



# THE BUSINESS OF ART SYMPOSIUM

SUNDAY, MAY 21ST, 2017





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*This one-day symposium will cover a broad range of topics on how artists begin to build a business around their creativity, from initially developing a presence in the art world through learning to sell their work directly to the public or finding a suitable gallery that will arrange sales and commissions. Among the topics surveyed will be: how to set up a creative*

*business that is both equitable and profitable, how to connect to galleries and dealers, what are the range of exhibition opportunities for emerging and mid-career artists; how to set prices for artwork; how can artists best communicate with the public; applying for local grants; updates of IP and copyright laws that concern artists; and much more.*

## WELCOME & INTRODUCTION

9.15 - 9.30am

Presenter: **Natalie Urquhart, Director of the National Gallery of the Cayman Islands**



Why is this symposium so timely? What can the public and private sector be doing to help support the burgeoning creative industries in the Cayman Islands? How do we get started? National Gallery Director Natalie Urquhart will address these questions and speak to the current challenges faced by, and opportunities for, the creative sector.

**Natalie Urquhart** is Director and Chief Curator at NGCI. She is a leading authority on Caymanian art and has seventeen years of experience in the cultural sector where she specializes in developing creative strategies, programming and exhibitions for public and private sector arts initiatives. She previously worked as a curator

for the Visual Arts Society, as Arts Editor for Cayman Free Press's Special Publications department, where she established InsideOut magazine. During her tenure at NGCI she has led the capital campaign and building project; overseen the redevelopment of NGCI's , enabling the organisation to double in size and visitor traffic; introduced NGCI's business department; and worked to legitimize and enable arts careers in the Cayman Islands by establishing

NGCI's Creative Careers programme. Urquhart serves a Board Member of the Museums Association of the Caribbean; a core committee member of Tilting Axis - a regional strategic alliance which works to further the development of infrastructure, production and markets for the Caribbean's visual arts sector; and a member of the Cayman Islands National Cultural Policy Steering Committee, where she represents the Visual Arts and Creative Industries sectors.

## ■ MORNING SESSIONS

### KEYNOTE: PURSUING A CREATIVE LIFE

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9.30 - 10.30am

Presenter: **Lisa Hoffmann, Executive Director of Alliance of Artists Communities**



The Alliance of Artists Communities is the service organization for artists' communities, creative residencies and artist-centered programs. Believing that the cultivation of new art and ideas is essential to human progress, the Alliance's mission is to advocate for and support artists' communities and advance the endeavors of all artists. To have a successful creative practice, a 21st Century artist requires a holistic approach to perspective, practice and partners. How can artists equip themselves with the tools needed to build a sustainable and thriving career?

**Lisa Hoffman** is the Executive Director of the Alliance of Artists Communities, an international association of artist residency programs. She is the former Associate

Director of the McColl Center for Art + Innovation, where she led programs and strategic initiatives, community engagement, and the flagship Environmental Program at McColl Center. While at McColl, Lisa was known for building cross-sector coalitions, where she facilitated artist-led collaborations with developers across municipal agencies and cultural organizations. Lisa was the creative thought leader behind the Art + Ecology Campus at Brightwalk, a groundbreaking project that spurred economic development in Charlotte's North End.

Prior to McColl Center, Lisa served as Director of Charlotte Nature Museum and held positions as a science educator and mentor with the District of Columbia and Prince George's County Maryland Public Schools. Honored for her dedication in connecting children and families to the natural world,

she is also committed to place-based education, the improvement of schools in marginalized communities and research in creative placemaking.

Lisa regularly speaks at national events including the National Innovation Summit for Arts and Culture and Grantmakers in the Arts. She has served on the boards of North Carolina Association of Environmental Education Centers, the Jazz Arts Initiative, and the Alliance of Artists Communities. In 2015, Lisa was appointed by President Obama to be a Member of the National Museum and Library Services Board. Holding an MS degree in Biology and a BS degree in Botany from Howard University in Washington, DC, she is dedicated to social practice and the convergence of art and science as a vehicle to improve lives and effect systemic change.

### COFFEE BREAK

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10.30 - 11.00am

#### CAREER DEVELOPMENT & MENTORING WITH NGCI CREATIVE CAREERS PROGRAMME

Artists, art historians, museum professionals, and art educators at all career stages are eligible for a one-on-one consultation with a professional in a specific field. Get candid advice on how to conduct a thorough job search, present work, and prepare for interviews, as well as other career-advancement topics. Bring your résumé or CV for critique.

## MAKING THE CONNECTION - AIR FAIRS, COLLECTORS & DEALERS

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11.00 - 11.45am

Presenter: **Amanda Coulson, Founder and Artistic Director of Volta Art Fair**



Coming from an extremely broad background as an art professional over the last 25 years—from academic, to art dealer, to critic, to curator, to art fair director and museum director—Coulson will speak to the ecosystem of the art world, explaining how each part feeds off the next. With each change of function, there comes a different point of view and therefore Coulson can explain, from personal experience, and from different perspectives, from each vantage point, as to how each aspect functions. She will speak to her experience creating an art fair and how art fairs can be an asset and a curse, both for the galleries and artists, and will share her suggestions as to how artists to engage at the various levels.

**Amanda Coulson** is a Bahamian/American art critic and curator based in Nassau on the island of New Providence, where she is currently the Director of The National Art Gallery of The Bahamas. She studied for her Master's Degree at the Institute of Fine Arts, NYU and after working in various galleries in New York, Paris and London, she started her critical career in Milan where she spent 2 years as English Language Editor of the international edition of *tema*

*celeste* magazine. She has written for a variety of art journals, including *Frieze*, *Frieze d/e*, *Modern Painters*, *Contemporary*, *Lápiz*, *Art Review* and *ARTnews*. In 2005, she was one of the co-founders of the VOLTA fair in Basel, Switzerland. Acting as Executive Director since 2007 she oversaw the growth and development of the fair, including conceiving the solo show idea for the inaugural edition of VOLTA NY in 2008.

## CURATORIAL COLLABORATIONS

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11.45 - 12.30pm

Presenter: **O'Neil Lawrence, Senior Curator at the National Gallery of Jamaica**



The success of an exhibition of the work of living artists depends significantly on the relationship between the artist(s) and the curator(s) and their ability to collaborate productively towards the shared goal of representing the work in the best possible way. This presentation and discussion will explore the role and responsibilities that curators have towards artists and conversely the responsibilities that artists have towards curators. The challenges of working in smaller societies, communication standards and how to deal with rejection will receive special attention.

Senior Curator at the National Gallery of Jamaica, **O'Neil Lawrence** graduated from the University of the West Indies (Mona) with an M.Phil. in Cultural Studies and a

BA in English Literature and Sociology. He also has a Diploma in Visual Communication from the Edna Manley College. His exhibitions at the National Gallery of Jamaica include the critically acclaimed *Seven Women Artists* (2015) and *Masculinities* (2015).

An artist who has exhibited in Jamaica and internationally since 2004, his first solo show *Son of a Champion* was staged at the Mutual Gallery,

Kingston in 2012. He was the essayist for *Pictures from Paradise* (2012) and he received the Society for Caribbean Studies' *Bridget Jones Award* (2014). His research interests include race, gender and sexuality in Caribbean and African Diasporal art and visual culture; memory, identity and hidden archives; photography as a medium and a social vehicle; Caribbean and general art history, curatorial practice and museums.

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## LUNCH “Art Roundtable”

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12.30 - 1.30am

Presenter: **Various**

*Network with attending artists, gallerists, arts administrators and fellow attendees over lunch.*

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## ■ AFTERNOON SESSIONS

### ARTISTS RESIDENCIES AND ARTIST RUN SPACES

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1.45 - 2.45pm

Presenter: **Deborah Anzinger (New Local Space, Jamaica)**



What does it take to run an art space and residency programme where private philanthropy, public funding or social equity for contemporary art simply does not exist? What kind of personal agency for contemporary art exists within your purview?

Without huge injections of capital what can be accomplished in a 5-year span and how? Using her experiences as founder of NLS and as an artist Deborah Anzinger will give a presentation on some of what she has found to be possible in a Caribbean and global context and some of the elements required in making it happen.

**Deborah Anzinger** is an artist and founder of the Kingston-based contemporary art organisation New Local Space, which presents local and international exhibitions, art residencies, an iTunes podcast series and conducts art research. NLS has partnered internationally and locally with organizations such as the British Council Caribbean, Bluecoat (Liverpool, England), Transformer (Washington, D.C.), ARC Magazine and the Jamaica Cultural Development Commission, and supported the work of many local and international artists. Anzinger’s own work has been exhibited at the Royal West of England Academy

(Bristol, England), the Museum of Contemporary African Diasporan Art (Brooklyn, New York), the National Art Gallery of the Bahamas (Nassau City, The Bahamas), and the National Gallery of Jamaica, and it has been reviewed in publications such as Frieze Magazine, Washington Post, New York Times, Art Nexus, and published in Small Axe Journal. Anzinger has sat on panels for the San Francisco Museum of Modern Art, (e)merge Art Fair, and Art Museum of the Americas. She was recently recipient of a fellowship to the Skowhegan School of Painting and Sculpture in 2016.

## COFFEE BREAK

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2.45 - 3.00pm

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## MARKETING MIXOLOGY - MARKETING YOUR BRAND

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3.00 - 4.00pm

Presenter: **Kaitlyn Elphinstone, Public Engagement Manager,  
National Gallery of the Cayman Islands**



As a working artist, it's not enough to produce art. To create a sustainable business around your creative practice you will need to infuse a strong marketing strategy to promote your brand. This workshop-style session aims to help artists navigate the fast-changing marketing landscape. Topics include, brand values, digital marketing, and public relations. With practical examples, ideas and approaches this presentation will give artists the tools to brand, market and promote their creative art practice.

**Kaitlyn Elphinstone** is the NGCI's Public Engagement (Events & Retail) Manager. She holds a BA Hon in Visual Studies and Art History from the University of Toronto, and

an MA in Arts Policy and Management (1.1) specialising in Arts Marketing and Events from the University of London (Birkbeck). She previously worked as Marketing and Programme Coordinator at CNCF, before returning to NGCI as Communications & Public Engagement Manager. In this position Elphinstone was responsible for managing and growing NGCI's communication department, introducing NGCI's social media platform, redeveloping the NGCI's

website, and contributing creative ideas and direction for NGCI's extensive communications schedule.

Elphinstone is an artist and a founding member of the artist collective C4. She sits on the Cayman Islands Film Commission Advisory Board and has acted as secretary for the CNCF Grants Committee. In 2016 Kaitlyn was awarded a National Arts and Culture Award for Creativity in the Arts and her pieces are regularly featured in local exhibitions.

## PORTFOLIO DEVELOPMENT SESSIONS

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Afternoon by appointment: **Emérentienne Paschalides, Art Consultant**



Learn how to present your work for review by a professional curator, critic, or educator. Discuss issues and ask questions about portfolio formats, visual sequencing, the artist's statement, and professional advancement through the artist portfolio with an expert in the field.

As an Art Consultant for private clients and institutions, **Emérentienne Paschalides** has directed a portfolio of art commissions, collections and curatorial initiatives. Prior to this she was Education Manager for the National Gallery of the Cayman Islands, working on cultural regeneration projects and overseeing an extensive programme of courses. She was instrumental in setting up the new Education

Department and the Lunch Lecture series, for which she still lectures regularly. She has also written numerous critiques and reviews for publications and has acted as judge in various art competitions.

Based in Paris until 1992, Emé was previously Gallery assistant to G.P. Vallois. Emé is currently a member of the Collections & Exhibition Committee at NGCI.