

**Euclid Art Association  
presents**

# **"THE BUSINESS OF ART"**

**BY MARY URBAS**

**Monday Evenings, July 6 - August 17, 2015**

**six consecutive weeks (except July 27th)**

**from 6:30pm to 8:30pm**

This 6 week class (2 hours each week) is designed as a first step towards helping the developing artist make a successful transition from creating art to presenting and promoting it.

Each week a different aspect of "getting your work out there" will be discussed, followed by a question and answer period so the group can brainstorm and network. The following syllabus is meant to be a guide-line of proposed topics.

**WEEK 1:** Introduction, establish your goals, make a commitment, create a support structure. Are agents, reps and art coaches right for you? Prepare and presenting your artwork, how to establish pricing and basic record keeping.

**WEEK 2:** Create a professional image, assemble the business tools to sell your art: mailing list, business cards, slides/photos.

**WEEK 3:** Write a career summary, artist statement and résumé. Create and formulate a brochure or other visuals. Assemble a portfolio. Give visual presentation to class: show portfolio of artwork, share artist statement.

**WEEK 4:** Where to show: group, co-op, or juried. What jurors are looking for. Are Art Fairs and Festivals the "right" way to go for you? Booth layout and design.

**WEEK 5:** Contacting and approaching galleries that are appropriate for your artwork. Selling your artwork on consignment vs wholesale. Delivering and shipping artwork.

**WEEK 6:** Create written and visual publicity: press releases, paid advertisements and direct mail. Marketing and social media. Finish up any unresolved topics or issues.



Mary Urbas will share her 34 years of experience in the professional art world as a gallery owner, curator, teacher, and consultant. As an exhibited fiber artist, she is able to bring a real-world perspective to both sides of the business of marketing fine art. She is currently the Gallery director at Lakeland Community College.

**Limited Enrollment (10 Only) - 1st come, 1st serve**

**Cost is based on 10 participants:**

\$85 members, \$95 nonmembers

**Location:** East Shore Church

2nd floor parlor (air conditioned)

23002 Lakeshore Blvd.

Euclid, OH 44123

**To register:** call or email Susan Herrle, 216-481-5105  
[suetom.herrle@sbcglobal.net](mailto:suetom.herrle@sbcglobal.net) (include EAA in subject line)

**Make check payable to:** Euclid Art Association

**Mail to:** Susan Herrle, 23811 Carrbridge Dr, Euclid, OH 44143