

THE ART INSIDER: SCHOOL FOR ARTISTS

The selection process:

- *The Art Insider* programme is open to any artist / graduate artist living and working in London.
- Application is by open submission. Candidates are required to submit a written statement about their practice (500 words max), a CV listing all relevant work or exhibiting experience and 10 - 20 images of recent work.
- The selection panel seek to enrol highly motivated individuals, wishing to develop their career as a professional artist and who will benefit wholly from this mentoring programme.

How we operate:

- Successful applicants will receive 3 hours allocated one-to-one mentoring per month over the duration of the course. This can consist of mentoring sessions in the artist's studio / work space, video calling / telephone discussion or specific directed research. The sessions will be complemented by our comprehensive seminar programme* and all-inclusive access to The Art Insider's *Art Safaris*.
- The bespoke schedule will be devised in accordance with the individual student's requirements and will be mutually negotiated during the initial stages of the programme.

* Seminar titles: *Essential business skills for artists, the gallery system and how it works, funding and sponsorship made easy, how to create activity and income streams, how to sell and price your work, how to understand copyright and IP, marketing and PR strategies, how to set up and launch an exhibition.*

All-inclusive cost of the 12-month programme: £2,800

Notes for applicants:

- The programme commences on 7th January 2013 and runs until 14th December 2013.
- Deadline for applications is 31st October 2012. All candidates will be informed of our decision, in writing by 30th November 2012.
- This is not a formally accredited qualification programme, but a unique opportunity for artists to benefit from a 1-year bespoke mentoring facility. The programme is designed to develop both studio practice and related commercial application.

Notes for submission:

- Please supply 10-20 digital images of your work on a CD-ROM in JPEG format.
- Each image file should be no larger than 768 pixels by 1028 pixels (i.e. between 100KB and 1MB in size). Please format the disc so that the images can be viewed on a Mac.
- For video/film work, please provide a DVD comprising films/film extracts up to a maximum total running length of 20 minutes.
- CD-ROMs/DVDs must be clearly labelled with applicant's name, telephone number and email address and will not be returned.
- A full list of works including title, medium, size/duration of work and date must be supplied.
- Please ensure that your full contact details are included on all correspondence.
- An application fee of £25 is required to process your application. Please note that applications cannot be considered until payment of the application fee has been received. Please make cheques payable to The Art Insider Limited or use our Paypal facility.

FOR FURTHER INFORMATION CONTACT US:

W: www.theartinsider.co.uk

E: info@theartinsider.co.uk

T: 020 8279 9916

M: 079 7741 4319