



**Launching Emerging Artists Practicum  
2019 LEAP || Business of ART Workshop Series**

All workshops meet in The Gallery at WREN, unless otherwise noted.  
Workshops can be taken individually or as a member of 2019 LEAP Cohort.  
Scholarships are available for those who qualify.

**Making Time for Making Work: Time Management for Artists + Makers Katherine Ferrier  
Saturday, April 6 | 10am-1pm**

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. We'll learn how to be a "reflective practitioner": someone who, at regular intervals, looks back at the work they do, and the work process, and considers how they can improve. 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. Re-ignite your commitment to your regular studio practice, so you can spend more time making your art!

**Artist Statements, Bios and How to Tell Your Story  
Saturday, April 6 | 2-5pm**

**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. Learn how 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.

**Social Media for Artists +Artisans  
Saturday May 4 | 10am-1pm**

**Katherine Ferrier**

Building relationships with prospective buyers, patrons and clients is essential to running a successful business. Increasingly, social media outlets are becoming instrumental for artists in the marketplace, opening up unprecedented promotional avenues and opportunities for networking, and connecting artists to potential buyers around the globe. In this 3 hour workshop we'll look at the popular social media and networking sites Facebook and Instagram to examine what each one has to offer you as an artist or maker. Bring your own laptop/smartphone 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.

## **Pop-Up Shops**

**Katherine Ferrier**

**May 4 | 2-5pm**

A “pop-up shop” is a short-term, temporary retail event that makes use of an existing physical space to create an outside-the-box shopping experience for customers. There are various benefits to pop-ups such as expanding marketing opportunities without a big investment, testing products, locations, and new demographics, and creating a stir around a new product. A pop-up shop can also function as a low-cost way to start a business. We’ll talk about how to find pop-up opportunities, partnering with local businesses, designing an eye-catching and cost-effective display, how to make the most of holiday foot traffic, and the easiest ways to have customers pay you.

## **How to Price Your Work**

**Katherine Ferrier + Beth Simon**

**Saturday, June 8 | 10am-1pm**

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?” We will walk through several strategies, to find one that works best for your artwork or product! To get the most out of this fun and fast paced workshop, bring several examples of your work, to be priced using methods presented.

## **Photographing your Work\***

**Katherine Ferrier + Angel Larcom**

**Saturday, June 8 | 2pm-5pm**

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 few samples of your artwork to get the most out of this action-packed 3 hour workshop.

**\*This class meets at 42 Maple Contemporary Art Center in Bethlehem, NH.**

## **Framing and Presenting Your Work**

**KF, Valerie Fenimore, Jason Tors**

**Sunday, June 9 | 10-1pm workshop; 2-5pm Framing Lab**

This is a day-long immersion in professional framing and presentation of artwork, collaboratively taught by Valerie Fenimore (owner of ArtWorks and longtime professional framer) Jason Tors, (professional artist and Councilor with the NH State Council on the Arts) and Katherine Ferrier (Artist Technical Assistance Program Manager at WREN). We will teach you picture framing basics, including 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! This class meets at 42 Maple Contemporary Art Center in Bethlehem, NH.

### **The ABC's of Building an Artist Website**

**Katherine Ferrier + Angel Larcom**

**Saturday, June 29<sup>th</sup> 10-1pm workshop; 2-5pm Website Lab**

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. It's also helpful if you have an artist statement and artist biography already written.

**\* Note: This day-long workshop meets at 42 Maple Contemporary Art Center in Bethlehem, NH from 10am - 5pm. Cost is \$65.**

### **Tooting Your Own Horn: A Beginner's Guide to Self-Promotion**

**Katherine Ferrier**

**Saturday, September 7 | 10-1pm**

You've got a big show coming up, and you want lots of folks to come. All the wishing in the world won't get people to the opening reception; you're going to need a savvy publicity plan! In this 3 hour workshop, we will demystify the world of publicity, marketing and self-promotion for the artist/entrepreneur, and work through some ways to dial down the anxiety around asking the world to pay attention. We'll look at the key elements of a thorough promotion portfolio, and consider examples of effective DIY marketing strategies, including business cards, Facebook events, posters and postcards, press releases, mailing lists, and the hidden power of good old-fashioned word of mouth. Before you leave, you'll build a template for your own publicity/promotion timeline that you can put into action right away!

### **Overcoming Your Fear of the Dreaded Artist/Maker Talk**

**Katherine Ferrier**

**Saturday September 7 | 2-5pm**

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.

### **The Power of Potluck: Building a Strong Community Network**

**Katherine Ferrier**

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! **OPEN to Public: no charge**