

Marketing Your Fine Arts Photography – Review

Karen Davis, instructor

Marketing your work takes TIME. It's something we rarely consider. If you want to get your work out – part of that work becomes the time it takes to market.

Think about your goals and write them down

Long-term

Short-term

exposure, sales, venues, exhibiting, grants, residencies, books, full-time business

Ways “get your work out.”

- Exhibition (lots of venues)
 - Group:
 - Individual Pieces In Group Shows
 - Multi-Person Exhibits
 - Solo Exhibitions
- Multimedia
 - Exhibition/Portfolio Website (Group)
 - Personal Website (Solo)
- Realtor Open House
- Retail Stores/Restaurants/Offices
- Coop Galleries: Kingston, Bromfield
- Blog
 - Your Own
 - Others <http://www.lenscratch.com/> (Highly recommended. Links to lots of other blogs, opportunities, interviews, Your Favorite Images of 201...
<http://www.lenscratch.com/search?q=meg+birnbaum>
- Open Studios
- Open House
- Periodicals
- Residencies
- Grants ... <http://www.miraslist.com/>
- Publication

The Work: -when others decide

- Final prints - Portfolio of final prints
- Work Prints
- Glossies (optional)
- CD portfolio (low rez AND high rez) include sample printouts, Create Label or jewel case graphic

The Look (Professional)

- Letterhead
- Business Cards (Avery saves the day and lots of on-line resources)
- Resume
 - Artist Resume/CV
 - Bio -Brief summary of CV
- Artist Statement
 - For portfolio
 - Maybe general for your work, style etc
- Clips – copies of reviews, sometimes announcements
- Packaging
 - Envelopes
 - Folders

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General Marketing Possibilities - Advertising your work, exhibition

- PR piece -- postcard of work (gotprint.net, overnightprinting.com)
- e-postcard (Photoshop image and text saved at 72dpi size no more than 600pixels wide or 500pixels vertical)
- Constant Contact and Mail Chimp free, upload email list
- Catalog or book: Magcloud, blurb, lulu, iphoto, smugmug, MANY MORE
- website/blog, your portfolio on line **should be prepared to maintain it (flickr, other)

Pricing Your Work

Consistency in all venues (although “special offers” are okay)

The % taken by different venues: galleries (profit, non-profit, fairs, open studios)

And more:

More About Commercial Galleries and Museums

- Galleries and museums do look at work.
- You need to do research. Visit galleries several times to get a feel for the type of work they prefer.
- It is **very** important that you target your work towards galleries in which you think it would fit.
- You can call the gallery or look at website to find out if they review portfolios. Most of the time they will tell you they look at slides.
- Make sure you prepare a presentable package to mail in or drop off.
- Do not expect immediate response. (If you’ve heard nothing for 3 months – that’s probably enough time to give them a call.) Some galleries in NYC look at portfolios in July. Again – if you are able to drop one off – they HATE if you bug them. Leave it and wait. Do not expect a fast response. In fact, if they do look at it and return it, do not expect feedback. Maybe they’ll include a standard note if they’re not interested. Off course, they may be interested.
- Museum curators will also look at work. You have to call and find out how it’s done. It may be slides or portfolio. MoMA (until the “crash” looked on a monthly basis. The MET might)

Methods, Materials for broader exposure

Critique Groups

Some examples

Atelier and other courses – PRC, NESOP, AIB, NESAD, MASS ART, Cambridge Adult Ed, Boston, Brookline,

Portfolio Reviews

I can’t stress enough how valuable portfolio reviews can be, both to your growth as an artist and as a way to get your work in front of curators, gallery directors and networking opportunities. The Griffin and PRC offers them in the Spring. Others (Woodstock, ex) come along.

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Examples of Courses/Workshops

Look for Ariel Shanberg's talk on marketing at b&h

<http://www.mvswanson.com/>

Mary Virginia Swanson Workshops, Talks, Consultations with Mary Virginia Swanson

Center for Photography at Woodstock <http://www.cpw.org/>

Ariel Shanberg & Gerald Slota: *Getting Known/Being Shown*