

## **LEAP (Launching Emerging Artists Program) Application Form**

LEAP is an in-depth year-long series of workshops, critiques, studio visits and networking events designed to give artists the tools they need to tackle common obstacles and achieve success in the marketplace. Monthly workshops, peer-to-peer mentoring and critiques, a regular studio practice and numerous networking events with local and regional industry experts are the backbone of a curriculum rivaling many acclaimed MFA programs. In November, the LEAP cohort will share a special show in the Gallery at WREN.

LEAP is designed for artists who are ready to take themselves seriously, and put in the effort and time to get to the next level of success in the marketplace. The program provides the content equivalent similar to what one might find in an MFA program.

Many of the benefits to be gained from participating in LEAP come not only from the accumulation of knowledge throughout the year, and from dedicating regular time to your studio practice, but from spending time together in a group, witnessing each other's progress, challenges, strategies and breakthroughs. The power of the program is in commitment. Committing to your practice. Committing to attending the workshops. Committing to showing up fully to critiques. Once accepted into the program, artists agree to commit to all sessions, and understand that missing more than 2 will result in forfeiting one's place in the November exhibit. Think carefully before you apply, and make sure are able to commit!

**The initial cohort will consist of 6-10 participants, who will commit to the year long program and share a show in November at The Gallery at WREN.**

**LEAP includes 12 workshops, 6 studio visits/critiques, ongoing instructor and peer to peer support, and a shared month-long exhibit.**

**Cost for 2017 LEAP Training :: \$1500**

**Full Scholarships are available for artists who income qualify.**

**Applications are due on December 20.**

Please e-mail completed applications in a Word document, with photos as attachments, to Gallery Manager Katherine Ferrier at [katherinef@wrenworks.org](mailto:katherinef@wrenworks.org)

1. Tell us about yourself, your artwork, and why you want to be part of LEAP. (2-3 paragraphs)
2. How will participating in LEAP benefit you, your work, and your ability to access a wider market for your art?
3. Is there anything standing in the way of your ability to commit to this program, and attend all of the sessions?
4. What are your top three challenges business or marketing challenges as an artist?
5. Include 5 high resolution JPEG images of your artwork.  
Title each picture as: **Last Name, Title of Work**
6. If you are applying for scholarship assistance, please include your **Family Size** and **Household Income**.

## **2017 LEAP || Business of ART Workshop Series**

All workshops meet Mondays from 6-9pm in the Gallery at WREN, except where noted.

### **January 9: Time Management for Artists Carrie Gendreau**

Where did the time go?! It's a question every artist asks at some point. In order to answer it, you need to know how you currently use your time, so you can decide how you really want to spend those precious 24 hours in each day. This workshop will give you practical management methods, skills and techniques for identifying key time wasters, setting boundaries, managing frequent distractions and interruptions, and prioritizing yourself and your artwork. Goal setting and action planning are key to time management success. Start your year off with some solid tools that will help you to budget your time wisely and advantageously, so you can spend more time making your art!

### **February 6: Artist Statement, Bios and How to Tell Your Story Katherine Ferrier**

What is an artist statement, and why do you need one? Often, the thought of writing an artist statement can be laced with anxiety for even the most accomplished of artists. But having a clear, articulate description of your art is critical if you want to get your work out there into the world. We all know what we are trying to say with our art, but many of us have a difficult time organizing or communicating those ideas with words. Gallery Manager Katherine Ferrier will show you how to write a thoughtful, concise, original and compelling artist statement that will get your work the attention it deserves. Bring a notebook and some photographs of your work to get the most out of this fun and relaxed 3 hour workshop.

### **March 6: Framing and Presenting Your Work (For Every Budget) Sharon Reimer**

The owner of the Framing Format in St. Johnsbury, will teach you picture framing basics in this 3 hour workshop. Learn about choosing materials and methods; sizing & cutting mats; mounting; canvas and fabric stretching; glass-cutting; joining frames; fitting & finishing. Learn handy tricks of the trade & examine which methods are right for you, your art and your budget! Participants will try a variety of techniques and walk away with the know-how to finish a framed piece of their own artwork!

### **April 10: Social Media Marketing Josh Simonds**

We all know that building relationships with prospective buyers, patrons and clients is essential to a successful business. Increasingly, social media outlets are becoming instrumental for artists in the marketplace, opening up unprecedented promotional avenues and opportunities for networking. In this 3 hour workshop with owner of FaceFirst Solutions, Josh Simonds, we'll look at popular social media and networking sites such as Facebook, Instagram and Twitter and what each one has to offer you as an artist. Bring your own laptop or reserve one of ours to get the most out of this workshop. It's helpful if you already have an account with at least one of the platforms listed.

**May 8:                   The ABC's of Building an Artist Website**  
**Angel Larcom**

You've worked hard and have a studio full of beautiful work that nobody's ever seen. Now you're ready to show the world your creations! In this informative, hands-on workshop, Web and graphic designer Angel Larcom will show you how to set up and launch your own art or photography website, focusing on the Wordpress platform. Create an account/url, choose from website templates, upload and organize your work, and watch it go live on the internet! Bring your own laptop and 5-10 digital images of your artwork to get the most out of this fun and informative 3 hour workshop.

**June 5:                   How to Price Your Artwork**  
**Beth Simon**

Before you can bring your work to the marketplace, whether that be a gallery, retail shop, craft fair or online, you need to understand some basics about pricing. Some say it's an art, some say it's simple math. There are many ways to answer the question "How much do you want for that?" Beth Simon, owner of The League of NH Craftsmen in Littleton will walk you through several strategies, to find one that will work for you! To get the most out of this fun and fast paced workshop, bring several examples of your work, to be priced using methods presented. (Note: this class meets at The League on 81 Main Street, in Littleton.)

**July 10:                 Photographing your Artwork**  
**Angel Larcom**

Trying to photograph your own artwork and making it look like it does in real life can be very tricky. In this hands on workshop, Angel Larcom will show you how to get good shots of your work you can use for marketing, promotion and documentation. Learn how to avoid reflections and shadows that can obscure your artwork or leave colors washed out. Learn how to keep frames straight and undistorted. If you have 3 dimensional artwork, you will learn how to make it "pop" off the background. Bring your camera and a sample of your artwork to get the most out of this action packed 3 hour workshop.

**August 7:               Tipping the Scales: How to Apply for Gallery Shows**  
**Katherine Ferrier**

When a gallery receives applications from 50 artists, but only has room to present 10 in a given season, simple math tells us that only so many will be chosen. How can you assemble the strongest, most complete portfolio of your work and put your best foot forward? What can you do to make your work stand out and get noticed? In this workshop we'll examine industry best practices for preparing a complete and cohesive application for a gallery show. We'll cover the 5 essential elements of a kick-ass application, and take a look at the top 3 mistakes that will land your application right in the trash. Bring whatever current application materials you may have (photos of artwork, artist statements, exhibition lists, etc.) to get the most out of this fun and fast-paced workshop.

**September 5: Overcoming Your Fear of the Dreaded Artist Talk**  
**Katherine Ferrier**

If you're like many artists, you'd rather have a root canal than stand up in front of people and talk about your work. Deep down, though, you have a lot to say, and your patrons, fans and potential customers are eager to hear it! In this workshop we'll talk about the top 3 reasons you want to have a great artist talk in your back pocket, and the 5 foolproof methods for preparing a talk that will engage an audience and build authentic connections between your artwork and the viewer. We'll take baby steps by practicing introducing ourselves to each other, and cover the basics of preparing a variety of slide-show presentations. You'll get the most out of this 3 hour class if you've already got an artist statement. (Check out the workshop in February!)

**October 10: Share the Wealth: How to Teach a Workshop**  
**Katherine Ferrier**

You've spent years honing your skills as an artist, and building your brand, but have you considered adding teaching to your "business of art" tool box? Teaching workshops can positively impact your artistic bottom line in a number of ways. In this 3 hour workshop, we'll cover building an effective lesson plan, teaching to a variety of levels, setting up a workspace, assembling a materials list, finding places to teach, giving constructive feedback to students, and more. Space is limited, pre-register to save your spot!

**November 6: Online Sales for Artists**  
**Christina Lefebvre**

Want to start selling your artwork online but don't know where to start? In this 3 hour workshop Maker Space Manager, Christina Lefebvre will compare the pricing and features of several e-commerce platforms, including Shopify and Etsy. Learn the pros and cons of having your own website, selling through print-on-demand websites, using blogs and other social marketing tools, setting up shops, presentation, online marketing, and time-saving order management tips for artists. Guest artists will include several WREN member artists who are successfully selling online. Bring your own laptop, or reserve one of ours to get the most out of this workshop.

**December 4: The Power of Potluck: Building a Strong Community Network**  
**Katherine Ferrier and Jason Tors**

Your overall success as an artist is directly related to the network of relationships you forge, both in your own small community and the art world at large. No artist can build a career on their own. We all benefit from a solid and supportive network we can lean on when we need help, advice, or an introduction. This last session of the LEAP series of "Business of Art" classes is equal parts hands-on workshop and potluck holiday social. We'll start out by covering some simple steps you can take to build a strong and vibrant network, then practice some easy icebreakers to use in social situations. We'll wrap up with a lively social hour, and an "Art Swap" (think "Yankee Swap, but with original works of art!) Participants will leave with some solid networking techniques, new contacts and a few original art goodies just in time for the holidays!

Pre-registration required by November 6 for this workshop.