



Photo of Andre Petterson works at Bau-Xi Gallery

MARKETING FOR FINE ARTISTS

Marketing for Fine Artists is designed specifically for emerging artists working in Canada seeking to pursue careers in both the commercial and the non-commercial fine art market. The purpose of this course is to inform you of the standard procedures within galleries and equip you with the tools needed to approach them. Finally, some goals of this class will be to dissolve any intimidating positions or misconceptions surrounding the art scene.

Through a series of practical exercises, catered assignments designed for submission, critiques, notable guest speakers and lectures with in depth, privileged information, students will familiarize themselves with the Vancouver fine art “scene” and conceptually refine their own artistic body of work.

Instructor:

Pennylane Shen: holds a Master’s degree in Visual Culture from New York University and has been a curator and educator in Vancouver for the past 10 years. She currently curates for the Bau-Xi Gallery, sits on the board for the VGH Permanent Art Collection and runs the alternative artists’ collective Phantoms in the Front Yard.

WEEK BY WEEK SESSIONAL OUTLINE

1	<p>Introduction & Contents of a Portfolio</p> <ul style="list-style-type: none"> • Types of Portfolio • Catalogues and take-aways • Writing a Curriculum Vitae
2	<p>The What and The Why: Artist’s Statement</p> <ul style="list-style-type: none"> • The importance of artist’s statements and Exhibition proposals • Artists statement exercise • Present <i>Student Work: Round 1</i>
3	<p>White Cube: Types of Galleries</p> <ul style="list-style-type: none"> • Overview of types of art galleries • Commercial gallery procedures • Non-commercial gallery procedures • A discussion of the Vancouver Market
4	<p>The Same but Different: Critique on Cohesion</p> <ul style="list-style-type: none"> • Present Student Work: Round 2 • A critique on Conceptual component in your work • What makes fine art? • Guest speaker and reviewer
5	<p>Gallery Visits: 1pm – 4:30pm</p> <ul style="list-style-type: none"> • Behind the scenes look at: <i>Brewery Creek galleries, studios and centres</i> • Winsor, Catriona Jeffries, Grunt Gallery, Gallery 295, Equinox, Monte Clark
6	<p>Foot in the Door: Approaching the Gallery</p> <ul style="list-style-type: none"> • Steps to approaching galleries • Sorting exercise • Preview the Gallery Guide

7	<p>Student Presentations for Galleries 101</p> <ul style="list-style-type: none"> • Present <i>Galleries 101</i> assignment
8	<p>Knowing Where You Came From - Part I</p> <ul style="list-style-type: none"> • The Vancouver gallery photography scene • Guest speaker and reviewer • Present <i>1st draft of Catalogue</i>
9	<p>The ME in Media: Publicity and Marketing</p> <ul style="list-style-type: none"> • Resources and Competitions • DIY: Getting your name out there • Social Media, Networking and the Digital Realm
10	<p>Knowing Where You Came From - Part II</p> <ul style="list-style-type: none"> • Condensed overview of photographic history and influence • Condensed overview of visual culture, practice and theory • <i>Catalogue & Approach</i>: hand in
11	<p>Websites: the Good, the Bad and the Ugly</p> <ul style="list-style-type: none"> • Looking at websites and blogs • Getting out there: costs and risks • Framing, mounting and presentation
12	<p>Wrap-Up & Your Public Exhibition</p> <ul style="list-style-type: none"> • Present <i>Faux Show</i> assignment