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FOR IMMEDIATE RELEASE

Make Your Art, Then Make It Work: A Maker Forum for Sharpening Your Business Skills

NASHVILLE, TN. (December 15, 2015) Artist-entrepreneurs eager to take their business to the next level are invited to join Tennessee Craft for a day-and-a-half workshop on Saturday, January 23 and Sunday, January 24. [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, TN.

On **Saturday, January 23 from 9 am – 5:30 pm**, artists will learn from four panels of esteemed experts about sales, marketing, public art opportunities and art events. The forum includes a complimentary lunch and a networking party to follow the day's events. The panels are as follows:

Sell ART: Diversify your income streams. A panel of experts presents different ways for artist- entrepreneurs to make money. Learn to navigate online, retail, wholesale, craft fairs, commission works, crowd-funding projects, grants and teaching workshops with panelists: [Anderson Bailey](#), [Sherri Warner Hunter](#) (panelist & moderator), [Thomas Spake](#) and [Kim Winkle](#).

Speak ART: How do you reach your audience?

Hear sample pitches, press packet ideas and proven methods of promotion, publicity and marketing from different points of view, using traditional and social media. Panelists include [Lon Bouldin](#), [Laurie Davis](#) (panelist & moderator), [Kirsty Hughan](#), [Paul Lindsley](#) and [Amanda Mazzo](#).

Share ART: Making your art public

This panel will discuss how to identify opportunities; and how to compete successfully for public art projects, comply with requirements, negotiate contracts, work with fabricators and avoid pitfalls. Panelists include: [Isaac Duncan III](#), [Craig Nutt](#) (panelist & moderator) and [Caroline Vincent](#).

Show ART: Creating successful art events

Get critical advice about opening your studio or creating events to promote your work with [Jennifer Knowles](#), [Danielle McDaniel](#), [Stephanie Pruitt](#) (panelist & moderator) and [Tony Youngblood](#).

On **Sunday, January 24, from 9 am – 12 pm**, a panel will assemble for an open discussion critique.

Study ART: Critiques

You'll want to be first in line to present work to the group and receive constructive, positive feedback from a panel of gallery owners, professors and jurors. You'll leave with valuable, new ideas for presenting and selling your art with panelists: [Curt Brock](#), [Michele Lambert](#) and [Paul Polycarpou](#).

Early bird registration for the workshop is \$75, discounted to \$50 for Tennessee Craft members until December 31! Students receive a special rate of \$35. For more panelist information and to purchase your early bird tickets now, visit tennesseecraft.org!

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About Tennessee Craft

The Tennessee Association of Craft Artists (TACA) is now Tennessee Craft. Since 1965, the organization has worked 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 and educational programs.

Supported by:

