

DIANNE SMITH MINI CASE STUDY



Outreach strategy led to new opportunities and helped to secure the artist's legacy.

AT A GLANCE

Challenges

- Artistic Legacy
- Acquisitions

OBJECTIVES

Dianne Smith, an interdisciplinary artist whose career spans over twenty years, sought to preserve her artistic legacy. To achieve this she wanted to place her work in more permanent collections and archive her papers at a major institution.

SOLUTIONS

To achieve these goals Souleo booked 10+ virtual studio visits (during the height of the Covid-19 pandemic) with leading art world professionals. The studio visits served to introduce these individuals and institutions to Smith's work and explore collaborative opportunities. In addition, Souleo co-organized Smith's papers and curated exhibitions featuring Smith's work.

BENEFITS

Artistic Legacy

Smith's papers are now in the archive at Barnard College ensuring that future generations can learn from and be inspired by her legacy.

Acquisitions

Placed Smith's work in the National Museum of Women in the Arts. We are currently in conversation with additional institutions interested in acquiring Smith's work.

Commissions

Secured commissions for Smith with brands and institutions such as Nordstrom, Barnard College, and the Schomburg Center for Research in Black Culture.

Press

Increased visibility by generating press coverage for Smith's work via outlets such as The New Yorker and Refinery 29.



Souleo's work has been an important part in helping to amplify my artistic legacy. His resourcefulness, organizational skills, and creative approach are greatly appreciated.

Dianne Smith
Interdisciplinary Artist