



News Release

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Business of Art Workshop

Columbia, S.C. --- How to prosper in the art business is the subject of a professional workshop for artists of all levels to be hosted by the South Carolina State Museum April 9-11.

Beginning artists and seasoned professionals alike are encouraged to bring examples of their art to this useful weekend workshop that will help them create a business plan and marketing strategy.

The workshop will be run by Tony Rajer, art conservator, artist and instructor at the University of Wisconsin, Madison. He is the author of “Museums, Zoos and Botanical Gardens of Wisconsin” and of a forthcoming book on the business of art.

Each student will write an individual business plan tailored to his or her specific needs. Additional topics include portfolio preparation, gallery contacts and how to receive exposure.

Rajer has taught this course for the past 10 years at the University of Wisconsin and is excited to share this course with the South Carolina artist community.

“Tony Rajer's business of art course offers a unique opportunity for artists to learn from an instructor with an experienced insider's perspective on the business side of the art world,” said Chief Curator of Art Paul Matheny.

The workshop will go from 6-9 p.m. on Friday, April 9 and from 10 a.m.-12 p.m. and 1-5 p.m. on Saturday, April 10 and Sunday, April 11.

The workshop is limited to 15 students and costs \$100 for members and \$125 for non-members. The price includes instruction during the weekend, a week of online counseling after the class and a booklet, as well as other useful handouts.

“This class will help provide the knowledge and tools artists need to help them assemble their portfolios and public relations material, and to approach galleries and art centers about their own work,” Matheny said.

For more information, contact the museum’s Public Programs Manager Celeste Wszola at 803-898-4952, or visit southcarolinastatemuseum.org.

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CUTLINE FOR BUSINESS OF ART WORKSHOP

Artist and art conservator Tony Rajer, back row second from right, will conduct a three-day workshop for artists on how to prosper in the art business April 9-11 at the South Carolina State Museum.

[Click here to view/download hi-res photo](#)

Photo courtesy Tony Rajer/S.C. State Museum

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