



Welcome to **The Art[ful] Experience**, an artletter resource from Kestrel Fields Studio & Art Residency for artists, creators, art appreciators, and people who like to be creative no matter their profession or ability.

This month: Networking

- Networking! Yeah! -or- Networking? Ugh.
- 5 easy ideas for art networking
- Networking opportunities at Kestrel Fields Studio
- Upcoming events



Networking! Yeah!

-or-

Networking? Ugh.

by Sydney Hammer
Kestrel Fields Studio summer intern



Imagine for just a minute: Standing in an art gallery, surrounded by beautiful pieces and engaging in conversations with others. Could this shape your artistic career? For emerging artists, renowned creators, and collectors alike, the art world thrives on the relationships we build. Networking and connections have an essential impact on your name in the industry. Navigating through those connections in the art world can elevate your career in ways otherwise unexpected and unattainable.

Fort Collins artist Jane Basile recently acquired representation as a gallery artist with Old Town Art & Framery in Fort Collins. She received this opportunity through connections she's made in the art world, so she shared some insights with us on her own experiences with networking.

"I've done networking very casually. It's directly benefited me in terms of being able to sell pieces, and have art in a gallery," she explained. "Just chatting to people has given me knowledge of techniques and ideas."

While Basile has a website that she likes to direct people to when they show curiosity in her art, the website is rarely the first point of contact for most of her buyers.

"Most of my buyers have been personal connections or connections of personal connections. If I create something that feels worthwhile, I will upload it onto social media platforms such as Instagram or Facebook, which generates interest," she mentioned.

Basile stresses that everyone you meet in the art world has something to offer, regardless of whether they work in the same medium as you.

"Everyone is worth talking to. Sometimes people you meet can be directly useful, guiding you where to go next, and forming a path," the artist said.

Basile highlights the importance of sparking up conversation with strangers you might meet at events of mutual interest, like an art gallery. You never know what conversation could launch your career in significant ways.

"If you want to approach an artist, that's easy. You take an interest in their art. Asking them about it can progress the conversation to what they are doing with their business or more about their gallery process," she said. "It's a very easy intro."

Basile recently experienced the benefits of connections, when an artist friend's car randomly ran out of battery near her house, and he came to her for help charging his car. While the car was charging, Basile invited him in for a moment, where he noticed her artwork hanging on the walls. After admiring it, he proposed introducing her to the owner of Old Town Art and Framery, where a couple of weeks later she hung several pieces.

"It was directly because of him... having him as an in-road was key. Now that I have that representation on my resume, it's very helpful," she said.

Basile hopes to obtain a paid residency at a National Park in the future, along with participating in the Fort Collins Studio Tour. She describes this representation as a 'modest start', and is grateful for the connections she's made to get her here, while she looks forward to connecting and networking more with others.



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**Jane Basile,
Fort Collins artist**





5 Easy Ideas for Art Networking

Little action steps, big rewards



1. **Go to art events** (performances, community art events, gallery openings, museum openings, craft nights, artist talks, poetry readings, open studios, etc). Take business cards and make it a goal to hand at least one out.
2. **Start with any one of these questions to spark conversation:** Are you an artist or creator? What brought you to this event? What do you notice about [art piece in front of you]? What did you like about that [poem, piece, statement]? How did/does that resonate with you? Have you ever been in an art show? (If yes: What was it like? If no: What would it look like if you did one? Have you ever performed live? Do you have an Instagram or website, and how does that enhance your creative life? What is a challenge in your life as a creative person?
3. **Comment regularly (not just 'like') on social media posts** of an artist/creator/mentor, especially if they're local. If you can, go to an event they advertise and then introduce yourself.
4. **Invite a small group of people to your studio** for snacks/drinks and artful discussion. You can show them what you do and talk about it. Discussion topics could be around how they navigate specific challenges, like getting your art out there, building an online presence, or applying for a show or residency.
5. **Organize a small art show with a friend** and invite neighbors, friends, and family members. They'll be new contacts for the friend, and your friend's contacts will be new for you. Make sure you have an email sign-up list ready for people to fill out!



Artist (Networking) Opportunities at Kestrel Fields Studio



Join a Critique



Get Coached



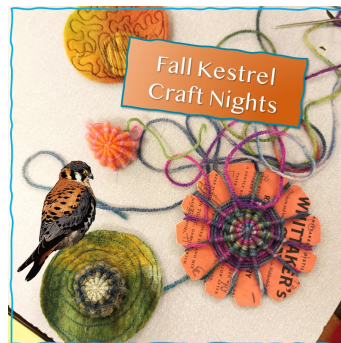
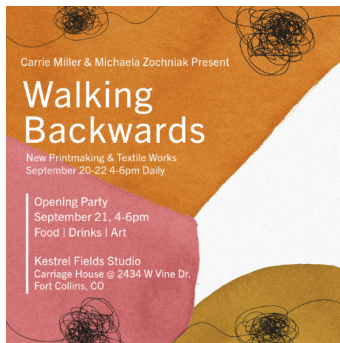
An amazing way to network is to join Kestrel Critique Club! Have a deadline, make connections, get feedback, and finish projects.

Heather's coaching builds confidence while offering tools for engaging your audience and honing in on specific goals. She also provides helpful accountability.

Book Your Residency or Retreat

There's nothing more productive than time and space away so you can start or build your body of work. Get yourself ready for that show!

SAVE THE DATES



Events at Kestrel Fields Studio

- *Walking Backwards* Art Exhibition: New Works in Fiber and Printmaking by Carrie Miller and Michaela Zochniak - September 20-22, 4-6pm each day (reception on 9/21), Free
- Kestrel Craft Nights this fall: September 3, October 8, November 6, and December 12, 7-9pm each month, \$5, includes drink and snack
- Fort Collins Studio Tour & Sale: Featuring the art of Carrie Moradi & Kate Dardine, October 26-27, Free
- Kestrel Critique Club, starting a new group in October, please inquire to get on the list, \$100 for 4 sessions over 1 year
- Art Coaching at Kestrel Fields Studio, available by appointment, \$50/session (discount available for packages)

[Visit Kestrel Fields Studio Website](#)

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