

ARTREPRENEUR ACCELERATOR

\$OUL BUSINESS FOUNDATIONS FOR ARTISTS

The background features a complex, layered pattern of dark, wavy, marbled lines in shades of black, charcoal, and deep blue, with occasional highlights of gold and brown. Overlaid on the right side is a network of thin, golden-yellow lines forming a series of interconnected, irregular polygons and triangles, creating a geometric, web-like structure.

**EXHIBIT YOUR ART AND
CREATE COMMUNITY**

EXHIBITIONS



WHERE?

- Galleries
- Events and Festivals
- Fairs and Markets
- Online Exhibitions
- Contests





APPROACHING GALLERIES

- Online versus in person
- Professionalism
 - How you present yourself
 - Be prepared!
 - Portfolio READY



GROUP OR SOLO?

- Get your foot in the door with group shows
- Solo shows are best when you're a little more established
- Group shows are easier to get
- Find themed shows and apply!

PREPARING FOR A SHOW



- Advertising your show
- Is your art ready?
- Curating the experience
- Show opening



EVENTS AND FESTIVALS

- Apply!
- Make your applications **PROFESSIONAL**
- Personally contact people involved
- Galleries versus booths
- Preparing your inventory & stock



LIVE ART

- Have a plan!
- How big are you working?
- Do you need lights?
- What are you providing? What is provided?
- How can you make it an experience?
- Show up and put the hours in!

HOW YOU SHOW UP

- Are you prepared?
- Did you get all your questions answered ahead of time?
- How can you make the gallery/event want to host you again?
- How efficiently do you deal with unexpected challenges?

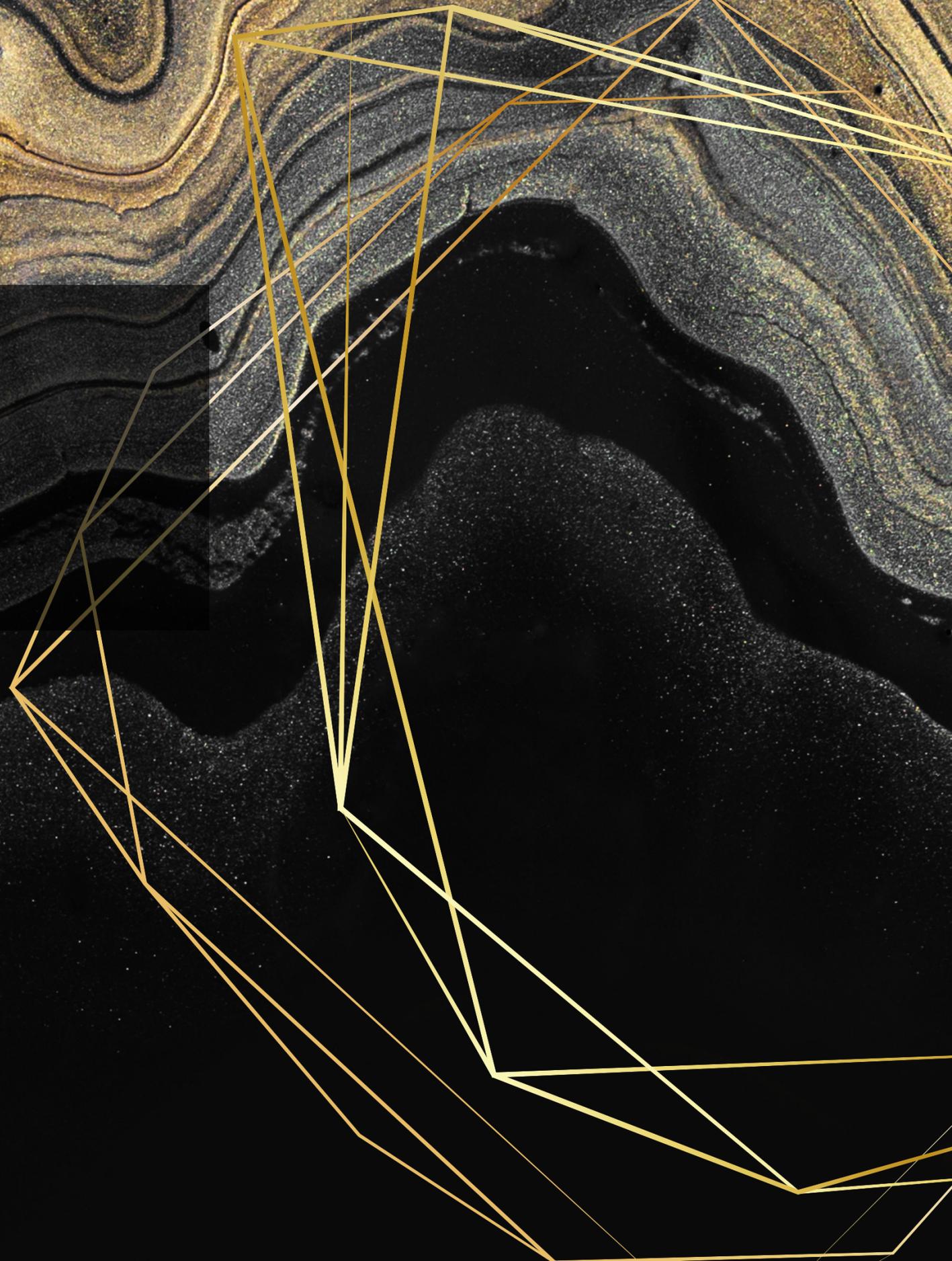




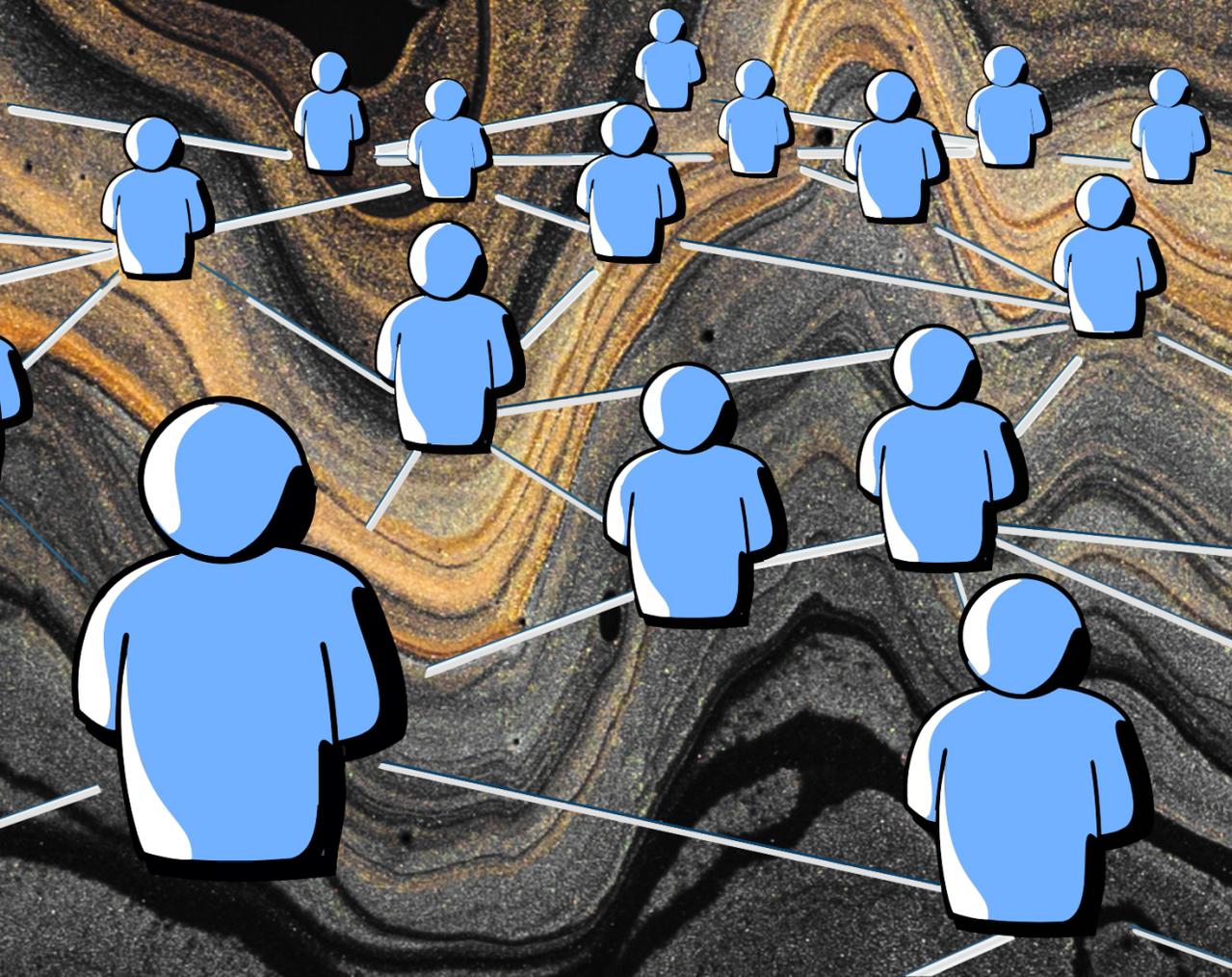
MARKETS

- Applications and fees
- Preparation;
 - Payment methods
 - Display and CLEAR signage
 - Set up your booth ahead of time
 - Presentation
 - How long will it take you to set up?
 - Do you need power?
 - Sales tracking
 - Assistant/helper?

NETWORKING



NETWORKING IS A SKILL



- Authenticity
- Developing relationships
- Maintaining relationships
- Standing out in your industry
- Get more involved wherever you can (even if it isn't sharing art... YET!)

YOUR CIRCLE



- Who are the 5 people you spend the most time with?
- Surround yourself with people with similar goals who are **TAKING ACTION**
- Surround yourself with people that are already doing the things **YOU** want to do!

NURTURE RELATIONSHIPS



- Don't;
 - Ask for favors right away
 - Approach people just to get something from them
- Do;
 - Be genuinely interested in them
 - See what YOU can do for THEM
 - Stay in touch, be friendly

WHO DO YOU KNOW?



- You might be surprised at what people around you are already doing!
- If you see people you already know doing COOL things - ask them about it!
- Comment on posts and share people's work!
- Congratulate those around you, support your friends

COMMUNITY

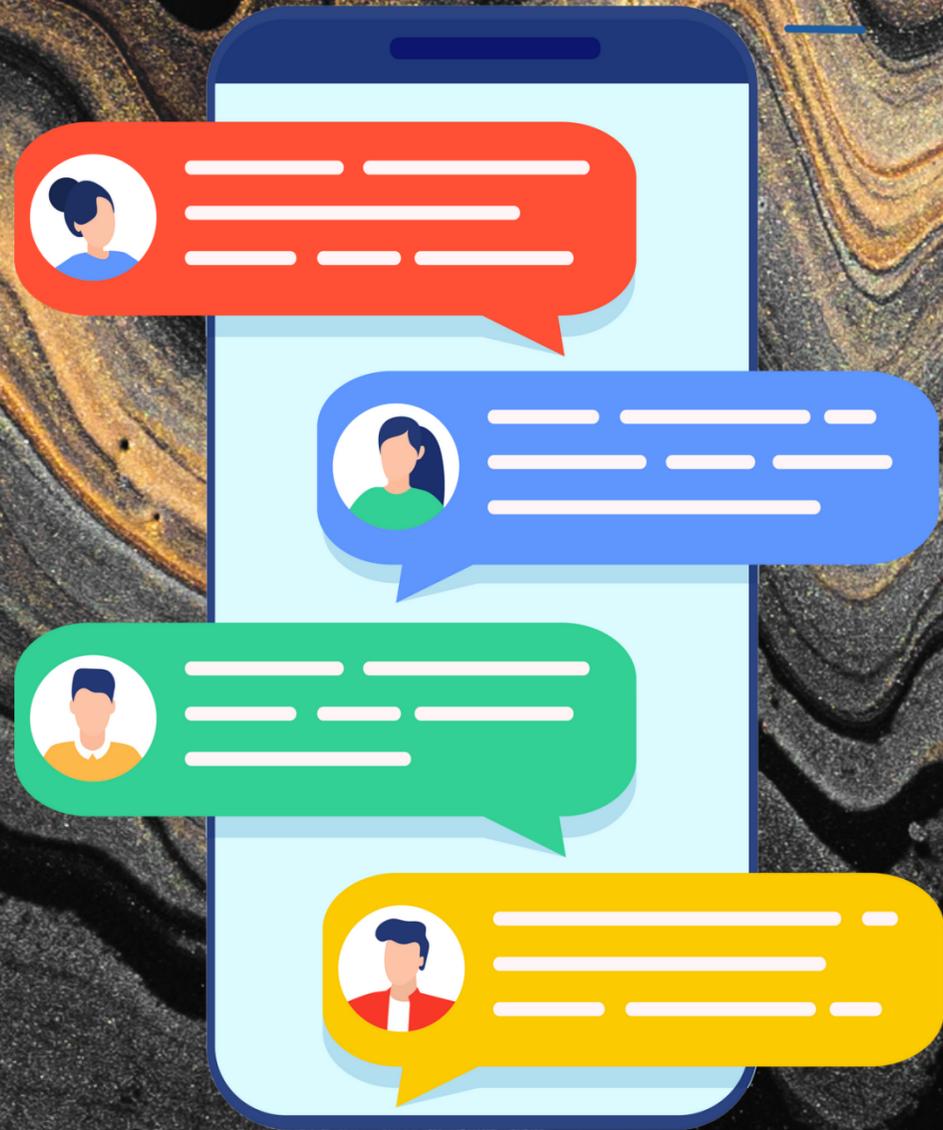




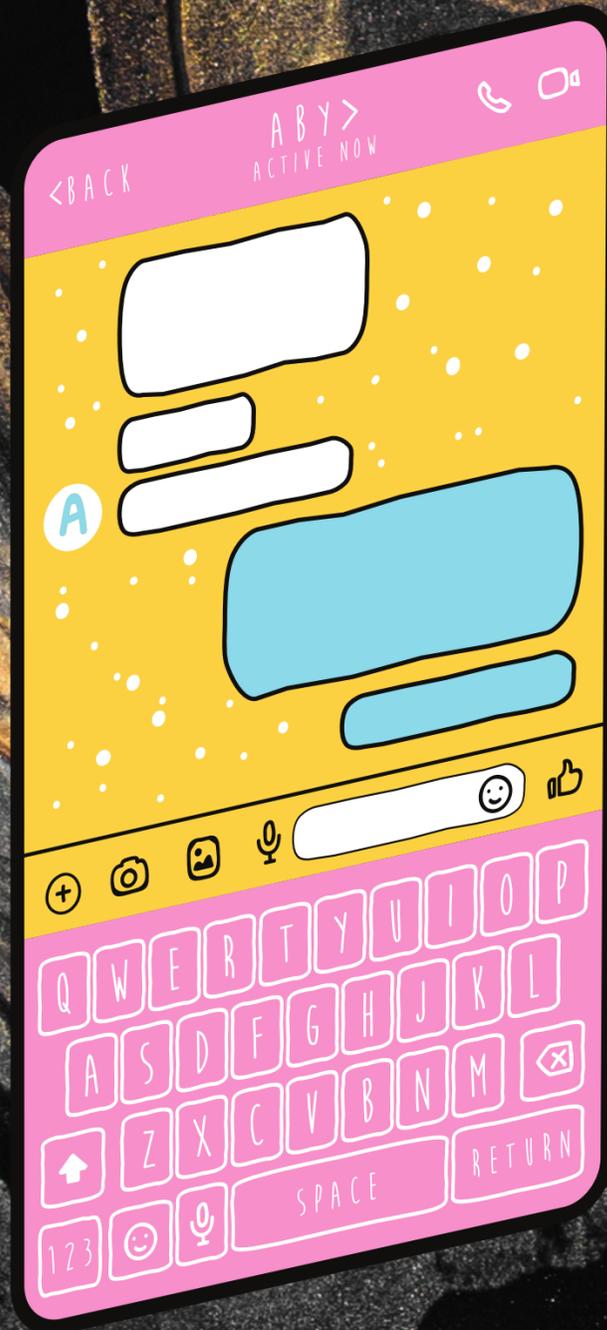
GO PLACES

- Art shows
- Events and festivals
- Markets
- Art jams and events

GET CONTACT INFO



- Be curious about every person you meet
- Exchange contact information with others in your field on all steps of the ladder



FOLLOW UP

- Give it a day or two after an event
- Follow up with new contacts, or anyone who played a role in getting you a gig
- "It was nice to meet you" and "Thank you" go a long way
- Continue the conversation and touch base every once in a while



HOSTING

- Art jams - great way to connect with other artists
- Other social gatherings - great way to connect with other people in your scene that aren't necessarily artists



COLLABORATION

- Collaborating expands your network!
- Benefits both parties
- Creates deeper relationships and more involvement in your scene

The background features a dark, swirling marbled pattern in shades of black, brown, and gold. Scattered throughout are colorful confetti pieces in red, blue, and yellow. On the right side, a network diagram is visible, consisting of thin gold lines connecting various nodes, some of which are represented by small colored squares and triangles. The overall aesthetic is modern and celebratory.

**CONGRATS ON COMPLETING
ARTREPRENEUR ACCELERATOR!**