



ART
MAKERS

the plough
ARTS CENTRE

BUSINESS OF ART at THE PLOUGH

Saturday 11th July: FUNDING - ACE, Government and business support

An introduction to sources of funding for artist and makers from grant aid to competitions and gallery submissions. The session will cover application to national and local grants, free access to business support and access to government subsidised loans. An essential session to help you with finding the monies to give you time to create.

Presentation Phil & Hilary (ArtMakers)

Saturday 8th August: COLLABORATION

Collaboration is at the heart of creative lives but seldom explored in public. This session will outline how various local artists and makers collaborate with other artists. It will provide you with the do's and don'ts of working with other people. In particular, we will explore working with and running galleries.

Panel Event with: Merlyn Chesterman, Caroline Lumb, Eilean Eland

Saturday 10th October: LIFE OF AN ARTIST/BEING A BUSINESS

Most creatives do not want to see themselves as a business, but creating a portfolio, defining your buyers and dealing with licencing & copywrite in the age of AI is critical to an income. This is a session to help you navigate the ever changing world of business support and survival.

Presentation: Phil & Hilary (ArtMakers)

Saturday 7th November: MARKETING

From Social Media advice to the role of networking is espoused as critical to an artist or makers success. However, what really works, and what is right for you? This session will explore with local artists how they have undertaken showing and selling their work. This will allow you to choose the best routes for you and your work.

Hilary & Phil, (with Guests)

Saturday 28th November: PUTTING ON A SHOW

So you are ready!

You've created your work (on your own or with others), you've set up your business, you are clear about your marketing strategy. How do you present your work to its best advantage from framing to curating and hanging

Phil, Hilary (with Guests)