



Professional Development for Artists

programs by Stephen C. Wagner

Professional Development Program for Artists sponsored by the Pasadena Society of Artists

Saturday, September 16, 10AM-12Noon

WHAT SELLS: Creating a Saleable Body of Work

- learn to create a body of art that sells, hear specific & detailed suggestions on planning themes & series, titles, style, media, scale, pricing, signatures, presentation, framing, and certificates of authenticity

Saturday, October 14, 10AM-12Noon

CONSULTANTS: Working with Art Consultants

- learn the ins and outs of working with Art Consultants, Corporate Art Dealers, and Interior Designers, how to research & contact them, design your website to attract them, determine appropriate subject matter, negotiate contracts & deposits, and strategies to create custom work & commissions for projects

with Stephen C. Wagner

Artist, Gallerist, Instructor, and Professional Development Educator

at the Women's City Club
160 N. Oakland, Pasadena, CA

\$20 cash per person at the door

SFAN programs are for artists at all levels in their career path.

<http://www.pasadenasocietyofartists.org>

Stephen C. Wagner encourages other artists to commit to their artwork and take the steps necessary to become more successful through his guest speaking on professional development for artists at art organizations throughout California. His lectures offer artists insight to jump-start their artist career, obtain clear focus on their intention for their artwork, create a strategic plan for their artist career, compile an impressive artist packet, and master the business of art.

www.sfartistnetwork.org

Studio
Fine Artist
Network

