



CONTACT:
Angela Wiggins
awiggins@tennesseecraft.org
615.736.7600

FOR IMMEDIATE RELEASE

Make Your Art, Then Make It Work

A Maker Forum for Sharpening Your Business Skills on March 19-20

NASHVILLE, Tenn (March 3, 2016) **Artist-entrepreneurs ready to skillfully take their business to the next level are invited to participate in Tennessee Craft's professional development workshop March 19-20, 2016.** Distinguished panelists from across the state will converge in Nashville to share their experience and knowledge about sales, marketing, public art opportunities and art events. Sunday's critique panel will allow artists to get feedback on how to advance their work from different professional perspectives. [*Make Your Art, Then Make It Work: A Maker Forum for Sharpening Your Business Skills*](#) is hosted and co-sponsored by **Watkins College of Art, Design and Film** in Nashville, Tenn. The forum price includes complimentary lunch and a networking party at Wilder, a design shop and art space in the Germantown neighborhood of Nashville.

Angela Wiggins, communications manager at Tennessee Craft says, "This event was previously scheduled for January and cancelled due to record snowfall in Nashville; however, it was the outpouring of support from ticket holders and panelists to reschedule that kept this event alive. Artists truly want this kind of professional development opportunity. That is extremely encouraging to the work we do at Tennessee Craft. All proceeds from this event go to fund artist scholarships and further our mission to continue and create Tennessee's fine craft tradition. We are so thankful to everyone involved. "

The sales panel will present ways for artist to diversify income streams and will be led by **Sherri Warner Hunter**, owner of SWH Art Studio Inc. in Bell Buckle, Tenn. Hunter's studio concentrates on large scale public commissions and community based projects. Hunter's work may be seen at the Executive Residence of Tennessee and Edmondson Park in Nashville. As the former president and board member of the Community Built Association, Hunter has participated in numerous community based projects across the United States. Hunter will be joined on stage by **Anderson Bailey**, studio potter and owner of Bean and Bailey ceramics; and **Kim Winkle**, associate professor of Art at Tennessee Technological University and accomplished furniture maker who exhibits internationally.

The marketing panel will share the best ways for artists to reach their audience. Artists will hear proven methods of promotion, publicity and marketing utilizing traditional and social media. **Laurie Davis** will be leading this discussion alongside **Lon Bouldin**, owner of Ventures PR (5th Avenue Arts Crawl and Nashville Film Festival); **Kirsty Hughan**, owner of Seamless Marketing and co-founder of ModNashville; **Tony Marks**, director of communication and public relations for the Tennessee Performing Arts Center; and the accomplished young leader **Amanda Mazzo** of Mazzo Media. Laurie Davis is the owner of Davis Group PR and has served as publicist for the Nashville Symphony and Nashville Ballet.

Artists will hear about public art opportunities from **Isaac Duncan III**, studio owner and president of Mid-South Sculpture Alliance; **Caroline Vincent**, director of public art at Metro Nashville Arts Commission and panel leader **Craig Nutt**. Nutt is a sculptor, furniture maker and public artist with work in the Smithsonian's American Art Museum and

Hartsfield-Jackson Atlanta International Airport. Nutt was recently commissioned by the Metro Nashville Arts Commission to create a public art work commemorating the 2010 Nashville flood as part of its *Watermarks* program.

Chuck Beard, owner of East Side Story, will moderate the panel discussion on creating successful art events. Beard is the creator and host of the bi-monthly series combining Nashville authors and musicians called East Side Storytelling. Beard will be accompanied by **Jennifer Knowles**, founder of Brown Dog Nashville and facilitator of collaborative events for the Nashville Limited Edition Club, The Nashville Print Crawl and Handmade & Bound; **Gail Looper**, gallery manager at the Appalachian Center for Craft and marketing director for the Off the Beaten Path Studio Tour in Dekalb and Cannon Counties of Middle Tennessee; and **Danielle McDaniel**, owner of The Clay Lady Campus, home to 45 artists, 65 Co-op members, weekly pottery classes and weekend workshops. The campus is committed to four community outreach events each year, raising thousands of dollars benefiting area art programs.

Artists have the opportunity to present their work to the critique panel on Sunday, March 20, and receive constructive, positive feedback from Curt Brock, Michele Lambert and Paul Polycarpou and leave with valuable, new ideas for presenting and selling artwork. **Curt Brock** has been running the glass program at Tennessee Technological University since 1989 and his work is displayed in over 25 national and international museum collections. **Michele Lambert** is the co-owner of Shimai Gallery of Contemporary Craft and is known for guiding artists in the correct gallery fit and understanding their audience. **Paul Polycarpou** is the publisher and editor-in-chief of *Nashville Arts Magazine*. He is an astute arts advocate and serves as emcee for gallery events.

Registration for the workshop is \$90; \$75 for Tennessee Craft members. Student tickets are \$35, with admission waived for students who become Tennessee Craft members. For more panelist information and to purchase tickets now, visit [http://bit.ly/TNCraft2016Workshop!](http://bit.ly/TNCraft2016Workshop)

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About Tennessee Craft

Celebrating fifty years, Tennessee Craft, formerly The Tennessee Association of Craft Artists (TACA), works to continue and create Tennessee's fine craft tradition. With more than 500 members throughout the state, Tennessee Craft serves as the premier connecting point for local, independent makers and their audiences through Craft Fairs, exhibitions, professional development, networking, mentorship and other educational programs. Visit www.tennesseecraft.org or email info@tennesseecraft.org to learn more.

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