

# Artists and Dealer's Survival Conference

Artists and those who deal in art have traditionally held only a very general knowledge of the motivation and skills necessary to support each other. The University of Alaska Department of Conferences & Institutes, in conjunction with the Department of Art and the Alaska Association for the Arts (with funding, in part, from the Alaska State Council on the Arts and the National Endowment for the Arts in Washington, D.C., a federal agency) is planning a second annual two day conference entitled, **ARTISTS' & DEALERS'**

**SURVIVAL CONFERENCE** March 11 and 12. This conference is an attempt to further explore, exchange information and consider solutions that will help both the artist and the dealer develop competence and greater confidence when marketing their art or that of others.

The main marketing sessions will be conducted by Carol Sedestrom, president of American Crafts Enterprises in New

York, and will cover such topics as "Should you sell your work?", "Influences of the marketplace on an artist's aesthetics and work", "Are you creating an object to sell or are you trying to sell a creation?", "The hows, whys and importance of proper pricing", "Wholesale, retail, consignment and which is best for you?", "Where do you find a market for your work?", "How to prepare yourself to approach your market: portfolios, slides, paperwork", "Should you participate in a fair?"

A special highlight of the two days will be the "How To" workshops involving the how to's of: Frame, Drymount, Appraise, Hang a show, Develop a studio space, Finance a

business, project a good booth display, take a good slide, keep accounts, understand insurance, get publicity, understand copyright law and contracts and more.