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Art Talk

Jacob Stockinger takes you inside local arts

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Art Talk: Do we emphasize the arts as business too much?

Jacob Stockinger —

Flash! This just in as a press release (reproduced here almost verbatim) from the Madison Arts Commission:

Five organizations have come together to assist key contributors to Wisconsin's creative economy-those creative entrepreneurs otherwise known as artists.

The **Madison Arts Commission** and the **Dane County Cultural Affairs Commission**, in partnership with workshop sponsors the **Wisconsin Arts Board** and **Arts Wisconsin**, and presenter **Springboard for the Arts**, will offer an interactive workshop on the "**WORK of Art**," on Friday evening, **Feb. 15**. There will be an evening reception and overview of the workshop at Park Bank Capital Location and on Saturday, **Feb. 16**, full-day sessions will be held at the Visitor Center of the University of Wisconsin-Madison Arboretum.

The "WORK of Art" workshop - one of nine scheduled throughout the state from September 2007 through April 2008 - will provide Wisconsin arts entrepreneurs with some of the key business skills they need to turn their art form into viable businesses and family-supporting livings.

Filled with key information for self-employed creative people who want to make the commitment of time and resources necessary to advance their artistic careers, the workshop series is made possible with funding from the federal National Endowment for the Arts and the Wisconsin Arts Board.

The format of the workshop is informal and accessible, yet packed with useful, practical information and plenty of opportunities for networking and exploring. The session from 6:30 - 8:30 p.m. on Friday includes an evening reception, informational meeting and review of the next day's activities, proceeding to a full day on Saturday with sessions from 9 a.m.-5 p.m. on Marketing for Artists and Simple Business Plans for Artists and a third session on a topic of interest to be chosen by the workshop participants.

"The arts and artists are part of the central nervous system of Wisconsin's economy," said

archives

2007

December
November
October
September

2008

February
January

about this

Jacob Stockinger is an arts writer and reporter, featured editor at The Capital Times since 1981. He also writes at the University of Wisconsin-Madison.

tools

what is rss?

George Tzougros, executive director of the Wisconsin Arts Board. "As with any business cluster, our small businesspeople "" visual artists, filmmakers, writers, musicians, dancers, theater and interdisciplinary artists "" provide the foundation for the growth of the entire creative industry.

"The Wisconsin Arts Board is delighted to work with partners Arts Wisconsin and Springboard for the Arts to foster the careers of Wisconsin's artists and to enhance the creative industry's contribution to Wisconsin's economic growth. We applaud the Challenge America program of the National Endowment for the Arts for its support to make the workshops affordable and accessible to Wisconsin's artist-entrepreneurs."

"Arts Wisconsin and the Wisconsin Arts Board have been able to help numerous Wisconsin artists become more successful as business people, while they nurture the creative spirit that called them to this profession in the first place," says Anne Katz, executive director of Arts Wisconsin, a statewide Madison-based arts lobbying and advocacy group.

The fee for the workshop in Madison is \$75. It which includes all sessions, educational materials, Friday night networking reception, and breakfast on Saturday. Saturday lunch is available for an additional \$10.

For more workshop details, contact Karin Wolf, MAC or Karen Crossley, DCCAC. For even more information and to register, go to Arts Wisconsin's website: www.artswisconsin.org.

The Madison Arts Commission is a municipal commission that funds artistic activities and initiates cultural programs that integrate, support, and advance arts and culture as an essential part of life in Madison. Contact www.cityofmadison.com/mac.

NOW FOR SOME OUTSIDE COMMENTARY.

This workshop sounds great and should provide some much needed help to artists who need to survive financially.

Would you as an artist like to see similar workshops in your part of the state, country or world?

But does anyone else out there worry about the increasing pressure to see art as more a means of economic development and as a business - and no longer as intellectual or personal enrichment and growth?

Or just as the provider of life-enhancing beauty.

Let Art Talk know what you think.



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