

“Entrepreneurship of Artist”

Art Square asbl Luxembourg

The workshop puts in focus the question: where the artist enters the role of an entrepreneur? is that when marketing the art pieces? networking with the potential stakeholders? creating the business plan?

The organizers of the workshop took the challenge to propose the artists another way of thinking: the idea that their entrepreneurship starts with self-awareness of the artist and answering the questions: where I am standing now? what are my competences? what I am strong in and what skills or knowledge I need to improve?

The workshop is open for artists representing different areas of creation: painters, photographers, dancers, video-makers, sculptors, designers. We will lead them through 4 steps:

- reflection on their future vision,
- identification of highlights in their career (Appreciative Inquiry)
- self-assessment of own competence
- action planning.



Using different tools like individual work, sharing in small groups and working with the assessment grids- the artists will realize that they are not alone with their challenges and that some kind of coaching process should be part of their learning in everyday work. It is difficult to move without knowing where we want to get or as Alice in Wonderland was asking:

'Which road do I take?' she asked.
'Where do you want to go?' responded the Cheshire Cat.
'I don't know,' Alice answered.
'Then,' said the Cat, 'it doesn't matter.'
— Lewis Carroll, *Alice in Wonderland*

The workshop was implemented in last 2 years during the Paratissima Art Fair in Torino/Italy. Here are some opinions of the participants:

"I realized that there are a lot of people- even from other countries - who feel the same "fears", I am not alone in those feelings. It is good to know"

"It was great place for the inspiration".

"We have to change our attitude from high art to the process. It was really good time for self- reflection, I could say and name what I really want to do, what I want to achieve. For me maybe it was clear, but when I had to name it and explain, it was really difficult".

"I really like this workshop, because I saw, that there are more people like me, who have similar problem"

"What is main problem for me that in my private life I really have to do another things to earn money. Reality pushed me to do things, which I am doing just for money."

"What I really like in this workshop, that we can all together work without competition, prejudice what is not so common in artists community".

"I think that we have to change our attitude towards our clients. They have to see whole process not just effect. We have to show them, how many effort we have to put to do this stuff."

"Some of the people really wanted tips "do/don't" but it was really good time to think where I am, and where I would like to go".



In June 2015 Art Square Luxembourg will come up with the modified version of the project offered on-line for artists internationally.

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