Art of the Arts Venture
Week 6 | February 16, 2016

The Plan

• Mid-Course Feedback
• Neill Archer Roan discussion
• Sketching Your Venture
• Art Worlds
  • Mobilizing Resources
  • Distribution
• Organization Reports Review/Revision
• Exploring “Useful” and “Beautiful” on campus

Neill Archer Roan
The Art of the Brand
Sketching Your Venture

- What is the Venture/Initiative?
- Who does it serve?
- What resources does it require?
- What resources might it generate?
- What might you call it?

Mobilizing Resources
As artists contemplate the making of a work, they think about where and how they can get such resources.

- Are such resources available at all?
- Does anyone make that material?
- Are there any people trained to do what I want done?
- If the resources exist, can I get them?
- How much will it cost?
- Will those people work with me?
- What have I got that they want, or what can I get that they want?
- How are art worlds organized so that artists can routinely find the resources they need to do what they want to do?

Art Worlds, p. 69

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Material Resources

- Purpose-built or adapted from other purposes?
  - Benefits/challenges of purpose-built?
  - Benefits/challenges of adapted materials?
- What’s the nature of the materials market (monopoly, small cluster, or wide open)?
  - The special challenge of emerging technologies.
The Gloves, Imogen Heap
https://youtu.be/h4V8uklXCjg
Personnel

- What talent pool are you drawing from?
- Are you asking for work that’s standard to an Art World? Adapted? Or entirely new?
- How competitive is that pool?
- What level of excellence or craft do you require?
- What would draw the people you need to work with you over anyone else?

Distribution

- Are you working in an established system or Art World?
- What’s the nature of the system that’s common to the work you have in mind?
  - Self-Support
  - Patronage
  - Public Sale
- Are you willing to adapt your work to the Art World? Or do you require the Art World to adapt to you?
“So the point is not that work cannot be distributed, but that contemporary institutions cannot or will not distribute it, and that they thus exert, like every other established part of an art world, a conservative effect, leading artists to produce what they handle and thus get the associated rewards.”

Art Worlds, p. 129
Organization Reports

• SLIDE 1: TITLE
  Title/logo/key image capturing the essence of the enterprise.

• SLIDE 2: SUMMARY
  Short summary of their work or vision.

• SLIDE 3: TIDBITS
  “Things worth noticing” about how they organize/approach their work.

• SLIDE 4: CONVENTIONS
  Conventions they work within, push against, or seek to stretch.

• SLIDE 5: RESOURCES
  Required resources, and how they gather them.

• SLIDE 6: BIBLIOGRAPHY (not presented, but included)
  A list of the sources you used to prepare your presentation.

Organization Reports

• DUE:
  Monday, February 29, 11:59 pm
  Upload slide deck in PDF format.

• PRESENTATIONS:
  • Tuesday, March 1
    (Greg Sandow will be here)
  • Tuesday, March 15

Coming Soon…

NEXT WEEK
Meghan Raham
Associate Professor
Set & Costume Designer

TWO WEEKS
Greg Sandow
Classical Music
Consultant, Composer, Author