

# ***The Business of Being an Artist***

**A programme focused on Entrepreneurial Development in the visual arts**

## **Course Overview**

**Duration:** 4 months

**Contact sessions:** 1 week a month

**Brought to you by:**



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## Course overview

The course will cover the following topics as well as including guest speakers and excursions.

- Leadership & ethics in the arts
- Defining Entrepreneurship
- Self-awareness
- The world outside your studio - how the industry has developed and how it operates.
- The Art eco-system - The inter-dependence of the various role players, their different roles and positions in the art eco-system and how they work in a mutually beneficial manner.
- Tools of the trade - Career marketing requirements - Marketing, CV, Biography, Records, Website - what is required professionally.
- Working with galleries, dealers & agents
- The primary & secondary markets
- Financial management - how to create budgets & stick to them.
- You and online - the new "normal"
- Defining your practise
- Commercial realities
- Crit sessions
- Networking - It is who you know.
- International & Intercultural exchange
- Exhibition proposals
- A group exhibition at the end of the programme

## About the course facilitators

### **Art Source South Africa:**

Established in 2001 it operates as a visual arts project management consultancy. It offers selected professional products and services for the contemporary visual art and creative cultural development sector. Operating on the 'business side' of the visual art sector it provides clients with strategic management consulting, project development and management, stakeholder liaison, curation, career development and coaching for artists. Its clients range from individual artists, galleries and artist projects, to educational institutions, corporations, foundations and non-profit organisations.

Art Source South Africa works with clients on brief to realize their objectives as well as initiating and managing projects directly with artists. Dealing in contemporary South African art and agent services is offered to selected artist clients. Art Source South Africa's activities are organized into the following divisions: Art Source Consulting, Art Source Coaching & Mentorship, Art Source Projects, Art (Re)Source South Africa.

Past and current projects include curation and project management of contemporary art exhibitions, project managing public or corporate art commissions, rural craft development and community outreach projects, business strategy, corporate social investment consultation, curriculum development and change management, managing local and international artist exchanges.

Professional long term profile and career management is a specialised service offered to selected South African contemporary mid-career artists. In 2012 private individual career coaching was initiated in response to demand by artists who needed professional advice and support with their careers and practice.

Art (Re)Source South Africa provides the visual art sector with training products focused on the business of art. The seminars and workshops often in association with partner organisations, target artists and allied professionals who want to become more informed about the industry and how best to engage with it.

Art Source South Africa is well networked within the visual arts sector.

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### About the course facilitator: 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 (with Distinction) from the Technikon Witwatersrand (now University of Johannesburg). She was awarded the Technikon Merit Medal. Les Cohn obtained her Diploma in Arts and Culture Management from the Public Development and Management School (PD&M), 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 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 ethos and image of the sector.

Cohn has undertaken strategic career development and exhibition project management for individual artists, to assist them achieve their goals. This relates to exhibitions, marketing and promotional activities, positioning the projects to ensure the development and leveraging of the artist's professional profile. It also involves supporting the artist through their career development to realise their career objectives.

Individual private coaching/mentorship sessions are conducted by Les Cohn. Her years in the art industry as a practicing artist, later consultant, curator, art agent gives her a wide range of experience to draw upon; increased by her extensive experience in the NGO, museum and commercial sectors. For many years she mentored interns for the University of Johannesburg, Fine Art Department, as well as coaching numerous artists where the key focus is to assist them leverage their artistic profile and provide guidance. Through the Professional Practice seminars and Business of Art workshops with her many years of training experience she offers her broad knowledge, expertise and practical experience while facilitating with enthusiasm and energy.

Cohn operates as a Sole Proprietor and independent consultant. Treasury CSD Reg. No: MAAA1088685

### About the course facilitator: Sara Hallatt



Sara Hallatt is currently the founder and Director of the META foundation and Managing Director of August House as well as the founder of OpenStudios.Joburg. In 2011 she took up Directorship of one of SA's foremost visual arts NGO's, namely the Fordsburg Artists' Studios, more fondly known as the Bag Factory. She sits on a number of Boards within the visual arts and the creative sector more generally. She has also participated as a judge in a number of notable South Africa art competitions. Sara has more than 10 years in project management in below the line large scale events and in 2017 she has produced 2 short films which are currently featured on Showmax and Netflix.

Sara has a Bachelor in Dramatic Arts and a post graduate Diploma in Business. In 2015 she was awarded the Mandela Washington Fellowship to Northwestern University in Chicago to study business and entrepreneurship.