



Navigating the Art Industry: Professional Practices for Emerging Artists

Monday, April 3rd, 10:30am – 1:30pm

Location: Vernon Community Arts Centre – 2704A Hwy 6, Vernon BC

This is a unique seminar designed specifically for emerging artists preparing to approach the commercial and public art industry. It is ideal for fine artists of any media pursuing careers in the art market or those looking to expand their exhibition repertoire.

Topics include:

- Presentation (portfolio, application letters, CVs, submissions, proposals)
- Alternative exhibition and marketing options (juried exhibitions, non-profit art spaces)
- Commercial gallery procedures and guidelines (payment, contracts, shipping, framing)
- Promotional Development (publications, websites, social media, biographies)
- Standard Practices (pricing, hanging, framing, documentation, editions, reproductions)

Pennylane Shen is owner and founder of Dazed and Confucius, a business that has offered one-on-one artist consultations, group seminars, writing and development; assisting and advising emerging and mid-career artists on navigating the fine art industry since 2008. Dazed and Confucius has been recognized locally through monthly seminars, as well as internationally with lectures in universities across Europe, the United Kingdom and the United States. She is also Canadian representative for the University of the Arts London.

Pennylane holds a Master's Degree in Visual Culture Theory from New York University. At Langara College, Pennylane is the instructor of art theory and business marketing. An avid supporter of art and wellness, she sits on the board for the Vancouver General Hospital Foundation. Pennylane has been an associate of Bau-Xi Gallery, the longest standing commercial gallery in Canada. She manages the figurative artists' collective Phantoms in the Front Yard, showcasing the work of prominent Vancouver artists at various pop-up locations.

To register please contact Liz MacArthur at lizmacarthur42@gmail.com