

## **MEDIA RELEASE**

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### **Arts Business Workshop in Forbes**

Making a business out of art can often be an exciting step for artists and a profitable venture for business owners, but also one not to undertake without some solid understanding of the nature of the business and how it all works.

Lyn Cole, Director Cudgegong Gallery in Gulgong, and artist and arts business adviser Joy Engelman will lend their considerable experience to a one-day 'Arts Business' workshop in Forbes on Tuesday December 9th.

The workshop, ran by Arts OutWest, is aimed at any business (including not for profit or volunteer run groups) interested in or currently exhibiting, selling and marketing, showcasing visual arts, craft and design in the central west region. It's also aimed at artists who would like to improve their financial returns from their art or craft and want to meet up with interested businesses and gallery owners.

The day will have a focus on the visual arts, crafts and design. It will cover many of the essential issues associated with developing and maintaining business relationships with artists, creating an arts program for a business, managing the financial and legal issues and marketing what you do.

Both Lyn Cole and Joy Engelman have extensive experience in business management in and for the arts. Joy, apart from being a fine artist and art teacher, also has a professional background in design and community economic development and currently assists Jayes Gallery in Molong and others in developing an exhibition program. Lyn Cole has many years experience in media and marketing and four years ago opened the Cudgegong Gallery in Gulgong which specialises in fine ceramics along with a second gallery for local artists

The workshop will be held Tuesday December 9, 10am-3pm at Mezzanine Style, Rankin Street Forbes. Places at the workshop are \$33 each. For bookings contact Arts OutWest 6338 4657.

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