

CONDUCTING THE BUSINESS OF ART

PRODUCING YOUR EXHIBIT

HOW CAN ART BE A BUSINESS?

- Art is a commodity – *something that can be sold*
- The Artist is the beneficiary of what his or her Art earns.
- If an Artist is to earn money for his or her Art, he or she *must* know how to do it.

HOW DOES AN ARTIST EARN MONEY?

- Work for Hire
- Exhibition
- Distribution

WORK FOR HIRE

An artistic rendition that is created because someone requested it and is going to pay for it

- For example, when a buyer pays an artist to draw or paint a picture, that is a *work for hire*.



EXHIBITION

A SHOWCASE OF ARTWORK
DISPLAYED FOR A PERIOD OF TIME
FOR AN AUDIENCE; SOME MAY BE
BOUGHT AND SOLD





DISTRIBUTION

The supply and dissemination of artwork for sale

- For example, when an artist creates a piece of art and makes several copies for sale, making them available to buy, either on their own or through a broker, is *distribution*.

SHOWCASING YOUR ARTWORK

- Determine the theme of your showcase; *what will it be about?*
- Plan the space where the artwork will be displayed; *how should it look?*
- Finalize the showcase dates, when and where the showcase will be assembled or built, and when all artwork should be complete and ready to be displayed.

A photograph of a gallery space. The room has a rustic feel with a wooden ceiling and floor. A dark wooden bench is positioned in the center. The walls are white and feature several framed artworks. The lighting is warm and focused on the art.

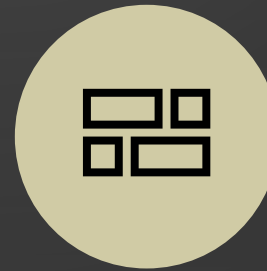
SHOWCASE

WHERE AND HOW THE ART WILL BE DISPLAYED TO AN AUDIENCE

THE OPENING



Invite guests –
parents, friends,
family



Complete artwork
and prepare it for
display



Set up the showcase



**GET READY FOR
THE OPENING!**

QUESTIONS

