

# VISION INTO PRACTICE



WEST DEAN COLLEGE  
WEDNESDAY 2ND MARCH 2005  
10.00AM - 4.30PM



ARTISTS AND  
MAKERS SEMINAR



# VISION INTO PRACTICE

Artists who are serious about making a living from their work have a tough job. You have to be passionate about the quality of your creative practice. You also have to be managing director, head of marketing and administrator rolled into one. You have to know who's who and what's going on in the art world.

But you're not on your own. Vision into Practice is a chance to get together for a day with other artists and makers from across the South East to share knowledge in a structured way. The event will focus on ways to develop your artistic practice, aspirations, career, professional ambition and business skills.

It's an event which aims to build the arts sector in the South East region, organised for West Sussex County Council and Arts Council England, South East, by Sussex Arts Marketing, regional audience development agency.

Vision into Practice will cover a range of issues concerning artistic and professional practice, to include:

- enhancing careers and artistic development from a range of artists and makers
- understanding the range of opportunities and options available and how to make the best of these including commissions, residencies, links with industry and retail
- expertise and wisdom from others, both formally (through mentoring schemes and similar professional exchanges) and informally
- public and private sector opportunities – for funding, career and artistic practice support and advice, access to networks
- understanding the current state of the market, consumer needs, the retail sector, who shapes opinion and how

# ARTISTS AND MAKERS SEMINAR

## WEDNESDAY 2ND MARCH 2005

**Coffee and Registration 9.30 – 9.55am**

### **SUCCESS IN THE MAKING**

The challenge for all artists and makers today is how to combine the creative impulse with the necessary skills, professional development, business acumen and market awareness to achieve and sustain a successful career. **Martina Margetts, Chair**, will outline the national and international contexts for contemporary craft practice and provide an introduction to the day's themes.

**Martina Margetts**, Senior Tutor in Critical and Historical Studies, Royal College of Art, specialising in applied arts. Former Editor of Crafts magazine; she has written, lectured and curated exhibitions internationally. Member of Visual Arts Task Force of Arts Council England.

### **MAKING IT IN THE 21ST CENTURY**

**Jane Tonkin, Director of Communications, Crafts Council.**

How well are you doing? How do you compare with others? Learn about the state of crafts in the UK from the new Crafts Council research, 'Making it in the 21st Century'.

### **SUCCESS STORIES**

Artists and Makers at various stages discuss how they have shaped their careers, the choices they've made, the opportunities they've created, and their specific approach to their practice.

**Shirley Chubb**, artist and creator of Thinking Path, a touring exhibition, exploring the life and ideas of Charles Darwin. She has worked extensively with museum collections and curators developing her own personal response to our past.

**Cynthia Cousens** created the touring exhibition *Shift towards new jewellery*. She has worked in North America, Europe and Asia. Recently she was in residence at Tainan National College of the Arts, Taiwan and the Jam Factory, Adelaide.

**Eleanor Pritchard** featured recently in Elle Decoration. She graduated in 2001, winning a string of awards for her bespoke hand-woven fabrics which mix soft colours and chunky textures.

**Gordon Young**, artist and sculptor with over 20 years experience. Projects include large scale public art commissions such as Flock of Words in Morecambe and X-Ray Scotland in Perthshire.

### **Lunch**

### **THIS SEASON'S MUST HAVE**

**Liz Hoggard** writes for The Guardian and Independent about today's culture, from pop music to challenging contemporary art. An insider's guide into who shapes the market, what influences people's choices and what's currently 'in - this season's must have'.

### **STUDIO SUCCESS**

What makes a successful studio? Can you benefit from collaboration? What are studio does and don'ts? **Vanessa Swann**, Chief Executive of Cockpit Arts, the largest provider of affordable workspace and business support for designers and makers in London, gives invaluable advice on running a studio effectively.

### **WORDS OF ADVICE**

**Stephen Beddoe** talks to **Simon Grennan** around topics such as what does the mentor do? What can they add? What's in it for them, what's in it for you? Find out more about the value of mentoring and professional development schemes, and how you might become part of one.

**Stephen Beddoe** joined the University of the Arts London in 2001 to develop, launch and lead the new Artquest advice and information service.

**Simon Grennan**, of collaborative duo Grennan & Sperandio, exhibits, publishes and broadcasts in the US, Britain and Europe. Current projects include a live action tv show on Jeffrey Deitch Gallery artists.

### **ROUTE MAP**

**Frances Lord** and **Robert Martin** signpost you through the landscape of support, funding and opportunities for developing your artistic practice and business skills.

**Frances Lord** is a freelance curator, consultant and writer specialising in public art and crafts projects.

**Bob Martin** is ACE, SE's Visual Arts Officer for Crafts. Before joining Arts Council England he was a practising maker and teacher with a glass studio in Cumbria.

### **Martina Margetts, Chair will reflect on the day's discussions**

Followed by an opportunity to meet support organisations, network coordinators and other artists and makers. Conference ends 4.30pm.



# WEST DEAN COLLEGE



West Dean is the former home of Edward James, the early enthusiast and passionate supporter of surrealism, who gave help and encouragement to artists such as Dali and Magritte.



From Chichester follow the A286 to Midhurst. After 4.5 miles you pass The Selsey Arms public house, West Dean College is 100m further on, on the right hand side, through a pair of metal gates.

Vision Into Practice is brought to you through the Partnership between the local authorities in West Sussex with Arts Council England, South East.



Vision Into Practice is produced by SAM, regional audience development agency. SAM would like to thank Frances Lord and Simon Grennan for their help and advice in producing Vision Into Practice.

# BOOKING FORM

## Costs

There is a **£40** non-refundable booking fee for delegates from West Sussex.

There is a **£60** non-refundable booking fee for delegates from outside West Sussex.

Please reserve me a place for

## VISION INTO PRACTICE

(please photocopy this form for additional delegates)

Name .....

Job Title .....

Organisation .....

Address .....

Postcode .....

Tel. No .....

Email .....

Please tick if you would like a receipt

Please let SAM know if you have any specific dietary needs, or requirements involving access to the site or the seminar.

Please return the Booking Form by

**Monday 14th February,**

together with your cheque made payable to

**'West Sussex County Council'** and send to:

Mandy Manners,  
Sussex Arts Marketing,  
Unit 11B Dyke Road Mews,  
74 Dyke Road,  
Brighton BN1 3JD

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Please note that Vision Into Practice fees must be paid in full before the day. Fee covers lunch and refreshments, booking and delegates pack.