

ART BUSINESS 101: The nuts and bolts of being a successful artist in the 21st century

ABOUT / TANMAYA BINGHAM/

Born in Washington DC, Tanmaya Bingham was raised in the artistic community of Santa Fe, NM. Her travels and extended residencies in Asia, Africa, Australia and Europe have been essential to the development of her creative practice. Bingham's hand drawn and painted artworks combine realistically rendered subjects in otherworldly contexts with an oblique or unusual frame of reference.

Bingham has been exhibiting both nationally and internationally for over a decade in places like New York, Santa Fe, Australia and Hong Kong.

Academically, Bingham has a Bachelor of Arts (BA) from Antioch University, Santa Barbara, CA and a Masters of Arts, Visual Arts (MAVA - equivalent to a Masters of Fine Art - MFA) from the Australian National University in Canberra, ACT. She has also studied painting and art history in Florence, art and architecture in Paris, and 3D digital modeling and sculpting in London and Vancouver, BC.

In addition to Bingham's own practice, she has managed galleries and art fairs, worked with private art dealers and mentored other artists. Collectively, her extensive arts education and industry experience have provided her with a deep understanding of what it means to be an artist in the 21st century.

SYLLABUS/

- COURSE DESCRIPTION/ ART BUSINESS 101

In this eight-week course, Tanmaya Bingham will share art business tools and knowledge, enabling you to efficiently achieve your art career goals while bypassing common pitfalls/errors/mistakes/.

This course will walk you through the Five Ps of personal artistic actualization from planning through promotion and preservation. In the first two weeks you will learn what is in your control and how find the perfect suitor to "transform your frog into a prince". In later weeks you will learn how to address what is outside of your control and how to "tame the dragon" through the game of conscious action and unconscious luck.

This workshop is open to aspiring professional artists of all levels who want to take their artistic practice to the next level. You might just have started your art career, or you might have been in the game for a long time wherever you are at is perfect.

- OBJECTIVE/

Gain a deeper insight and powerful tools to take your art practice to the next level.

- INSTRUCTION/

Classes will have a blend of theory, exercises and implementation. Each class will have a 10 min break.

OUTLINE/

- **CLASS 1 & 2/ APR. 5 & 12 - PLAN**
 - o Goals
 - o Reg Business (this is unclear)
 - o Purpose
 - o The Playing Field- pros and cons

- **CLASS 3/ APR. 19- PRODUCT**
 - o Pricing
 - o Production 101
 - o Health and Safety

- **CLASS 4 & 5/ APR. 26 & MAY 3- PACKAGE**
 - o Systems and Procedures
 - o Archiving
 - o Supportive Materials
 - o Packaging
 - o Branding
 - o Online Presence
 - o Legal

- **CLASS 6 & 7/ MAY- 10 & 17- PROMOTE**
 - o Press Release
 - o PR- Outlets
 - o Grants
 - o Competitions
 - o Galleries
 - o Public Org/ Institutions

- **CLASS 8/ MAY- 24- PRESERVE**
 - o Routine
 - o Rapport
 - o Responsibility

MATERIALS/ ITEMS TO BRING:

- Examples of your works
- Empty 3 ring Binder
- 5 dividers for binder
- Note paper and pen