

# **LWA Professional Practice Conference**

## **Thurs 11 Nov 2021 10am-5pm**

### **Venue Fine Art Department**

This is full day of professional practice workshops and artists' talks available to Yr4 and Yr3 BA and to MFA students. You can sign up for four workshops. You obviously need to go to the right room for your workshop and we've allowed a gap between workshops so you can get from one space to another.

If you have any material you want advice on (eg you are writing a press release or a proposal, if you have an artist's statement, a blog, an Instagram profile etc and want feedback) then bring that material along with you as a printout, on a laptop, tablet etc. Also **DON'T FORGET** a notebook and a pen!!

**Signing up sheets are on the noticeboard opposite the reception desk. When signing up please PRINT your name in BLOCK CAPITALS.**

	Lecture Theatre	Seminar Room	Life Room	Meeting Room behind reception
10.00-11.00	Intro <b>Presentations by recent grads Jed Buttress, Susie Davies, Petra Szeman</b>			
11.15-12.15 Workshop 1	Creativity & Resilience <b>Catherine Bertola</b>	From Painter to Filmmaker <b>Susie Davies</b>	How To Get Away With Graduating <b>Jed Buttress</b>	
12.15-1.15 Lunch Break				
1.15-2.15 Workshop 2	Writing Proposals & Applications <b>Catriona Gallagher</b>	Working Freelance <b>Steve Bowden &amp; Gretel Dixon Start Up</b>	Developing Your Practice After Graduation <b>Petra Szeman</b>	
2.30-3.30 Workshop 3	CV and Planning <b>Ailsa McLeod Careers</b>	Realising the extent and impact of your work <b>Pip Kyle</b>	Artists Statements <b>Dan Goodman</b>	In The Briefing Room <b>Hot Desque</b>
3.45-4.45 Workshop 4	About Curation <b>Jenny McNamara</b>	Can Art be taught? <b>Carly Frame</b>	Self Promotion <b>Tara Stewart</b>	In The Briefing Room <b>Hot Desque</b>
5.00 Social Art Cafe	<b>Screenings</b>			

### **Catherine Bertola: Resilience**

*Artist, lecturer and trained coach [Catherine Bertola](#) presents an overview of the Creative Resilience programme she has put together.*

Starting with discussing what we mean by resilience, before introducing some of the thinking, tools and strategies that will be covered in the six sessions that can assist with motivation, planning and time management, to help you avoid feeling overwhelmed and imbue with confidence to achieve the ambitions for your work over the next few months.

### **Steve Bowden & Gretel Dixon: Self-Employment & Tax Q&A**

*Gretel and Steve work with the Career Service [START UP](#) team.*

Taxes and finances are the topics that confuse self-employed people the most. This flipped-classroom session combines a crash-course on the essential money-matters you should know to survive and thrive as a freelance artist, with a Q&A with Advisers that support freelance artists regularly.

Please watch these 2 short videos and prepare your questions in advance of the session:

- [Introduction to self-assessment](#) covers self-assessment timelines and bookkeeping for sole traders (9 mins).
- [Understanding taxes for Sole Traders](#) explains how your taxes are calculated when you are a Sole Trader (16 mins).

From invoicing clients, tracking your expenses, and paying your taxes, these videos cover it all, including some exercises so that you really get familiar with how it all works. During the live Q&A session, we'll tackle your questions, share our experiences, and explain all the jargon in a friendly, casual way, so that you can feel more confident about dealing with your finances as a new independent professional.

### **Jed Buttress: How To Get Away With Graduating**

*[Jed Buttress](#) is an award-winning investigative artist who works predominantly with sculpture, installation and digital media. A recent Newcastle University Fine Art graduate, he also works as a curator and is the founder of [ashopthatsellsart.com](#).*

This workshop will help you find your feet as a practising artist. We'll talk about how to price artwork, find funding and generally earn a living from your practice. We will also discuss the entire process of organising projects outside of the university, covering everything from the marketing to the de-install. Got an idea for a project that you really want to start? Bring it along. We'll make it happen. Bring along a laptop or paper, and an idea of a project that you want to begin.

### **Susie Davies: From Painter to Filmmaker**

*[Susie Davies](#) works primarily in documentary film, as well as music and sound. She is a Newcastle Fine Art graduate. Her most recent film *The Kick, The Snare, The Hat & A Clap*, telling the story of the Ouseburn Valley's thriving rave scene through the 90's will be screened in the Lecture Theatre after 5pm. She now works as a professional filmmaker for production company [Kaleidoscope CFA](#).*

I will be sharing my knowledge and experiences of filmmaking. This will span documentary-making in the worlds of local techno and graffiti scenes, to operating in professional and corporate spheres as filmmaker for a production company – and everything in between. Anyone whose art practice involves video, sound, digital work or none of the above (I was dedicated to painting before I discovered art documentary!) is welcome to come and learn about work in film.

### **Carly Frame: Can Art be taught?**

*Carly Frame studied Fine Art at Newcastle University and now teaches art at Ponteland Primary School alongside mentoring students and facilitating Drawing and Talking Therapy for children. This was the question which formed the basis of my dissertation and the one which motivates, provokes and challenges me as I go about my day to day work as a Primary School Art Teacher.*

This workshop aims to explore the concepts around teaching Art and examining what that looks like on the ground within a school context. It will draw on my own experiences as a practitioner from the early stages of teaching to date, where I will present current projects from initial idea to end result. The workshop is aimed at those interested in teaching as a

profession and also for those looking into how art, specifically, can be taught within a school setting.

### **Catriona Gallagher: Writing Proposals and Applications**

[Catriona Gallagher](#) is an artist based between Northumberland and Athens working between film, drawing, writing and installation to navigate overlooked details in our physical surroundings and the psychological landscapes. She has participated in a number of artists residencies. In 2016 she co-founded [A - DASH](#) project space in Athens with Eva Isleifs, Noemi Niederhauser and Zoe Hatziyanaki

Writing statements, exhibition proposals and applications to residencies & projects is a critical part of art admin, and receiving funding and project support is vital for survival as an artist. There are established conventions for the information you give to organisations, galleries and funders and where your application is intended for will determine its format. Often, the simpler your writing is, the better, but how can we express the ideas behind visual work in the boundaries of an application text box? In this session, we will look at examples of CV content and layouts, successful & unsuccessful applications and guidelines for funding, as well as workshopping your artist statements and CVs.

### **Dan Goodman: How do you make an effective artist statement that communicates what your art is all about?**

Dan Goodman (he/him) is an artist-curator and researcher. He has run System Gallery (Newcastle) for 5 years focusing on early-career development and opportunities for artists in the region. He is co-founder of Reading Room a nomadic curatorial collaboration and recently has worked with [East Street Arts](#), [Newbridge Project](#), GAS Contemporary, Newcastle University, Newcastle City Council, Northumbria University, [Spaghetti Factory](#), and more.

Whether for a website or an application, an artist statement should grab the reader's attention and make them want to know more. However, this can be tricky to achieve and it's important to foresee possible flaws beforehand. This workshop will provide you with knowledge, skills, and techniques to be able to write in a clear and effective way. Whom should the statement be addressed to? What style can you use? How do you make sure vocabulary, structure, and tone are on point? I've worked with a lot of artists on statements, as well as written various versions of my own over the years. I'll share my view on artist statements with tips, examples and writing methods, and some do's and don'ts, to help to refine your writing skills for grants, residencies, portfolio, press releases, marketing materials and more.

### **Hot Desque: In The Briefing Room**

[Hot Desque](#) is an artist-curatorial partnership between Lizzy Drury and Neena Percy.

Frustrated by the (at times) competitive and individualistic nature of the art world, they sought to offer others exciting and collaborative exhibition opportunities.

Hot Desque endeavours to expose work/art/life realities and to demystify the image of the 'artist' today addressing:

- How artists support themselves and their practices financially, the pros and cons of freelance/flexible employment
- The competitive nature of the art world, with its links to the capital value of artworks and the individual 'artist-as-genius'
- How we can establish more transparent and supportive networks and the importance of peer support and artist-run projects
- The language we use around 'art' as work or hobby, and the impact of the labels we assign ourselves

*What to expect:*

- Film screenings and analysis of artists' work-related artwork
- You may give or take from opt-in discussions
- Tips and experiences on collaboration

### **Pip Kyle: Realising the extent and impact of your work**

Pip Kyle initially trained as a contemporary dance artist, but after an unorthodox career trajectory now works in academic research collaboration and teaching, in multi-disciplinary environments.

Pip is interested in how creativity, social determinants and inequalities influence individual/organisational performance, health and well-being, and how we can enable whole system action to provoke systemic change. In this practical workshop we will explore ways in which

you can begin to consider the wider impact of your current knowledge and experience, the value of you as an artist, and ways in which you can recognise your practice as meaningful to a broader ecosystem. Bring along any questions you have on freelancing or send them to [david.butler@ncl.ac.uk](mailto:david.butler@ncl.ac.uk) in advance.

**Ailsa McLeod: CVs for artists**

*Ailsa McLeod is the Fine Art Careers Consultant at Kings Gate.*

Whether you want to use your CV for creative careers or not, this interactive session will be looking at the key principles of writing an effective CV and how to add your Fine Art experiences to this. We will look at how you can tailor your CV to each opportunity and understand what an employer will be looking for. PLEASE BRING ALONG A COPY OF YOUR CV TO USE WITHIN THE SESSION

**Jenny McNamara: About Curation**

*Jenny Mc Namara is a visual artist and curator from Dublin and based in Newcastle. Her practice focuses on visual perception, pattern and how we see and understand imagery. The sculptures she makes are pattern machines – experimentation between surface, space and colour. She runs [Spaghetti Factory](#) with artist/curator [Eve Cromwell](#) and is Gallery Manager at [Gallagher & Turner](#).*

Jenny will share her journey into curation – how she got started, the different types of spaces she's worked in, how this has changed the way she's had to work and difficulties she's faced along the way. Since 2018 Jenny has curated fourteen exhibitions and is currently working on three more. There will be group discussion on best practice, common challenges and problem solving lots of different real life situations she's been through as a curator producing exhibitions in the North East.

**Tara Stewart: Self Promotion**

*Tara Stewart is a Newcastle based, fine art photographer with an interest in personal histories, the family album and autobiography.*

Self Promotion will cover a range of aspects of professional practice: conducting yourself as an artist – including organisation, branding and developing work; opportunities after your degree; and the promotion of your work, shows and yourself as an artist and practitioner. [@tarastewart\\_photography](#)

**Petra Szemán : Developing Your Practice After Graduation**

*Petra Szemán is a moving image artist working with animation and game-like landscapes and a Newcastle Fine Art graduate.*

The workshop will be a mix of presenting various opportunities for developing one's practice after graduation, as well as a discussion for identifying particular strategies and directions that are relevant for the attendees. In particular I'll focus on talking about the [MEXT Research Scholarship](#), a fully-funded opportunity that allows people (under the age of 35) to do post-graduate study and/or a 2 year period of self-directed 'research' in Japan; as well as my own experience generally of working/trying to work as an emerging artist.