

SCHEDULE

ARTTM
WORLD
CONFERENCE
2019

NEW YORK CITY
APRIL 25 - 27, 2019

Morgan Stanley

GLOBAL SPORTS & ENTERTAINMENT

KICKSTARTER

21c

HYPERALLERGIC



ART WORLD CONFERENCE SCHEDULE AT A GLANCE: THURSDAY APRIL 25 - FRIDAY APRIL 26, 2019

THURSDAY APRIL 25			
6:00pm – 9:00pm	WELCOME PARTY	At New York Academy Of Art (111 Franklin St, New York, NY)	
FRIDAY APRIL 26 NEW YORK LAW SCHOOL 185 WEST BROADWAY, NYC			
8:30am – 9:30am	Registration/Mingle		
9:30am – 9:40am	Welcome		Heather Bhandari and Dexter Wimberly
9:40am – 9:50am	INTERVENTION: Brendan Fernandes In Collaboration With Charles Gowin		
9:50am – 10:10am	Keynote		Deana Haggag
10:10am – 11:00am	Conversation	Defining Your Business: Storytelling	JiaJia Fei, Sara Raza, Antwaun Sargent, Hrag Vartanian FACILITATOR: Tiana Webb Evans
11:00am – 11:20am	BREAK		
11:20am – 12:10pm	Conversation	You As Gatekeeper: Defining Goals And Initiating Opportunities	Sharon Louden, Alex Paik, Prerana Reddy, Caroline Woolard FACILITATOR: Paddy Johnson
12:10pm – 12:20pm	INTERVENTION: Brendan Fernandes In Collaboration With Charles Gowin		
12:20pm – 1:10pm	Conversation	Real Estate For Visual Artists: Fight Or Flight	Paul Ramirez Jonas, Anisha Steephen, Zefrey Throwell, Risë Wilson FACILITATOR: Esther Robinson
1:10pm – 2:15pm	LUNCH BREAK		
2:15pm – 3:05pm	Conversation	Protecting Artists' Rights	Maria Murguia, Mickalene Thomas FACILITATOR: Anibal Luque
3:05pm – 3:15pm	INTERVENTION: Brendan Fernandes In Collaboration With Charles Gowin		
3:15pm – 4:05pm	Conversation	Sustainability: Economic and Personal Strategies for Long-term Success	Suzy Delvalle, Deborah Obalil, Kay Takeda, Amy Whitaker FACILITATOR: Lisa Kim
4:05pm – 4:30pm	BREAK		
4:30pm – 5:30pm	Conversation	Audience Vs. Community: What Are You Building?	Danny Baez, Kemi Ilesanmi, Hilary Néve, Shannon Stratton FACILITATOR: Larry Ossei-Mensah
5:30pm	Closing Remarks		Heather Bhandari and Dexter Wimberly

SCHEDULE



ART WORLD CONFERENCE SCHEDULE AT A GLANCE - SATURDAY APRIL 27, 2019

SATURDAY APRIL 27				
NEW YORK LAW SCHOOL 185 WEST BROADWAY, NYC				
	ROOM 1	ROOM 2	ROOM 3	ROOM 4
9:30am – 10:20am	Taxes! Important Information You Need To Know Hannah Cole	How To Build Your Community Of Support And Run A Kickstarter Patton Hindle	Building Your Website Trish Gianakis	Social Media As A Tool Courtney Colman Mark Rosen
10:20am – 10:40am	BREAK			
10:40am – 12:00pm	Financial Literacy For Artists Part I: Starting A Business Jeanne Hardy	Fundraising: The Artist And Institutions Kay Takeda	Strategies For Direct Sales Steven Sergiovanni	Superconnectors: Building And Sustaining Relationships That Matter Karen DeTemple Nicole Polletta
12:00pm – 1:00pm	LUNCH BREAK			
1:00pm – 2:20pm	Financial Literacy For Artists Part 2: A Plan To Grow Jeanne Hardy	Surviving Public Art Commission Projects: Best Business Practices For Artists Kris Collins	Blockchain Technology: Its Impact On Your Financial Future Amy Whitaker	Expanding Practice: Creative Collaborations With Brands Jae Joseph Jennie Lamensdorf Julie Solovyeva Alice Gray Stites
2:20pm – 2:40pm	BREAK			
2:40pm – 4:00pm	Creative Money Balance: Debt Esther Robinson	Launch A Successful PR Campaign In 3 Simple Steps Amani Olu	The Digital Archive: Inventory, Storage, And Best Practices Ben Fino-Radin	Protecting Yourself: Contracts Anibal Luque
4:00pm – 4:20pm	BREAK			
4:20pm – 5:40pm	Making Money Less Scary: Crash Course In Investing And Planning For Your Financial Future Kristin O'Keeffe Merrick	Roadmap For A Sustainable Career Yona Backer	Inventory Management And Career Documentation: Honor Your Voice And Legacy Melissa Levin Shervone Neckles-Ortiz	The Art Of Negotiation Jessica Lee



ART WORLD CONFERENCE SCHEDULE DESCRIPTIONS

Schedule as of April 14, 2019
Please note schedule and presenters are subject to change.

FRIDAY APRIL 26: PANEL/CONVERSATION DESCRIPTIONS

Intervention	Brendan Fernandes Charles Gowin	Brendan Fernandes will lead attendees through a series of event-specific, Fluxus-inspired scores to prompt movement and invite meditation at three points during the first day of the conference. In an effort to break away from everyday choreography and the particularly sedentary nature of a conference, Fernandes will work to restore body consciousness and reinforce the physical presence of community in the room. He will be joined by dancer Charles Gowin.
Keynote	Deana Haggag	
Defining Your Business: Storytelling	JiaJia Fei Sara Raza Antwaun Sargent Hrag Vartanian FACILITATOR: Tiana Webb Evans	The foundations of effective grant applications, proposals, marketing, press, and much more are one and the same: clear, accurate, and compelling storytelling. There is a story behind every piece of art and reasons why every artist makes work. How can artists bring their narratives to life and use them to spark interest and accomplish goals? Tiana Webb Evans will lead this discussion between distinguished writers and storytellers in the field.
You As Gatekeeper: Defining Goals And Initiating Opportunities	Sharon Loudon Alex Paik Prerana Reddy Caroline Woolard FACILITATOR: Paddy Johnson	Many artists today are redefining what a successful career looks like, creating their own opportunities rather than waiting for others to offer them. Artist-led initiatives are proliferating across the country as artists experiment with new gallery models, engage with their communities, and influence change in the structure and focus of once-traditional institutions. Paddy Johnson will facilitate a discussion that includes goal setting and defining success in this new landscape, and notions of value and labor. Participants will identify real-world examples of artists taking the lead.
Real Estate For Visual Artists: Fight Or Flight	Paul Ramirez Jonas Anisha Steephen Zefrey Throwell Risë Wilson FACILITATOR: Esther Robinson	A conference for artists situated in New York City cannot ignore the issue of space. Esther Robinson, co-Founder of ArtBuilt Brooklyn – a new, not-for-profit 50,000 square foot art studio and business space in Sunset Park, Brooklyn – will lead an evocative discussion with special guests about the modern fight to secure, build, and defend affordable work space in our beloved city.
Protecting Artists' Rights	Maria Murguia Mickalene Thomas FACILITATOR: Anibal Luque	When an artist makes work, ownership and financial worth are tied to more than just an object. Attorney Anibal Luque will lead this conversation on the legal rights of artists. Panel participants will discuss intellectual property and its protections under the law, encouraging artists to consider the value of their work in a legal context.
Sustainability: Economic And Personal Strategies For Long-term Success	Suzy Delvalle Deborah Obalil Kay Takeda Amy Whitaker FACILITATOR: Lisa Kim	Lisa Kim will facilitate a conversation on sustaining a life-long artistic practice. Panelists, each of whom has extensive experience working with artists of diverse practices, will address the economic realities of creative and financial stress and sustainability. They will share their observations, inspirations, notable trends, and visions for paths forward toward a more sustainable future.



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FRIDAY APRIL 26: PANEL/CONVERSATION DESCRIPTIONS

**Audience Vs. Community:
What Are You Building?**

Danny Baez
Kemi Ilesanmi
Hilary Néve
Shannon Stratton
FACILITATOR:
Larry Ossei-Mensah

Larry Ossei-Mensah will lead a conversation examining notions of audience and community, terms that are often used interchangeably yet hold meaningful differences. Participants will differentiate between the terms, discussing how they identify and sustain each one. Discussion will explore strategies, tools, and goals related to exposure, inclusion, participation, engagement, and expansion. Emphasis will be placed on how these approaches can be applied to an artist's studio, grassroots organizations, and institutions.

SATURDAY APRIL 27: SESSION DESCRIPTIONS

<p>9:30AM — 10:20AM</p> <p>ROOM 1 Taxes! Important Information You Need To Know</p> <p>ROOM 2 How To Build Your Community Of Support And Run A Kickstarter</p> <p>ROOM 3 Building Your Website</p> <p>ROOM 4 Social Media As A Tool</p>	<p>Hannah Cole</p>	<p>Tax season doesn't have to be scary for artists, sole-proprietors, and small businesses! With April 15 barely in the rearview mirror, this workshop will discuss how best to file taxes as an artist under the new tax code. It will cover the basic tax equation, keeping good records, filing options, audits, and tax issues specifically relevant to visual artists. Whether you're receiving grants, selling your art, self-employed, or have an LLC, this presentation is for you.</p>
	<p>Patton Hindle</p>	<p>Learn how to frame your Kickstarter project, create rewards that tie into your artistic practice, make the ask in a way that feels genuine for you, and generate your outreach plan to activate your community in this workshop. Patton Hindle, Kickstarter's Senior Director of Arts, will walk participants through building their campaigns and setting up for success to tell their stories on the platform.</p>
	<p>Trish Gianakis</p>	<p>It is essential for artists to have professional websites. Everyone from curators to writers to collectors relies on a well-designed website as a resource to learn about you and your work. In this session, Trish Gianakis will guide you through the process of building a website from choosing a domain name, all the way to optimizing your presence through good design, navigation, and content. This is an important session for artists without a website and those who want to rethink what they already have.</p>
	<p>Courtney Colman Mark Rosen</p>	<p>Courtney Colman will lead a session with Mark Rosen, Associate Director of Marketing for Artsy. The conversation will explore the use of social media to promote one's practice. Content will cover the basics of creating an effective Instagram narrative including creating posts and stories, choosing hashtags, timing, strategic follows, and reposting. The pros and cons of other platforms will be discussed, along with possibilities for using several platforms in tandem.</p>
<p>10:40AM — 12:00PM</p> <p>ROOM 1 Financial Literacy For Artists Part I: Starting A Business</p>	<p>Jeanne Hardy</p>	<p>Participants will learn how to proactively lay the financial foundation to support an art practice with Creative Business founder Jeanne Hardy. Do's and Don'ts, organization, compliance, budgeting, and cash flow will be discussed. This is a must for artists who have not thought seriously about studio finances and need a vital primer. It will also provide an effective refresher for artists who have explored these questions and are ready to recommit to their financial literacy.</p>



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SATURDAY APRIL 27: SESSION DESCRIPTIONS

<p>10:40AM — 12:00PM</p> <p>ROOM 2 Fundraising: The Artist And Institutions</p> <p>ROOM 3 Strategies For Direct Sales</p> <p>ROOM 4 Superconnectors: Building And Sustaining Relationships That Matter</p>	<p>Kay Takeda</p>	<p>Fundraising to support artistic projects and practice can feel overwhelming, whether an artist is new to the process or a seasoned veteran. The aim of this workshop with Kay Takeda, Senior Director of Artist Programs at the Joan Mitchell Foundation, is to save artists time and energy in navigating, identifying, and applying for resources. Takeda will explore the role of fundraising in artistic practice and unpack priorities, requirements, and selection processes of funding institutions. Common components of proposals will also be covered, offering tips and examples to make future proposals more effective.</p>
	<p>Steven Sergiovanni</p>	<p>Knowing how to sell work yourself – whether it's a painting, a video, documentation from a performance, or the schematic for a site-specific work – will also help you if and when others may wish to sell work for you. This workshop will share common practices and expectations related to pricing, pitching, invoicing, and collecting payment. Shipping, taxes, and sustaining relationships will be included in the discussion with art consultant Steven Sergiovanni.</p>
	<p>Karen DeTemple Nicole Polletta</p>	<p>Superconnectors are unique individuals who have the ability to reach across disciplines, genres, and generations to make high-level connections through methodical and strategic introductions. Karen DeTemple and Nicole Polletta, Co-Founders of The Art of Change, will share their knowledge on why managing a contact list is vital in today's global marketplace. Attendees can expect actionable lessons and takeaways, including tools to becoming a superconnector, developing innovative messaging, cultivating the right relationships, and building a strong strategy.</p>

<p>1:00 — 2:20PM</p> <p>ROOM 1 Financial Literacy For Artists Part 2: A Plan To Grow</p> <p>ROOM 2 Surviving Public Art Commission Projects: Best Business Practices For Artists</p> <p>ROOM 3 Blockchain Technology: Its Impact On Your Financial Future</p>	<p>Jeanne Hardy</p>	<p>In Part 2, Jeanne Hardy will focus on hiring, payroll, and creating an environment to thrive and innovate. Participants will learn how to make a financial case to outside parties such as galleries, when to use lines of credit and debt as tools, how to increase budgets, save for retirement, and when to incorporate. Insurance, liability, and risk will also be discussed. Participants are encouraged to bring their own questions and issues to the table. (It is not necessary to have taken Part 1 to attend Part 2.)</p>
	<p>Kris Collins</p>	<p>Is your studio engaged (or want to be engaged) with a public art commission involving ongoing design and construction projects? This workshop will present a "Best Practices" management approach, highlighting why public art projects are fraught with risk, how to identify and mitigate your project's specific risks prior to signing a contract, how to navigate expectations through positive communication, and how to maximize the efforts of everyone involved. Kris Collins will share completed case studies that illustrate how to successfully go from concept to finished product, including important issues related to the business side of commissioned art projects, from budgeting and engineering to accounting, contracting, installation, and client acceptance.</p>
	<p>Amy Whitaker</p>	<p>From verification tools for provenance and authenticity to new approaches to curation and art-making, blockchain's role in a changing art world is undeniable. This workshop, led by artist and educator Amy Whitaker, gets participants up to speed on what blockchain is and why it is important to the art world. How could it impact career sustainability and sales? Fractional ownership – made possible through blockchain technology – will be discussed as a way to bring equity to the art market. This workshop is appropriate for newcomers to blockchain and those with more experience with the topic.</p>



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SATURDAY APRIL 27: SESSION DESCRIPTIONS		
1:00 — 2:20PM ROOM 4 Expanding Practice: Creative Collaborations With Brands	<p>Jae Joseph Jennie Lamensdorf Julie Solovyeva Alice Gray Stites</p>	<p>Over the last two decades, it has become increasingly accepted (and desirable) for artists to work in collaboration with brands on exhibitions, commissions, products, and events. Jae Joseph, Jennie Lamensdorf, Julie Solovyeva, and Alice Gray Stites – all seasoned translators of artistic content to commercial contexts – will present and discuss how to identify, approach, and work successfully with businesses and brands outside the traditional gallery system.</p>
2:40PM — 4:00PM ROOM 1 Creative Money Balance: Debt ROOM 2 Launch A Successful PR Campaign In 3 Simple Steps ROOM 3 The Digital Archive: Inventory, Storage, And Best Practices ROOM 4 Protecting Yourself: Contracts	<p>Esther Robinson</p>	<p>Are you ready to make a change? Learn to navigate your financial life with creativity, clarity, and strength. Create opportunities instead of responding to crises. Learn from fellow artist, ArtHome Founder, and rabble-rouser Esther Robinson how to bring your creative and financial lives into dynamic balance. Using straightforward language, humor, and artist-centric tools, she will cover how to re-imagine your relationship to money and come to terms with debt, using your creativity to produce progress, solvency, stability, and security.</p>
	<p>Amani Olu</p>	<p>Oftentimes, artists, independent curators, and small arts organizations don't have the capital to hire PR firms. Amani Olu, founder and CEO of the marketing consultancy Olu & Company, will lead a session on how to launch a successful media campaign for projects big and small. Olu will outline strategies and step-by-step guidelines for doing it yourself and discuss goals, execution, and methods of evaluation so that you can quickly put a plan into practice.</p>
	<p>Ben Fino-Radin</p>	<p>This session, useful not only for working artists but also estates and foundations, will provide a practical crash-course in best practices for cataloging systems, physical and digital art storage, and archiving. By the end of this session you will know what it takes to protect your studio's inventory, anticipate future needs, and ensure the integrity of your artistic legacy. Ben Fino-Radin will use the expertise he's gathered working with museums and new media to discuss big picture challenges and the realities of what can be done here and now.</p>
	<p>Anibal Luque</p>	<p>We've all heard about an art world run on handshakes. Whether the other party is a friend or a corporation, contracts are a much better option to avoid miscommunication and set expectations. This session, led by lawyer Anibal Luque, will demystify several different kinds of contracts used regularly by visual artists, including consignments, licenses, and releases. Red flags, Do's and Don'ts, and best practices will all be discussed. When you leave, you'll be excited about paperwork.</p>
4:20PM — 5:40PM ROOM 1 Making Money Less Scary: Crash Course In Investing And Planning For Your Financial Future	<p>Kristin O'Keeffe Merrick</p>	<p>Bad with money? Anyone can feel like a financial genius (or at least feel a little less weird about money) if armed with the right information. Financial advisor Kristin O'Keeffe Merrick will share what you need to know to get smarter about how you spend, how you budget, and what you save. She'll also give options on how to invest it properly once you're saving.</p>



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SATURDAY APRIL 27: SESSION DESCRIPTIONS

<p>4:20PM — 5:40PM</p>	<p><u>ROOM 2</u> Roadmap For A Sustainable Career</p>	<p>Yona Backer</p>	<p>This program explores the tools and concrete strategies that will help you gain self-sufficiency as an artist. Workshop leader Yona Backer will address topics related to strategic planning and incorporate theories from fields as varied as quantum physics, venture capitalism, network theory, biology, and mind mapping, among others. Participants will learn how to create a strategic roadmap – a time-based plan that defines where you are, where you want to go, and how to get there.</p>
	<p><u>ROOM 3</u> Inventory Management And Career Documentation: Honor Your Voice And Legacy</p>	<p>Melissa Levin Shervone Neckles-Ortiz</p>	<p>Facing the future doesn't have to be overwhelming. Since 2007, the Joan Mitchell Foundation has been committed to preparing artists at all career points for the business of organizing and protecting their legacies. Because documenting and inventorying artwork can be an immensely personal and emotionally complex process, the Foundation collaborated with a community of living, visual artists for over a decade through the Creating A Living Legacy (CALL) program. This workshop will introduce participants to the CALL program as an interdisciplinary, intergenerational case study and share the tools and resources developed from the program. Shervone Neckles-Ortiz, Artist Programs Manager at the Joan Mitchell Foundation, will lead the workshop in conversation with Melissa Levin, VP of Artist Estates and Foundations at Art Agency, Partners, where she is working to develop a values-based, artist-centered advisory service for artists and estates who are engaged in (or want to engage in) strategic, thoughtful legacy planning.</p>
	<p><u>ROOM 4</u> The Art Of Negotiation</p>	<p>Jessica Lee</p>	<p>Do you start sweating when you hear the word negotiation? This workshop will help to demystify the barriers to agreement and ways to overcome them. It will include discussion of skills such as listening, communication, and persuasion; how to determine bargaining power; ethics; and the role of culture, gender, and race in negotiation. You will acquire a framework, tools, techniques, and skills to solve problems and negotiate for conditions you desire, both personally and professionally.</p>