



Northern California Arts, Inc.

Artists Supporting Artists Since 1939

**PRESENTS,
BUSINESS DEVELOPMENT
FOR ARTISTS
AN ONLINE WORKSHOP**

INSTRUCTOR

PENNYLANE SHEN

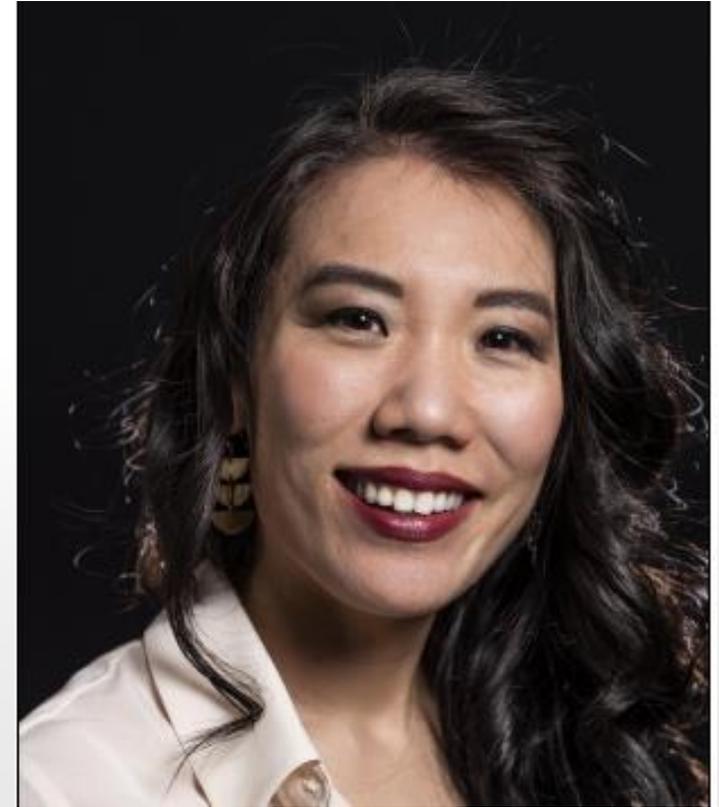
DAZED AND CONFUCIUS

About Pennylane Shen

Pennylane Shen is an artist consultant, curator and educator. Since 2006, her company Dazed and Confucius has offered personalized consultations, group workshops and business development with regular seminars held worldwide. Pennylane personally assists and advises over 500 artists on a one-on-one basis each year.

Pennylane holds a Master's Degree in Visual Culture Theory from New York University and has lectured at various forums throughout Canada, the US and the UK. Her publications discuss the politics of representation, race and fine art. At Langara College and Thrive Art Studio Pennylane is responsible for creating and instructing courses on fine art marketing and conceptual development. She has also represented University of the Arts London in the UK, preparing students for higher education in the arts.

For more than a decade, Pennylane has worked in commercial galleries such as the Bau-Xi Gallery, the longest standing commercial gallery in Canada. In her hometown of Vancouver, BC Pennylane has curated for the Vancouver Mural Festival. An avid supporter of art and wellness, she sits on the board for the Vancouver General Hospital and UBC Foundation, collecting notable art pieces for hospital walls.





‘Finding Your Visual Voice’

Saturday February 27th, 2021 1pm-3pm

Join artist consultant Pennylane Shen for an overview of some of the key building blocks involved in developing your unique artistic style. Dazed and Confucius works with thousands of artists worldwide. As a result, she often deals with one of the most common obstacles artists face: discovering a distinct voice and a sustained focus.

In this seminar, Pennylane discusses a number of simple tools and exercises for artists to confront being “all over the place” and to begin working towards a cohesive practice - from technique and style to medium and concept.



“How it Sounds: Writing for the Practical Artist”

Sunday, February 28th, 2021 1pm-3pm

Writing about one's practice is a difficult feat for even the most seasoned artist. Translating the complex ideas in one's work onto the written page is a daunting task that requires practice and research. This seminar focuses on the many facets of art writing, using several examples, tips and industry standards for emerging and mid-career artists.

Topics include: artists statements, CVs and covering letters, press releases, formal and informal voice. A key aspect of this seminar is to hone in on the art reading audience. Identifying these audiences helps situate the voice of the artist, clarify their purpose and fine tune the writing process. Using a variety of examples, Pennylane distinguishes use of concise writing versus artspeak and where and when each is appropriate.

“How it Looks: Trends and Techniques in Contemporary Framing and Presentation”

Saturday, March 6th, 2021 1pm-3pm

How a piece is presented is a crucial part of the final product. In the commercial art industry, it can often make or break a sale. When developing an exhibition, considering the space, the order and how the work is displayed is essential to the total experience. For shipping long distances, conservation and museum-display specialized steps in protection and documentation must be taken into account.

How It Looks is a 80-minute seminar covering contemporary styles and trends in framing, hanging, labeling and presentation of artwork. Although this seminar focuses mainly on 2-dimensional media it is applicable to a variety of contexts, emphasizing the importance of protecting artwork for longevity and archival purposes in a cost-effective and practical manner.

Reviewing multiple examples in contemporary ways of presentation from photography, works on panel, canvases, illustration and prints behind glass and examples that require no framing at all, Pennylane covers a wide spectrum of practical and gallery-quality display techniques.

“Outbox: Digital Development for the Working Artist”

Sunday, March 7th, 2021 1pm-3pm

OUTBOX is a unique seminar designed specifically for fine artists interested in developing their online presence and promoting their work in a professional and efficient way.

PRINT MATERIAL:

- *The purpose and production of takeaway cards and branding.*
- *How to create a well-designed artist takeaway.*

INSTAGRAM FOR ARTISTS:

- *How to create compelling Instagram captions and how to use hashtags effectively.*
- *Content creation and scheduling.*
- *Selling online and working towards releases*

WEBSITES:

- *Creating specific website designs for fine artists.*
- *What features are important for viewer navigation for your clients, industry and galleries.*
- *Common mistakes on artist websites.*
- *E-commerce and sales through online platforms.*

ARTIST NEWSLETTERS:

- *Creating a template and set content.*
- *Strategies for more sign-ups.*



Each seminar will have time allotted for Q&A.

Cost for the Four part series

NCA Members \$150

Non member Cost \$175

Purchase your ticket today at <https://norcalartsinc.org/workshops/>

Please direct any questions to 1st Vice President Northern California Arts, Inc. Eric McGhie at norcalarts1stvp@gmail.com

To pay by check please send your check in addition to the form below made payable to Northern California Arts, Inc. to:

Sacramento Fine Arts Center

C/O NCA – Joan Hall, Treasurer

5330-B Gibbons Drive Carmichael, CA 95608

Cancelation Policy: A full refund will be issued if an attendee cancels up to a week before the event (Feb 13, 2021). To cancel attendees will need to email notification to:

norcalarts1stvp@gmail.com

Refunds for Workshop purchases made via PayPal will be less the fee PayPal charges for refund processing.

Name: _____

Phone: _____

Cell: _____

Address: _____

By signing below, I acknowledge I have read and understand the Cancelation Policy

Signature, _____

Date: _____