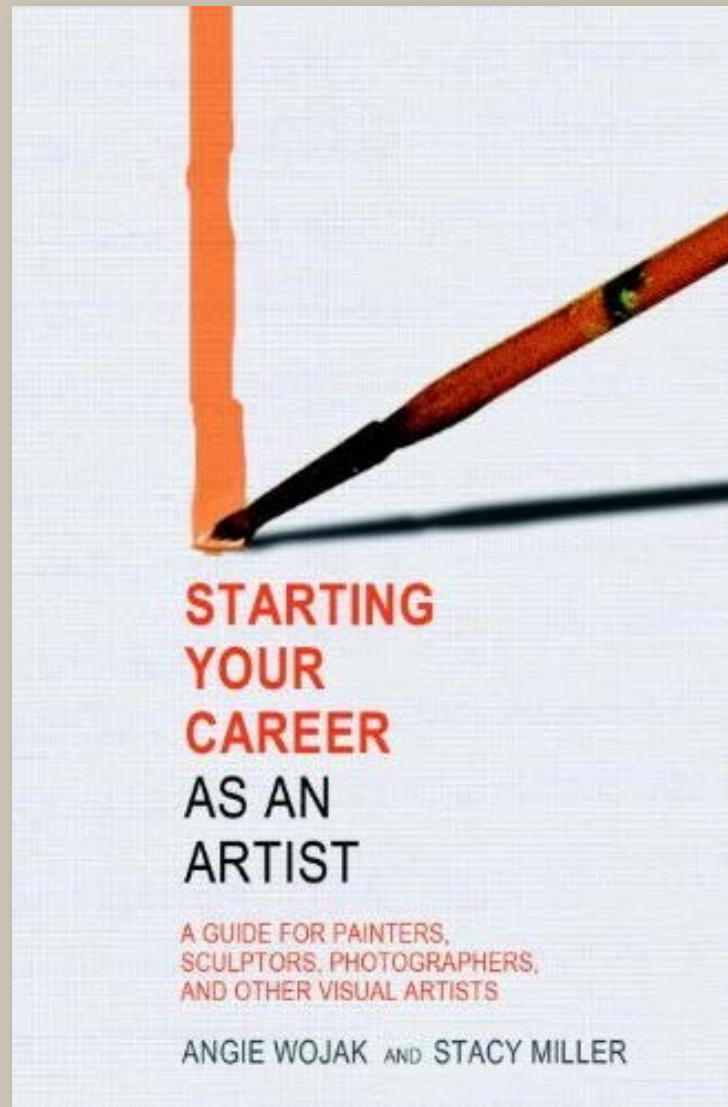
Remember, it's all about the work.

Added factors:

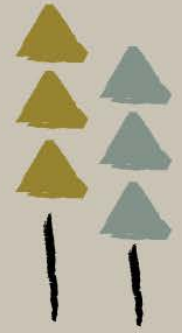
- Environment
- Business practices
- Promotion
- Resources



Reference:



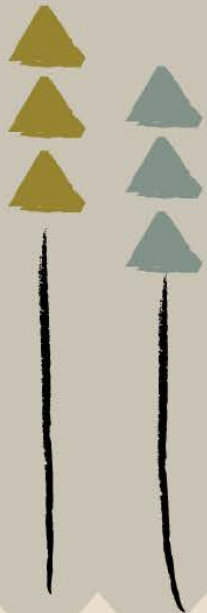
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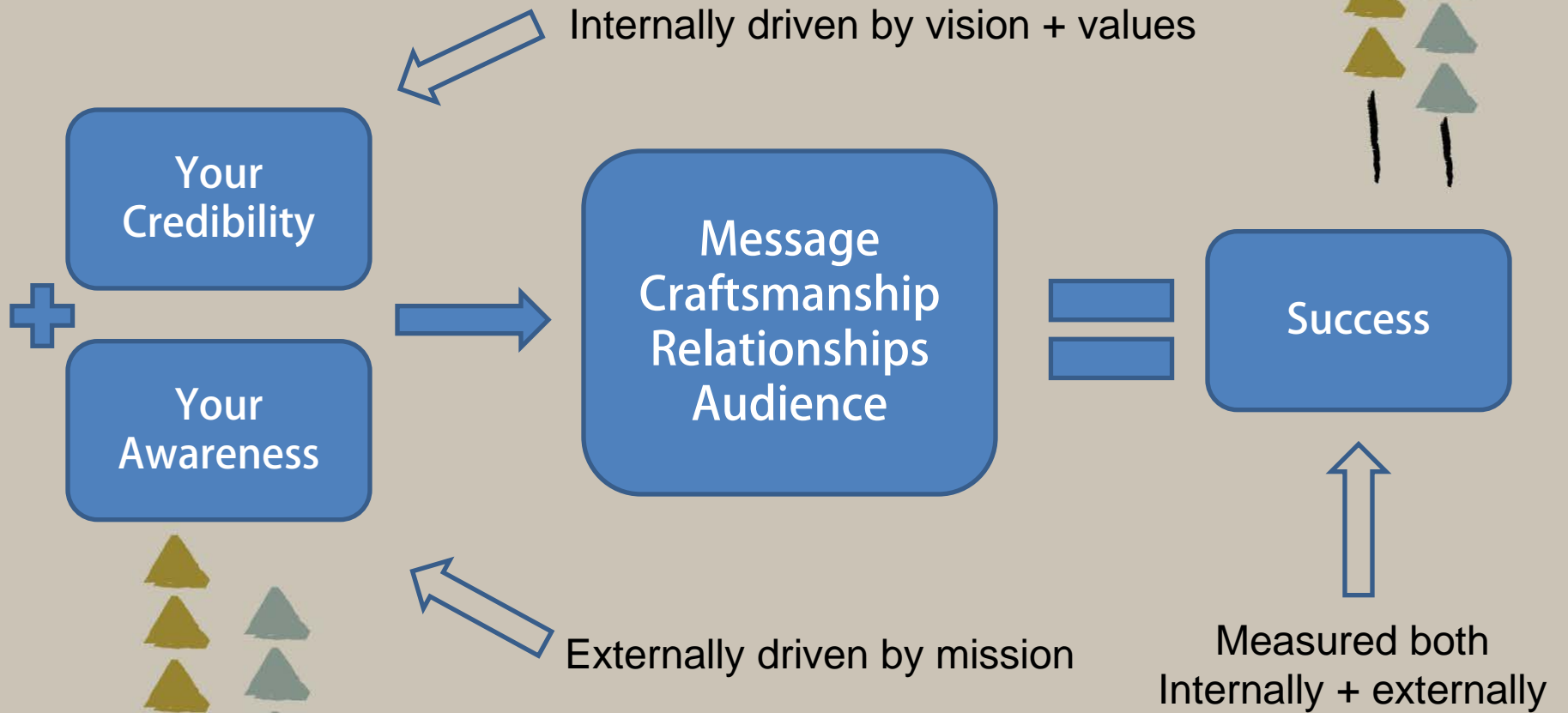


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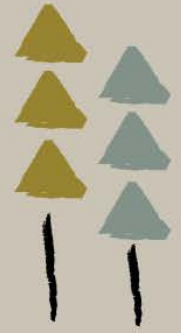


“Contacts & Resources”





What you should leave with:



- Points for reflection
- Ways to take action
- New approaches to consider
- A sense of the big picture

