

# PROFESSIONAL TRAININGS FOR ALL ARTISTS

GET THE KNOWLEDGE AND SKILLS YOU NEED

SPRING 2024  
THE ARTIST AND THE OTHERS

# INTRODUCTION

“I feel very encouraged and energized to proceed with my path. I've got very important insights and feel much more confident when it comes to applications and presenting my work. It”

(participant M.H., 2023)

The majority of artists give up within the first five years of their careers with data suggesting that a shocking 90% of graduated artists give up in this crucial period

TAATO's Professional Trainings for Artists are a series of workshops, reviews & feedback sessions, developed by experts and tailored to provide the Fine Art Artists, working across different media, the knowledge, skills, and connections that are not acquired at the Art Academy. We empower artists in the unfair art world by giving them the possibility to gain pivotal skills & tools. These allow them to

understand how to navigate the art world, laying the foundations of what can be a sustainable career in the arts.

→ WE INITIATE projects that present a solution from current needs.

→ WE PROVIDE tailored workshops & coaching sessions.

→ WE ENABLE & FOSTER connections across borders.

→ WE ADVOCATE & PROMOTE fair & sustainable art practices.

# OBJECTIVE

Based on over 10 years of activities, projects, coaching sessions and training development, our programme has been specifically developed to target educational gaps and unfair dynamics. Bringing together our expertise, alongside local and international professionals, we co-create high-quality trainings which follow fair pay guidelines and enable the creation of a sustainable ecosystem for artists by empowering participants.

As highlighted in expert reports, the majority of artists give up within the first five years of their careers. This because, the academies do not provide them the knowledge, skills and connections to develop a sustainable career in the arts.

OUR GOAL is to enable artists and cultural professionals to overcome the difficulties that they encounter in these crucial years, bridging the gaps between education and the professional world.

Addressing the gaps, our trainings empower artists.

Tested and refined, our trainings - workshops, tailored feedback sessions and expert reviews - provide a solid a 360° structure comprised of informed frameworks, knowledge, skills and connections.

OUR PURPOSE is to empower professionals, by providing them the opportunity to gain knowledge, develop skills, and establish the connections they need today.



"I was always very unsure about how to write an artist statement. It was very good to see examples and discuss our existing statements. Now I feel safe in writing my new statement. The mix of lecture and interactive part was perfect. It helped me a lot, really."

(participant Artist Statement Workshop, 2023)

WHAT DO PREVIOUS PARTICIPANTS SAY?



"I LOVED IT. Really. After this workshop and feedback. I got amazing feedback on the new portfolio on Friday. Now I feel that it became good and I will feel confident sending it out. Thank you so much."

(participant Portfolio Workshop, 2023)

"I found the coaching sessions very helpful. I was feeling pretty depressed about my career situation when I applied, but they provided me with motivation and inspiration to keep going. They showed me that there were lot of options available where I thought there were none."

(participant K.S. Coaching, 2022)

"This workshop was also a wakeup call to be specific and intentional about my work. It was empowering to learn that I can help control the narrative around my work if I am clear with my concepts and why I create what I create."

(participant Artist Statement Workshop, 2023)

"It was really eye-opening to get to know that there are many different kinds of residencies and that you need to read between the lines in order to not waste time and apply to those which suit your own work and practice."

(participant Residency Workshop, 2023)

"Our conversation not only provided me with resources but also a frame to help me position myself. I feel confident in my abilities to make new work through my ambitions and to stay connected in order to share my work and process. Thank you for the contacts and conversation."

(participant M.P. Coaching, 2023)



# WORKSHOP FOR GRADUATES

“The most important strategy is to set up a supporting sustainable strategic plan that will be there when things get tough because the truth is that the art world is challenging to navigate.”

(quote from: Delphian, 'Navigating the Art World. Professional Practice for early career artists,' 2020).



## WORKSHOP FOR GRADUATES

## HOW DO YOU DEVELOP A CAREER AS AN ARTIST?

Date: Friday 26th of January

Time: 12:00-13:00 CET

Location: Online - Zoom

Places: 12 professionals

Experts: The Artist and the Others

Language: EN

Price: €30 (€25 Early Bird, if purchased before the 31st of December 2023)\*

Are you an artist who has finished their studies in the last year? Or are you approaching your graduation? Do you feel like there is no future for you as an artist? Are you struggling? Wondering how on Earth you can build a career in the art world?

Presenting your work to an audience, showing it, and gaining visibility is a fundamental part of an artist's career. However, what are your options? What steps can you take?

In this Interactive Workshop, the Dutch Art Foundation The Artist and the Others' team members will share the knowledge and experience accumulating in over 10 years of activity, dedicated to working with different experts and developing projects and workshops aimed at helping artists develop a sustainable career.

During the years, common questions have arisen in our Coaching sessions for Artists. This Workshop provides the answers to these fundamental questions. Breaking down key steps, tools and points, this Workshop is especially tailored for soon-to-be, and recently graduated artists.

### KEY POINTS

Where can I start from when building a career in the Arts?

How can I gain visibility as an artist?

How can I build professional relationships as an artist?

What resources exist?

What should I consider when selecting my next opportunity?

How can I build a network and a sustainable career?

This workshop was initially developed for the Day of the Young Artist, Kunstpodium T 2023, then adapted to be an online workshop for REA! An art fair for emerging artists, replicated live in Zagreb for an event focused on sustainable careers for creatives, and finally at the Academy of Fine Arts in Munich. We have now adapted and improved this workshop, making it available online to other artists who are making their first steps in the Art World(s).

\*Different payment options available, contact us to find out more. Special packages available for Higher Education Institutions (Art Academies, Universities and Artist Residencies).

hello@theartistandtheothers.nl

# WORKSHOPS BY EMILIA TELESE

“I learnt a lot from Emilia’s workshop, she provided so many tools for us and brought the information in a very practical way. It gave me a lot of peace to be able to structure my projects and organise what needs to get done and when.”

(participant C.K., 2022)

“Emilia’s experience and knowledge of the art world are impressive. After the workshop, I feel well prepared to navigate the art world.”

(participant M.P., 2022)



## WORKSHOPS BY EMILIA TELESE

### MEET THE EXPERT

Emilia Telese (PhD) is an artist and academic based between Reykjavik, Italy and the UK. Born in Italy, she graduated in Painting from Fine Arts Academy in Florence in 1996 with a particular interest in XIV Century techniques, the Italian Trans-AvantGarde movement and contemporary performance. She continued her studies at the University of Brighton (Printmaking), University of Sussex (Arts Management), University of Warwick (Cultural Policy) and University of Loughborough (Social Sciences). Her work has been shown worldwide since 1994, exhibited at the Louvre (Paris 2012), the New Forest Pavilion at the 51st Venice Biennale (Venice, 2005), Ars Electronica (Linz, Austria, 2002 - 2003), ZKM (Karlsruhe, Germany 2007), Chashama (New York City, USA 2008), Centro Cultural Telemar (Rio De Janeiro, Brazil 2010), Manege (St Petersburg, Russia 2000), Leeds City Gallery, ArtSway(New Forest, UK) and the Freud Museum (London UK). She has presented her work at major events at Tate Britain, the Royal Festival Hall, the Museum of Modern Art (MOMA) Oxford, Manchester Contemporary, Merchant City Festival, Glasgow, the Brighton Festival, among others. She holds an AHRC CDA full bursary PhD doctorate in Social Sciences from the University of Loughborough, UK. Her PhD thesis focused on the social value and the individualisation of artists in the UK between 1980 and 2010.

As an artist, her practice crosses traditional media with time-based practice, including immersive, sensorial, interactive and body-responsive technology, lens-based practice, performance, installation, and public art, as well as classic media such as

painting, printmaking and drawing. Often site-specific, Emilia's work deals with conscious engagement, political and social debate, non-verbal communication and the questioning and deconstruction of social behaviour.

Emilia Telese is Michelangelo Pistoletto's Ambassador for his 'Third Paradise', worldwide project supported by the Fondazione Pistoletto, Biella, Italy. She is a lecturer specialised in the relationship between art, society, economics and artists' professional practice. She has lectured and held courses at many UK and international institutions, such as The University of the Arts, London; Royal College of Art, London; Manchester Metropolitan University; University of Brighton; University for the Creative Arts, Farnham; Sheffield Hallam University; Sir John Cass School of Art, Architecture and Design, London; the Iceland University of the Arts, Reykjavik; University of Maastricht, the Netherlands; University of Munich, Germany; the Pistoletto Foundation, Biella, Italy; the Fine Art Academies of Palermo and Florence, Italy.

She has represented practising artists in official UK and European contexts since 2001, and has led UK and European-wide debates about artists' livelihoods, political art and social engagement. Emilia Telese is represented by The Artists' Agency in the UK. She has also received awards, endorsements and scholarships by private and public funding bodies since 1999, such as Arts Council of England, AHRC - Arts And Humanities Research Council UK, Millennium Awards, Awards for All, British Council and others.

# HOW TO NAVIGATE THE ART WORLD: BEING AN ARTIST, AS A PROFESSION

Date: Friday 9th of February 2024

Time: 12:00-13:00 CET

Location: Online – Zoom

Places: 12 professionals

Experts: PhD. Emilia Telese

Language: EN

Price: €50 (€45 Early Bird, if purchased before the 31st of January 2024)\*

Bundle offer available\* \*\*

A practical session discussing how artists can create a sustainable, independent career. This workshop has been developed by artist and lecturer Emilia Telese to provide participants with answers. It is a theoretical and practical session which can help artists learn how to navigate the art world, and how to build their own independent and sustainable careers.

Through a theoretical presentation and a practical discussion, you will collectively question the art world. Interactive exercises about the stereotypes around artistic professions will guide you to critically position yourself as a professional.

## KEY POINTS

How can artists find representation in the art world?

What relationships exist between artists, society, the art market and the world economy?

How does the art world work, and what is the relationship between artists, their ideas and their representation in the world's art stage?

Can you live on art alone?

\*\*The two workshops by Emilia Telese can be purchased as a bundle for €80 in total (€40 per workshop instead of €50).

\*Different payment options available, contact us to find out more. Special packages available for Higher Education Institutions (Art Academies, Universities and Artist Residencies).

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## WORKSHOPS BY EMILIA TELESE

# HOW TO CREATE A SUSTAINABLE WORKFLOW OF PROJECTS. PROJECT MANAGEMENT FOR ARTISTS

Date: Friday 23rd of February 2024

Time: 12:00-13:00 CET

Location: Online - Zoom

Places: 12 professionals

Experts: PhD. Emilia Telese

Language: EN

Price: €50 (€45 Early Bird, if purchased before the 31st of January 2024)\*

Bundle offer available\* \*\*

Emilia Telese specifically tailored this workshop to provide the participants with the answers to those questions. Each participant will gain knowledge, tools, and skills to maximise their productivity and develop each project at its best.

Through a mix of theoretical presentations, Interactive mind-mapping exercises; each participant will create a mind map of their art projects which will be analysed in the session.

## KEY POINTS

How can you manage your career?

How do you create a workflow of funded projects to generate a living?

How can you deal with institutions and collaborators?

How can you calculate your rate of pay?

How can you develop sustainability within your practice?

How do you manage your artistic career?

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Money is by far the greatest concern for many artists, as the unpredictable nature of selling work forces people to budget and save for the month when sales are slower than others." But what if a Fair art practice is applied to the whole art world? Is this possible? What are the artists– rights while being part of an exhibition? What is a fair fee, and when do artists owe to receive one?"

(quote from: Delphian, 'Navigating the Art World. Professional Practice for early career artists', 2020).

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# SPRING SEMESTER 2024

\*Different payment options available, contact us to find out more. Special packages available for Higher Education Institutions (Art Academies, Universities and Artist Residencies). Contact us to find out more at [hello@theartistandtheothers.nl](mailto:hello@theartistandtheothers.nl)

\*\*\*All of the workshops of our SPRING SEMESTER 2024 are included in the comprehensive Spring Semester Bundle (3 Workshops + 3 Feedback/Review sessions). Please note that the bundle does not include 'Workshop for recent graduates: How do you develop a career as an Artist?' or either of the workshops by Emilia Telese.

SPRING SEMESTER 2024



“This workshop was a wakeup call to be specific and intentional about my work. It was empowering to learn that I can control the narrative around my work if I am clear with my concepts and why I create what I create. I liked that everyone had a chance to read and give feedback about someone else’s statement before we discussed each statement as a group because it felt like an icebreaker.”

(participant, 2023)

## MEET THE EXPERTS

### MARIANA SESMA

From Brazil, Mariana Sesma is an artist and cultural manager with several years of experience, working in small and large Brazilian art institutions, among which the São Paulo Biennial. Having graduated in Visual Arts, and holding an MBA in Cultural Management, she has extensive knowledge about contemporary art.

She has worked in the fields of Institutional and International Relations, Fundraising, Art Mediation, as well as in the organisation of numerous art exhibitions.

She is passionate about art and culture, and a true believer in its crucial role in building a better Society. Her professional mission is to contribute to increasing the sustainability and accessibility of the arts.

### JESSICA CAPRA

Jessica Capra is a cultural professional with ten years of experience of working in culture and supporting artists in the Netherlands, Belgium, Germany, Turkey and Italy. She initiates and develops cultural projects based on specific needs to make a change. She works for and with artists and cultural professionals.

The pillars of every project she develops are the promotion of shared knowledge, the need to connect people to enhance skills, and the creation of new collaborations that can positively influence the current cultural scene. Her passion for motivating, empowering and advising others, especially young cultural professionals and artists, led her to the creation of The Artist and the Others. This Foundation, which is based in Maastricht & Munich and working alongside European partners, provides artists with the knowledge, skills and connections they need to develop their careers. For over 5 years, she has been coaching artists, and she initiated the Summer Training for Emerging artists, where she works with curators, cultural managers, gallerists and market specialists to bring their knowledge to artists. She is also part of different jury committees and a board member of GEDOK Munich.

Thanks to their experience as members of several jury committees, Mariana Sesma and Jessica Capra will share insights on what “the others” look for when reading artist statements, looking at portfolios or artist residency applications.

## SPRING SEMESTER 2024

## ARTIST STATEMENT WORKSHOP + FEEDBACK

Date: Friday 15th March (Workshop) + Thursday 17th/ Friday 18th April (Tailored Feedback)

Time: 10:00-12:00 (including breaks)

Location: Online - Zoom

Places: 10 professionals

Experts: Mariana Sesma and Jessica Capra

Language: EN

Price: €75 WORKSHOP + FEEDBACK (€56 WORKSHOP ONLY)\*

Spring Semester Bundle: €190 EARLY BIRD or €220 (PRICE AFTER THE 28th of February)\* \*\*\*

Have you ever asked yourself what an artist statement is? What it should include, and what people expect from it?

An artist statement is a fundamental piece of writing that gives readers an overview of your artistic practice. Whether you need it for your website or an application, it should grab the reader's attention and make them want to know more about your work. However, artist statements can be tricky to write. It can be extremely hard to know where to start, what to include, and how to make them clear and effective.

This workshop will provide you with the knowledge, skills and techniques you need to be able to write a clear and effective artist statement. After looking at comprehensive, updated frameworks and analysing your current statements in the workshop (15/03), you will be given time to write a new, informed artist statement and receive tailored feedback in the second session (17-18/04, exact date TBC). At the end, you will have an edited, clear and effective artist statement – ready to be used.

Participants will learn, through a series of tailored exercises, experimenting with different techniques and practical directions. We will break down what an artist statement is, the dos & don'ts, ideal length and language, and establish what readers look for.

Throughout the workshop and the feedback session, we will support you and help you create an effective personal narrative, give you tangible tips to keep your artist statement updated, and look at how to adapt it according to different purposes. We will identify various writing styles which can be used, consider examples of statements written by other artists, and help you refine your own thanks to group exercises.

### KEY POINTS

How do I write an artist statement?

What should I include?

What is its purpose?

How can I adapt it to the readers (whether for a website, museums, galleries, artist residencies, or open calls)?

What are the dos & don'ts of writing artist statements?

How long should my artist statement be?

What kind of language and terminology should I use?

Tailored feedback & advice

At the end of the workshop you will receive a toolkit you can refer to anytime you need, as your new artist statement will change and evolve alongside your practice.



# PORTFOLIO WORKSHOP THEORY, ANALYSIS AND CRITIQUE

Date: Friday 22nd of March (Workshop) + Friday 26th of April (Expert Reviews)

Time: 10:00-12:00 (including breaks)

Location: Online - Zoom

Places: 10 professionals

Experts: Mariana Sesma and Jessica Capra + other experts (external curators and gallerists chosen in connection to the art practice of the participants).

Language: EN

Price: €75 WORKSHOP + FEEDBACK (€56 WORKSHOP ONLY)\*

Spring Semester Bundle: €190 EARLY BIRD or €220 (PRICE AFTER THE 28th of February)\* \*\*\*

Have you ever asked yourself what the specifics of Portfolios are nowadays? What is the best format, and what you should include?

A Portfolio is a collection of your work. It shows how your skills and ideas have developed over a period of time, and demonstrates your creativity, personality, ability, commitment. It is the tool that helps juries or individual experts evaluate your potential. Portfolios take time and it can be extremely hard to know where to start, deciding what to show and what to exclude, while also considering how to make it both appealing and informative for the professionals who will be viewing it.

Tailored to provide artists with all the essential know-hows of Portfolio development, this session is divided in two parts: the theoretical & analytical workshop, and expert reviews. At the end of the second session, your Portfolio will be ready, to be used when applying for grants, residencies, fellowships or other opportunities.

Every participant will have the opportunity to learn the knowledge needed to create an exhaustive portfolio, present their own, and receive peer-to-peer feedback & tailored advice directly from the experts. The unique opportunity to receive tailored feedback from our experts can give you the tools you need to develop a well-balanced portfolio, making the difference.

As each Portfolio is specific to the artist's practice, we invite experts who can give you specific, tailored feedback accordingly. Thanks to their experience as curators, artists, members of jury committees and cultural managers, the guest experts will share insights on what should be considered when developing and presenting your portfolio.

## KEY POINTS

- What are the specifics for Portfolios nowadays?
- What are the big dos & don'ts?
- What format should my Portfolio have?
- What kind of content and information should I include?
- How can I adapt my Portfolio to the recipient?
- How should I deliver my Portfolio to them?
- On-on-one feedback from experts.

At the end of the workshop you will receive a toolkit you can refer to whenever you may need it.

# ARTIST RESIDENCIES KNOWLEDGE, TOOLS AND HOW TO DEVELOP A SUCCESSFUL APPLICATION

Date: Friday 12th of April (Workshop) + 3rd of May (Individual Feedback)

Time: 10:30 - 12:30 + optional 30 minutes individual feedback

Location: Online - Zoom

Places: 15 professionals

Experts: Mariana Sesma and Jessica Capra

Language: EN

Price: €75 WORKSHOP + FEEDBACK (€56 WORKSHOP ONLY)\*

Spring Semester Bundle: €190 EARLY BIRD or €220 (PRICE AFTER THE 28th of February)\* \*\*\*

How can you choose & select an artist residency? What should you keep in mind when applying? In what way can you benefit the most from this opportunity?

Participating in an artist-in-residence programme can provide stability, financial income, and an opportunity to grow professionally. However, there are many different types of artist residencies, and it can be difficult to stand out among applicants.

In this workshop, you will gain the knowledge, skills & tools you need when applying for an artist residency. We will analyse what types of artist residencies exist in Europe and beyond, how to find them, what to look for and how to choose one which suits you as an artist. We will break down the documentation required and funding of artist residencies, looking at how artists can cover expenses connected to the residency, travel and where to turn for support.

As well as getting to know all the practicalities and learning the theory in the workshop (12/04), artists can receive individual feedback on applications they may be working on in the second session (3/05, TBC according to your needs). This Workshop + Feedback package is specifically tailored to provide comprehensive frameworks and specific knowledge on artist residencies for emerging artists, tailored feedback based on applications, expert advice, and includes tips and tricks directly from experienced artists.

## KEY POINTS

- What types of artist residencies exist and what are the differences?
- How can I find an artist residency?
- How can I pick one which suits me and my practice?
- What should I keep an eye out for?
- What documentation is required?
- How does funding work for artist residencies?
- How can I cover expenses connected to the residency, travel and where can I turn for support?
- How can I maximise the benefits of my artist residency?
- Individual feedback

At the end of the workshop you will receive a toolkit you can refer to whenever you need it.

SPRING SEMESTER 2024

## THE ARTIST AND THE OTHERS

The Artist and the Others, born in 2013, is a non-profit foundation based in Maastricht & Munich. Through local, regional and international projects, we support young artists and cultural professionals by helping them develop a sustainable career in the cultural & creative field. All of our activities are based on the recognition of the profound importance of the Arts in Society, the benefits which can come with shared knowledge, and the urgent need to contrast the unequal and unsustainable structures of the art world.

We target educational gaps and unfair dynamics, highlighted in expert reports, and actively talk to artists and professionals to learn about their experience, the difficulties and obstacles they face in different countries. Through our projects, we provide a solid framework of knowledge, skills and connections, necessary to address these gaps and empower artists.

Bringing together our expertise, alongside local and international professionals, we co-create high-quality solutions which follow fair pay guidelines and enable the creation of a sustainable ecosystem for artists.



# LET'S EMPOWER ARTISTS

FIND OUT MORE AT [THEARTISTANDTHEOTHERS.NL](https://theartistandtheothers.nl)  
OR CONTACT US AT [HELLO@THEARTISTANDTHEOTHERS.NL](mailto:HELLO@THEARTISTANDTHEOTHERS.NL)

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