

# Artists and Dealers survival workshop set for March 11

FAIRBANKS—By simply putting a letter 'c' with a circle around it on an original piece of art work and sending two copies to an address Outside you can protect your creativity from being ripped off.

That is just one of the lessons to be offered at the Artists' and

Dealers' Survival Workshop being offered March 11-12, 1977, by the Office of Conferences and Institutes at the University of Alaska, Fairbanks.

Nancy Brimhall, a program development specialist with the office, said protection of the rights of artists and dealers is

important to the integrity of the works involved. "Many visual artists have dealings with local galleries in which their rights are not being considered equitably," she said.

For instance, once an original work is turned over to the gallery or dealer, who retains artistic control? Without a formal agreement, Brimhall noted, the gallery might have all rights to the work. Problems to be worked out include: what other artists a work is shown with, if the work will be reproduced for sale or promotion, if the work will be used in connection with a political event the artist disapproves of.

Brimhall said while the artist is concerned that his or her work be displayed in a certain way, the gallery is concerned about keeping the cost of displaying a work within reasonable limits.

There are a myriad of areas in which artists, intent on creativity and not so much on business administration, are naive, Brimhall said.

Areas to be considered at the survival workshop include contracts, moral rights, resale royalties, copyright, the nature of a commissioned work, the pros and cons of showing through a gallery, loan agreements, insurance, and museum policies.

After looking at areas which touch the lives of artists in their everyday efforts to market their products, Brimhall said the workshop will examine such areas as artists' cooperatives, insurance group plans, and current publications dealing with artists' rights.

The workshop will be conducted by Gregory Conniff, an attorney from Madison, Wisconsin, School of Arts Management.

Brimhall said there are other attorneys engaged in helping artists, notably a group known as Volunteer Lawyers for the Arts. But she pointed out that few have put the material into a course as comprehensive as the one to be given by Conniff.

In conjunction with the workshop will be a series of sessions examining how to hang a show, prepare a portfolio, preserve and care for pieces of art, photograph for exhibits, and ship, frame, and keep records.

More information on the workshop is available from Brimhall by writing the Office of Conferences and Institutes, 117 Eielson Building, University of Alaska, Fairbanks 99701.