



APPLETON ART CENTER

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“WORK of Art” WORKSHOPS OFFERED FOR FOX CITIES ARTISTS State and Nationally Supported Program at Appleton Art Center, March 7-8, 2008

Four organizations have come together to assist key contributors to Wisconsin's creative economy—those creative entrepreneurs known as artists. Appleton Art Center, in partnership with workshop sponsors Wisconsin Arts Board and Arts Wisconsin, and presenter Springboard for the Arts, will offer an interactive workshop on the “WORK of Art,” on Friday evening and Saturday, March 7-8, 2008 at the Appleton Art Center in downtown Appleton.

The **WORK of Art** workshop in Appleton – one of nine scheduled throughout the state from September 2007 through April 2008 – will provide Wisconsin arts entrepreneurs with some of the key business skills they need to turn their art form into viable businesses and family-supporting livings. Filled with key information for self-employed creative people who want to make the commitment of time and resources necessary to advance their artistic careers, the workshop series is made possible with funding from the National Endowment for the Arts and the Wisconsin Arts Board.

The format of the workshop is informal and accessible, yet packed with useful, practical information and plenty of opportunities for networking and exploring. Led by Kathleen Richert of Springboard for the Arts, the session starts at 6:30 pm on Friday with a reception, informational meeting and review of the next day's activities, proceeding to a full day on Saturday with sessions on **Simple Business Plans for Artists**, and **Funding Your Work**, and a third discussion session of topics of interest to the participants.

“The arts and artists are part of the central nervous system of Wisconsin's economy,” said George Tzougros, Executive Director of the Wisconsin Arts Board. The Wisconsin Arts Board is delighted to work with partners Arts Wisconsin and Springboard for the Arts to foster the careers of Wisconsin's artists and to enhance the creative industry's contribution to Wisconsin's economic growth.

“Arts Wisconsin and the Wisconsin Arts Board have been able to help numerous Wisconsin artists become more successful as business people, while they nurture the creative spirit that called them to this profession in the first place” says Anne Katz, executive director of Arts Wisconsin.

“This is a terrific opportunity for Fox Cities artists to gain valuable insights on how to best approach galleries, patrons, and individuals—all important audiences for the arts” says Timothy Riley, executive director of Appleton Art Center. “We are pleased to host a workshop of this caliber.”



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The fee for the workshop in Appleton is only \$75 – a great bargain for the information and education gained - which includes all sessions, educational materials, Friday night networking reception, and breakfast on Saturday. Saturday lunch is available for an additional \$10.

For up to date information and online registration, go to Arts Wisconsin's website: www.artswisconsin.org/events/2007-2008workshops.cfm.

About the hosts and presenters:

The **Appleton Art Center's** mission *is to* promote, teach and nourish the creation and appreciation of the visual arts through exhibitions, educational programs and information resources. www.appletonartcenter.org.

The Wisconsin Arts Board is the state agency responsible for the support and development of the arts throughout Wisconsin. Since 1973, the Arts Board has supported artists and arts organizations with funds from the state legislature and the National Endowment for the Arts. www.artsboard.wisconsin.gov.

Arts Wisconsin is the state's arts service, advocacy and development organization; the only statewide organization advocating and speaking up for all the arts in Wisconsin, working at the intersection of the arts and culture, civic engagement, educational enhancement, and economic advancement. www.artswisconsin.org.

Springboard for the Arts is a nonprofit service organization whose mission is to provide affordable management information, consulting and training services designed to improve the business competence and confidence of independent artists and cultural organizations in the Upper Midwest. www.springboardforthearts.org.

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Appleton Art Center was established in 1960 to promote, teach, and nourish the creation and appreciation of the visual arts through exhibitions, educational programming, and information resources. From its five-story, 25,000-square-foot gallery and teaching facility in downtown Appleton, Appleton Art Center offers exhibitions, classes, cultural programming, special events, and other initiatives that draw people from throughout the Midwest.

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