



CENTER FOR
CULTURAL
INNOVATION

2010 SPRING SCHEDULE – BAY AREA

Visual Artists: Explore the Complex World of Selling and Presenting Your Work

Interested in presenting your work through galleries, exhibitions or other venues? This workshop will focus on key strategies and tactics to use when exploring opportunities with arts business leaders. Topics include:

- Navigate the process of exhibitions and selling art
- Preparing presentation packages for gallery submission
- Creating/updating your artist statement or resume
- Locating Exhibition opportunities
- Determine prices for your art and understand the marketplace
- Maximize the impact of your shows
- Organizing your own exhibition

Michele Pred is an internationally exhibited artist who has been teaching professional practices to artists for six years and currently Senior Adjunct Professor at California College of the Arts, where she teaches Professional Practices. She has led workshops and portfolio reviews for Center for Cultural Innovation, Pro Arts Gallery, Kala Art Center, the Di Rosa Preserve and Napa Valley Arts Council.

Her artwork has been exhibited in galleries and art fairs and museums in London, Stockholm, New York, Bologna, Miami, Los Angeles, Chicago and San Francisco. Her work is part of the permanent collection at the 21st Century Museum, The Contemporary Museum in Honolulu, the Di Rosa Preserve in Napa, CA and is held in numerous corporate and private collections. Dagens Nyheter (Sweden) and on numerous local newscasts across the country.

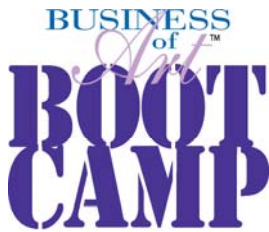
Michele received her BFA from California College of the Arts. She is represented by the Nancy Hoffman Gallery in New York and the Robert Berman Gallery in Los Angeles.

Date: Monday, April 19, 2010

Time: 6:30 p.m. – 9:30 p.m.

Location: SF State, 835 Market Street, 6th floor, SF 94103 (next to Westfield Shopping Center, Powell Street BART/Muni stop)

Cost: \$40 (non-members) / \$35 (BOA / CCI members) Bay Area artists and arts administrators maybe eligible to apply for tuition reimbursement through the Creative Capacity Fund. For more information, please go to www.creativecapacityfund.org



The Business of Art Boot Camp is an intensive workshop program focusing on key subjects for individual artists who want to increase their business skills. With an emphasis on three core subjects: Personal Goal Setting and Values, Marketing and Grantwriting, the Business of Art Boot Camp will provide students with knowledge, tools and resources to help them support further career development.

The Boot Camp also includes a summary session that highlights key concepts in strategic planning, legal issues, money management and alternative financing options. All Boot Camp students receive a complimentary copy of CCI's newest publication, *The Business of Art: An Artists Guide to Profitable Self-Employment*.

CCI 's Trainers are well known business leaders with expertise in both the arts and corporate sectors. Each has extensive experience in their field of interest and brings an understanding of the unique needs of individual artists to the process.

Apply Now. Enrollment is limited to 20 people.

Boot Camp Schedule:

Friday, June 25, 6:30 – 9:30pm

- General Introductions
- Sharing your Art

Saturday, June 26, 9am - 5pm

- Setting Your Personal Goals
- PR and Marketing

Sunday, June 27, 9am – 3:30pm

- Grantwriting for Artists
- Business of Art Summary/Next steps

This workshop is in collaboration with the Kala Art Institute in Berkeley.

Date and Time: Friday, June 25, 6:30 – 9:30 p.m.; Saturday, June 26, 9:00 a.m. - 5:00p.m.; Sunday, June 27, 9:00 a.m. – 3:30 p.m.

Location: Kala Art Institute Gallery, 2990 San Pablo, Berkeley, CA 94702

Cost: \$210 (Non Member) / \$185 (BOA/CCI Members) The fee includes a brown bag lunch and the Business of Art™ Workbook., *The Business of Art: An Artist's Guide to Profitable Self-Employment*. Bay Area artists and arts administrators maybe eligible to apply for tuition reimbursement through the Creative Capacity Fund. For more information, please go to www.creativecapacityfund.org

EARLY BIRD SPECIAL- REGISTER BY MAY 1ST AND SAVE \$15!

Cancellation Policy: Full refund on registration fees up to 48 hours prior to workshop date. Fees non-refundable after that date.