F401i

Professional Practice Intensive

studioELL

COURSE SCHEDULE

June 15 – Introductions & Culture
June 18 – Identity & Image
June 22 – Proposals & Opportunities
June 25 – Financials & Other Admin

studioELL online studio

URL /
studioELL.org/courses/f401i-professional-practice-intensive

PASSWORD /
2020_SUMMERpractice

Introductions & Culture

Introductions & Culture

01. Introductions
02. Setting our goals & understanding the rules
03. Understanding your studio practice
04. Studio visits
05. Networking

Introductions

INTRODUCTIONS

– Name

– What mediums do you primarily work in?

– How long have you been a practicing artist?

– Where/when have you exhibited?

– Do you have a website? Or other web-presence?

Setting our goals & understanding the rules

A few questions to consider:

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— How can we begin to define success?

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— What might it look like?

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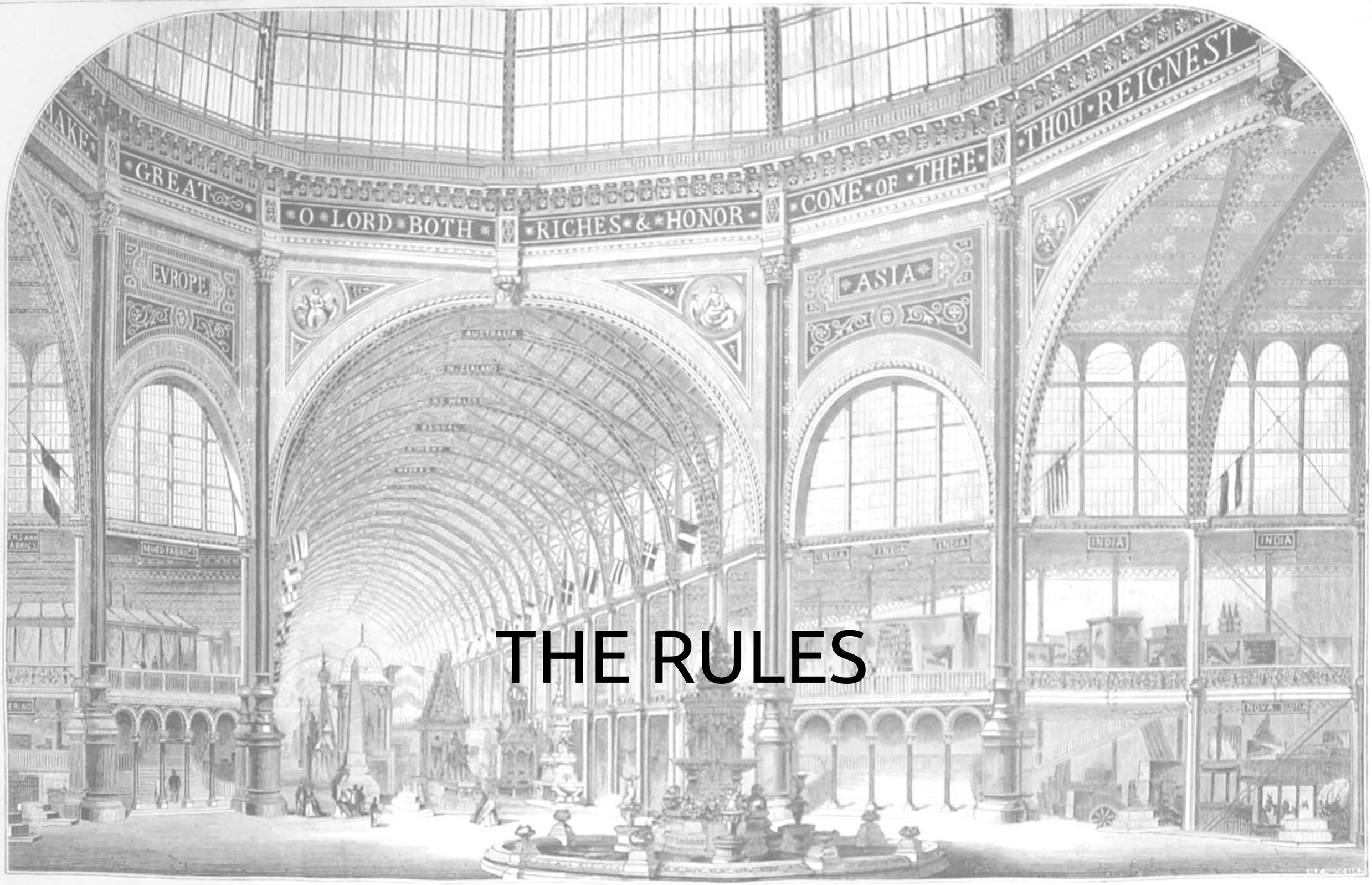
— How can we begin to define success?

— What might it look like?

— How can we take more control over our own success?



THE RULES

THE PALACE OF ART AND INDUSTRY.—*View looking West.**

* See p. 341, *ante*.

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No one is allowed to question the rules.
Only the rule-followers have a chance at willing the game.
Only The rule-makers get to decide who wins.

RULE № 02

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The first rule is shit.

RULE № 02

➔ That’s not to say there isn’t some truth to RULE no. 01.

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- Many will expect you to play the rules.
- You get to decide how to play the game.

JOHN CAGE: 10 RULES FOR STUDENTS AND TEACHERS

Rule 1: Find a place you trust, and then try trusting it for awhile.

Rule 2: General duties as a student - pull everything out of your teacher; pull everything out of your fellow students.

Rule 3: General duties as a teacher - pull everything out of your students.

Rule 4: Consider everything an experiment.

Rule 5: Be Self Disciplined - this means finding someone wise or smart and choosing to follow them. To be disciplined is to follow in a good way. To be self-disciplined is to follow in a better way.

Rule 6: Nothing is a mistake. There is no win and no fail. There is only make.

Rule 7: The only rule is work. If you work it will lead to something. It is the people who do all the work all the time who eventually catch onto things.

Rule 8: Do not try to create and analyze at the same time. They're different processes.

Rule 9: Be happy whenever you can manage it. Enjoy yourself. It is lighter than you think.

Rule 10: “We are breaking all the rules, even our own rules and how do we do that? By leaving plenty of room for X qualities.” (John Cage)

Helpful Hints:

Always Be Around.
Come or go to everything.
Always go to classes.
Read everything you can get your hands on.
Look at movies carefully and often.
Save everything - it may come in handy later.

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It takes time.

Patience is the hardest virtue to maintain as an artist. Stay the course. No matter what you do, *stay on the bus* – and continue to work as hard as you can.

Playing to the Gallery

Grayson Perry

VIDEO: *Grayson Perry: 'What do you learn at art schools?'*

WATCH / youtu.be/xjKqr2E4QWs

VIDEO: *Grayson Perry: 'What do you learn at art schools?'*

LISTEN

The Reith Lectures on BBC

Grayson Perry: Playing to the Gallery: 2013

https://www.bbc.co.uk/programmes/b00sj965

UNDERSTANDING YOUR
STUDIO PRACTICE:
WHERE TO BEGIN?

– maintain a strong studio practice

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— set realistic goals for yourself

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— spend as much time as you can in the studio

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— spend as much time as you can in the studio

— being in studio also includes research

– attend openings & exhibits

– follow galleries, art spaces, artists

– read reviews, essays, etc.

– get to know other artists

OTHER PLACES TO BEGIN

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– build your artist network

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valleyarts.org - Arts Council of the Valley
saartcenter.org - Augusta Art Center
newcityarts.org - New City Arts
collegeart.org - CAA
secacart.org - SE College Art Conference

Roanoke? Blacksburg? Richmond? WDC?

OTHER PLACES TO BEGIN

– build your artist network
– join arts organizations
– go to events / open studios

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– go to events / open studios
artist open studios
artisan tours
first fridays

valleyarts.org/first-fridays-downtown/
openstudiostourroanoke.com
lexingtonrockbridgestudiotour.com
mcguffeyartcenter.com

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– sign up for announcements
– look through artist registries
– introduce yourself via email, etc.
– what else?

UNDERSTANDING YOUR STUDIO PRACTICE:

NETWORKING

THE *ELEVATOR PITCH* OR PERSONAL INTRODUCTION

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WATCH / youtu.be/tgCssZhVUUE

THE *ELEVATOR PITCH* OR PERSONAL INTRODUCTION

LISTEN

10 seconds / 10 words:

— *Hi my name is ...*
— I help *WHO?* and *WHAT?*

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OR

— *I MAKE WHAT? (Materials/mediums)*
— *I am INTERESTED in WHAT? (Context)*

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— *I am INTERESTED in WHAT? (Context)*

How can this relate to your studio practice?

30 seconds:

— how you do it? (don’t reveal all details)
— goal is for them to say ...
"*tell me more...*"
"*how do you do that...*"

— include: “*I’m looking to connect with*...”
or “*I want to meet*...”

Get fair play-time!

Exercise № 01

Pair up and work on your
30-second elevator pitch

UNDERSTANDING YOUR STUDIO PRACTICE:

ADMINISTRATIVE PRACTICE

Admin should make up to

??? %

of your studio practice!

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50%

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- Financials
- What else?

THE STUDIO VISIT

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– **Remember:** *you control the visit*

– Always offer a refreshment to your guest.

Directing others in your studio...
&/or giving great studio visits

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05. It is fine if you have nothing to say at this time. Simply looking at a visual language and not immediately translating it into words is perfectly acceptable. After this time all other discussions can be had – feel free to discuss other life experiences that may or may not be relevant.

QUESTIONS ?

FOR NEXT WEEK

TODO /

Swap digital studio visits with one another. Share screen shots in the online studio and discuss what you discovered. Complete by Thursday, 18 June @ 12noon.

ALSO ... add your working artist statement and provide all links to your online identities.

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FOR NEXT SESSION HAVE READY

__Have a copy of your resume/CV at the ready