



PRESS RELEASE

FOR IMMEDIATE RELEASE

January 2017

The Business of Art Series

Sedona Arts Center Offering Professional Development for Artists

To help develop the creative community in 2017, Sedona Arts Center is offering a series of free "Business of Art" workshops that cover essential topics to artists of every kind. This community outreach program is made possible thanks to support from the City of Sedona, Kling Family Foundation, and Arizona Commission on the Arts—as well as the generous members and patrons of Sedona Arts Center.

“Part of our mission has always been to support, grow, and enhance the local creative community,” said Eric Holowacz, Executive Director. “Our new free professional development opportunities follow in that tradition and are designed to impart skills, ideas, and know how.”

The series begins with a presentation by gallerist and author J. Jason Horejs at the Mary D. Fisher Theatre on January 23 at 6:30pm. He will be speaking on his successful strategies for creating relationships with collectors and closing sales. Jason is the owner of Xanadu Gallery in Scottsdale and is the author of two books for artists, *Starving to Successful* and *How to Sell Art*. Then, on January 30 at the Arts Center, attorney Bill Gilliam will speak and answer questions about "Art and the Law," including artists rights and intellectual property, consignment agreements, and more.

On February 6 at Sedona Arts Center, Isabelle Cozart (manager of Lanning Gallery in Sedona) will talk about how to choose and approach galleries for representation, and how to maintain a good relationship with your gallerists. Cozart will also offer stories from the inside perspective and field questions from attendees. And February 13 brings a presentation by the Arts Center’s own marketing director, Kelli Klymenko, and gallery director, Cyndi Thau, who will guide artists in preparing professional portfolios, improving their presentations, and developing strategies for the Artist’s Statement.

To close out the Spring professional development opportunities, the Arts Center will be offering a 2-D Critique with local master artists Julie B. Engelmann, Christine Debrosky, and M.L. Coleman on February 27 from 6:30 to 8 pm, followed by a 3-D Critique with leading artists Kim Kori, Susan Kliever, and Dennis Ott on March 6. The critique sessions are intended for local artists and provide a chance to hear perspectives from a variety of professional artists in a friendly group setting.

“We’ve invited a diverse range of professional practitioners and artists to share their knowledge with our community,” said Valerie Pulido, Community Relations Coordinator. “We invite members and local creative people to participate in the Business of Art presentations and critiques—and increase our capacity together.”

All of the upcoming Business of the Arts sessions are free for Sedona Arts Center members, or \$10 per session for non-members. Call the office in the historic Art Barn today to sign up and reserve your place at 928-282-3809, or visit SedonaArtsCenter.org to learn more.



Complete Schedule:

How to Sell Art!

J. Jason Horejs of Xanadu Gallery Scottsdale

At Mary D. Fisher Theatre, Monday January 23, 6:30 to 8 pm

Art and Law

Bill Gilliam, Attorney

Monday, January 30, 6:30 to 7:30 pm at Sedona Arts Center, South Studio

Working with Galleries

Isabelle Cozart of Lanning Gallery

Monday, February 6, 6:30 to 7:30 pm at Sedona Arts Center, South Studio

Portfolios and Statements

Kelli Klymenko and Cyndi Thau

Monday, February 13, 6:30 to 7:30 pm at Sedona Arts Center, South Studio

2-D Critique

Julie B. Engelmann, Christine Debrosky, M.L. Coleman

Monday, February 27, 6:30 to 8 pm at Sedona Arts Center, South Studio

3-D Critique

Kim Kori, Susan Kliewer, Dennis Ott

Monday, March 6, 6:30 to 8 pm at Sedona Arts Center, South Studio

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Press / News: <http://SedonaArtsCenter.org/About/Press.html>