



Professional Practices for Fine Artists

October 22, 2024

OVERVIEW

These are my methods for sourcing and navigating opportunities as a painter & sculptor, creating artist materials and project management tips specific to my experience with solo exhibitions, mixed media installation and murals.

TOPICS

1. Sourcing and Navigating Leads
 - a. What is right for you
 - b. How to stay organized
2. Artist Materials
 - a. Artist Statement, Bio, CV
 - b. Creating Exhibition Proposals
 - c. Creating Mural Proposals
 - d. Creating Artists Brochures for collectors and industry
3. Managing Projects
 - a. Murals
 - b. Exhibitions

SOURCING AND NAVIGATING LEADS

1. 1. What is right for you?
 - a. Consider the stage in your career, medium, size of work, archivalness, price points, what kind of work you create and the company of other artists you'd like to keep.
 - b. Do you have time? I suggest having at least half of the work done for a show before you submit a proposal for a solo exhibition.
 - c. Logistics: packaging & shipping/transportation costs, installing your work (instructions, templates and hardware)

2. Sourcing and Navigating opportunities

d. Open call boards

i. Public Art, Grants, Group shows...

1. Group Shows: A way to get in front of curators who do not accept unsolicited submissions and reach a wider audience. This is also an opportunity to show new work that you do not yet have a complete body of.
2. Publications & Catalogs
3. Public Art Pre Qual Lists and Procurement Opportunities
4. Selling Platforms

ii. Art Advisory Firms

iii. Networking: Interior Design Groups - bring cards, have a web presence so they can see your work. They may email and ask for an inventory list

iv. Instagram

1. Follow #opencall
2. Identify galleries that fit with your aesthetic, content, price points and career stage
 - a. Look at their artists CV's and see where those artists are showing
 - b. Do those galleries accept unsolicited submissions?

2. Organizing your calls [\(Template for Organizing Submissions\)](#)

- a. Include Deadlines, Entity, Opportunity Name, Location, Links, Submission Guidelines and Fees, Important dates and to-do's, POC's
- b. Organize each resource or opportunity such as open calls for galleries, publications, public art, grants and residences, open call platforms, art advisors and interior designers and online selling platforms and management tools

Artist Resources: Submissions and Opportunities

	A	B	C	D	E	F	G	H	I	J	K
	Deadline	Name	Entity	Opportunity	Location	Submission Link	Submission Guidelines	To-Do's	Fee	Date of Submission	Other Info
1	10/25/2024	Public Art Projects	City of San Antonio	Public Art PreQual List	San Antonio, TX	https://www.sa.gov					
2	10/31/2024	Call For Women Artists: A Create! Magazine	Wave Hill	Open Call Publication	Philly	https://createmagazine.com					
3	11/1/2024	Wave Hill	Wave Hill	Gallery	Bronx, NY	https://www.wavehill.org					
4	11/23/2024	Sacred Motherhood	Woman Made	Gallery	Chicago, IL	https://womanmade.org			\$35		
5	12/1/2024	Greater Denton Arts Center Materials: H&S	Juried group exhibition	Denton, TX	https://dentonarts.org				\$30		
6	12/31/2024	Free Blog Submissions 21 Create! Magazine	Blog	Philly	https://createmagazine.com				35		
7	open	K Space Contemporary	K Space Contemporary	Solo Exhibition	Corpus Christie, TX	https://www.kspace.org					
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Navigation: New ▾ Priority Deadlined Calls ▾ Galleries ▾ Art Advisory / Consult ▾ Selling Platforms & Management Tools ▾ Open Call / Opportunity B ▾

ARTIST MATERIALS

ARTIST STATEMENT

- Start with a few sentences as a general introduction to your work or a specific project and then go into detail about those themes and materials.
- Revise regularly and have multiple versions of your statements to cater to different audiences and opportunities
- Keep is simple so that all kinds of people can understand what kind of work you create and what your work is about

ARTIST BIO

Bio should be concise and include:

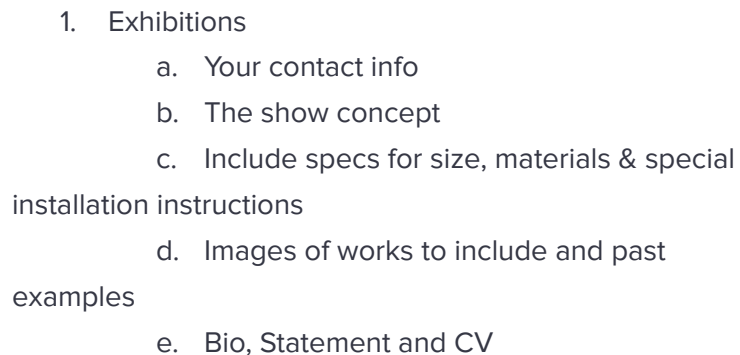
- Where you are based out of
- Medium(s) and technique
- Background and Influences
- Shows and grants you want to highlight

CV

1. Selected Group and Solo Exhibitions
 - a. FORMAT: Year, Exhibition Title, Gallery, Location

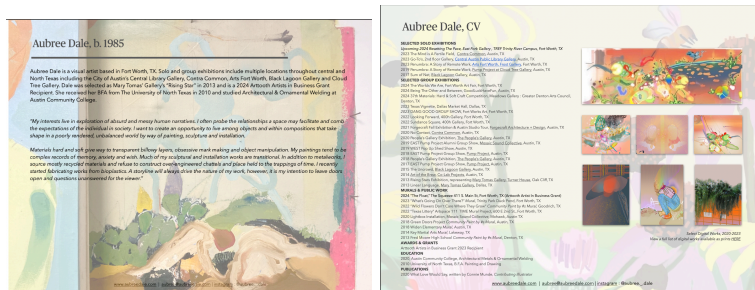
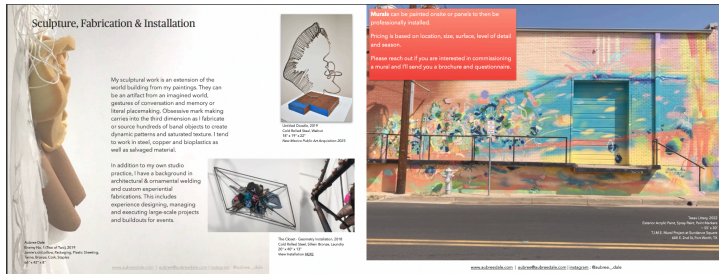
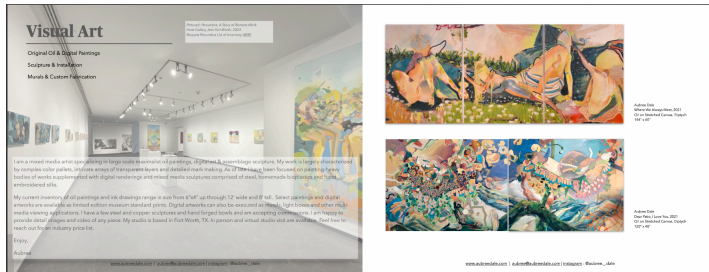
- i. EX: 2024 Resetting The Pace, East Fork Gallery, [TCC East Fork Campus](#), Fort Worth, TX

I use Pages but a simple Google doc will communicate your ideas. Some opportunities have a web form or submission platform they want you to use.



- Show what the mural would look like in the space
- Keep the description simple, including the materials used and showcase your design
- Include project timeline (See below in project management for murals)

INDUSTRY BROCHURES AND PRICE LISTS

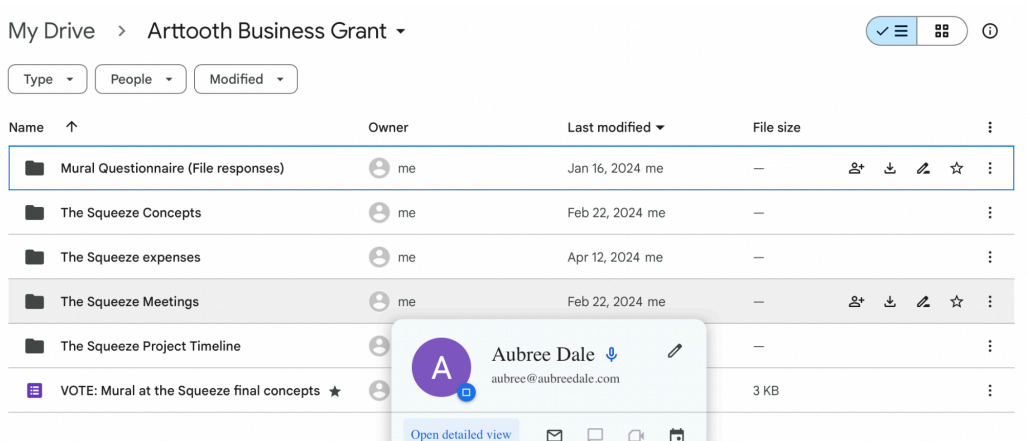


- Pages or just a Google doc are fine
- Introduce yourself: Artist Statement, Bio + CV
- Include high res images of works and installation pics to demonstrate what your work looks like in space.
 - Here are some sites you can upload your work into to create an image of your artwork in a room ([Virtual Showrooms](#))
- Link or email address for collectors to access a price list
- Your contact info

PROJECT MANAGEMENT

MURALS

Make a new folder for each project and only share with necessary POC's



1. Before your first meeting with prospective clients:
 - a. Create and share a meeting agenda with your client so they know what to expect and be prepared for the meeting as well. ([TEMPLATE Mural Meeting Agenda](#))
 - b. Have your clients fill out a mural questionnaire before your first meeting as well. You can create one in Google Forms pretty fast. Here is mine ([Mural Questionnaire](#))
 - c. Share the contract you use with them before the meeting and a typical timeline of action items and events so they know what to expect. ([TEMPLATE Mural Project Timeline](#))
 - i. Let them know before the meeting that you do charge a design fee (usually \$200-\$400). This is to both filter out unserious clients and get paid for your time and intellectual property. When they sign a contract, just prorate the price for the design fee they already paid.
 - ii. At the contract signing, get a deposit up front and the remainder upon completion. Every artist phases this out and runs their projects a little differently. Get to know your muralist community so you can talk shop.

(TEMPLATE Mural Meeting Agenda)

Arttooth Artist Business Grant 2024 : Mural at the Squeeze

SITE TOUR

January 12, 2024 / 11am / The Squeeze

ATTENDEES

AGENDA

Site Tour

- Building History, Current and Future Usage
- Surface: Brick repair and priming, Archivalness
- How does the light change throughout the day/night?

General Parameters

- Designated area(s)
 - Can the mural extend onto the ground?
- Materials Usage:
 - 3D Elements: Affixed to the wall, mosaic or overhead elements?
 - Reflective elements and flash photography

Placemaking

- Drawing folks in the from street
- Aspirations?

QUESTIONS + NOTES

- **Logistics:** Power Supply, Water and Trash, Supply Storage, Parking, Restrooms
- **Timeline**
 - Any hours that art production would impede in business activities or scheduled building /street maintenance?
 - Ideal completion date. *Prefer to finish before Summer*

ACTION ITEMS

1. Aubree to create 2-3 proposals
2. Design selection
3. Est timeline & Build contract
4. Execution/Install

(TEMPLATE Mural Meeting Agenda)

PROJECT TIMELINE

PROJECT TITLE
ARTIST

Arttooth Artist Business Grant; Mural at the Squeezee Aubree Dale / aubree@aubreedale.com / ph

MURAL LOCATION
REVISED
PROJECT BUDGET

411 S Main St, Fort Worth, TX 76104
4/28/24

\$

9K

Project Phase		Details	Date	8:00 AM	9:00 AM	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM
1	SURVEY	- Parties to complete survey by 01/25/2024	Thursday, January 25,												
		- Aubree to design 2-3 concepts	COMPLETED												
		- Q & A, room for 1-2 minor modifications	COMPLETED												
2	DESIGN	- Contract Execution	COMPLETED					12:00pm - 2:00pm							
		- Building Repair	COMPLETED												
3	Surface Prep & Setup	- dust wall, clean & cover windows	Tuesday, March 19,									4:00pm-7:00pm			
		- Priming (optional)	n/a												
		- Design Mapping (freehand &/or projection)	Wednesday, March 20,								1:00pm - 6:00pm				
4	Design Mapping	- Base Coat / Background Color	Saturday, March 23,					11:30am - 5:30pm							
		- Background Color - Fades	Tuesday, March 26,									3:00pm - 7:00pm			
		- Background Color - Fades	Thursday, March 28,									3:00pm - 7:00pm			
		- Block in larger shapes	Friday, March 29,									3:30pm - 7:00pm			
		- Detail Work	Saturday, March 30,					11:30am - 4:00pm							
		- Detail Work	Friday, April 5,									3:00pm - 7:00pm			
		- Detail Work	Sunday, April 7,					10:00am - 4:00pm							
		- Detail Work	5/10/2023								2:00-7:00p				
5	Detail Work	- Detail Work	5/14/2024									3:00p-7:00p			
		- Detail Work	5/17/2024									2:00p-7:00p			
		- Detail Work	Monday, May 20,									2:30p-7:00p			
		- Detail Work, clean up, pack out	Friday, May 24,			9:00p-12:00p									
		- Seal Mural													
6	Finishing Touches	- Document Work													

*** Timeline may fluctuate due to weather. Artist will give advance notice for schedule changes

***Artist will be storing a wagon with supplies, small ladder and scaffolding onsite in the restaurant patio

***Please keep the mural wall and work area clear of materials for the duration of the project. Artist will be wheeling scaffolding along the length of the wall

***Artist will need daily access to water + electricity

***Artist will be running an airless paint sprayer which does make a small amount of noise throughout the project

***Artist will be using spray paint for phase 5 which will emit fumes

***Artist covers windows with translucent painters plastic secured with blue painter's tape to protect from overspray and drips.
































EXHIBITION AND INSTALLATIONS

Ways to prepare for your exhibition:

1. Make a new folder for each project and only share with necessary POC's

My Drive > Current & Upcoming S... > Resetting The Pace - TC... ▾

Type ▾ People ▾ Modified ▾

Name ↑	Owner	Last modified ▾	File size	
 Resetting The Pace - Sculpture and Installation	 me	Oct 15, 2024 me	—	    
 Resetting The Pace Gallery Info	 me	Oct 14, 2024 me	—	
 Resetting The Pace Inventory List	 me	Oct 14, 2024 me	—	
 Resetting The Pace Promo	 me	Oct 14, 2024 me	—	
 Resetting The Pace- Images	 me	Oct 14, 2024 me	—	
 Resetting The Pace - TREF Exhibition Prop... 	 me	Oct 15, 2024 me	1.7 MB	    
 Resetting The Pace (TCC) Think Tank 	 me	Sep 11, 2024 me	6 KB	

2. Ways to prepare for your exhibition:
 - a. In the shared folder, include
 - i. Floorplans and Mockups to troubleshoot and establish layout.
 1. Obtain pics, gallery measurements and specs:
 - a. Lighting and windows, location, electrical outlets, flooring and travel paths, and what the wall is made of and what is behind it, ceiling height and material.
 - b. Do they have monitors, extension cords, tools...
 - c. Be specific about how you want your work lit, displayed or arranged if it is important to the integrity of the piece.
 - ii. Create a Timeline of To-Do's
 1. Ordering materials, finishing “this piece, this week”, photograph work, upload artist statement, reserve truck, install hardware, package work, update website...
 - iii. Plan and make a materials list, budgeting for fabrication, hardware, packaging materials, transportation/shipping/receiving and install
 1. Include instructions or templates for install, specialty hardware and shipping if necessary
 2. If transporting large work yourself, be sure to reserve a van or truck at least 2 weeks in advance, preparing for rain. Reservations at the

end of the month are limited because that is when a lot of people move.

3. Always have extra blankets, cardboard, tape and tie-downs, an permanent marker and box cutter
- iv. Document and write about your work
 1. Take and edit nice photos of your work including detail images
 2. Ask an art pal or curator to look over your materials
- v. Have an up-to-date CV, Bio and Headshot for the gallery to use
- vi. List of Inventory: every gallery has their own formatting so check with them to see how they want it done.
 1. Galleries should print out labels and price lists, but double check
- vii. Marketing - press packets, social media, campaign newsletter, fliers
 1. Some galleries do fliers, others don't.
 2. Utilize AI to generate a marketing plan for you
 3. In the shared folder, include in high res images of each piece with descriptions for the gallery. This makes it easy for the gallery to market and share detail images with interested collectors
- b. Create a landing page on your website for show so people can learn more about the work, location and view hours and purchase info. A QR code in the gallery and on fliers is an easy way for people to find you.
3. Once your show is installed, there is still work to be done
 - a. Photograph your work in the gallery and edit photos
 - b. Update your website with images of the show and upcoming events such as artist talks, private tours and the closing reception
 - c. Send out a newsletter thanking those who came and inviting others to visit the show. Share with your base what else you are working on.
 - d. Collaborate with the gallery on press
 - e. Keep posting on social media about the show (if you use it)
 - f. Make more art
 - g. Once you have recovered, go ahead and apply to something else that sounds fun! Especially now that you have more images for your portfolio, an expanded CV, new contacts and experience.