

A top-down view of an artist's palette. The palette is covered with various colors of paint, including yellow, green, blue, and brown. Several brushes are scattered on the palette, some with paint on their bristles. The background is a light-colored surface, possibly a table or desk.

IN  
THE  
STUDIO

# IN THE STUDIO



Today, many artists manage their studio independently, which is increasingly a preference rather than a necessity in the age of social media, growing entrepreneurship and a desire to create new pathways for the professional life of an artist. To support visual artists with or without staff or gallery representation, and at all stages of their career, CURA Art is working with partners to launch a program of specialized services that can be tailored to each artist's needs.

***In the Studio*** is rooted in the understanding that artists manage many tasks and responsibilities in the running of a professional studio, in addition to the creation of their work. We are here to offer support and provide additional expertise when needed. The aim is to equip artists with the knowledge, practical skills and advice to best preserve and promote their work, ultimately ensuring their legacy.

# PURPOSE



The international partnership, based in the United States and the United Kingdom, offers our combined services and works towards creating a “one stop shop” for artist support, provided on an as-needed basis and made affordable through packaging commonly used services together. Whichever package or service you choose, as a team, we will ensure that your professional growth is our priority.

We will assist with the many aspects of studio management, artwork preservation, social media and online presence as well as professional career documents. Additionally, we will provide artists with the knowledge to establish post-acquisition collector relationships. Our collective goal is a transparent service that effectively delivers a tailored approach to support artists in what they do best: creating ***in the studio***.

# MEET OUR TEAM



**Liza Shapiro**

Director & Co-Founder of *CURA Art*  
Based in Los Angeles



**Georgia Powell**

Director & Co-Founder of *CURA Art*  
Based in London



**Virginia Broersma**

Artist & Founder of *The Artist's Office*  
Based in Los Angeles



**Mollie E Barnes**

Curator & Founder of *She Curates*  
Based in the U.K.



**CURA Art**, founded by Georgia Powell and Liza Shapiro in the UK and US, specializes in the care and management of collections. With training in conservation, curation, art history and museum studies, as well as experience in public and private art institutions, they support artists and collectors by offering a comprehensive approach to managing and preserving works of art.

By bridging the gap between artists and those that display and collect their work, CURA Art aims to create more meaningful and synergetic relationships. The objective is to ensure the legacy of artistic and cultural heritage with a focus on collectors and corporate companies who acquire artist's work as a passion and investment.



# *THE ARTIST'S OFFICE*



**The Artist's Office** was founded by Virginia Broersma to work with Visual Artists to recognize their agency in the forward movement of their art practice. Virginia is an artist and has developed tools based on her own experience that address the ongoing administrative tasks involved in building a professional practice. This is done through providing practical tools, support and information that increase artists' abilities to be independent while also engaging in the wider art community.

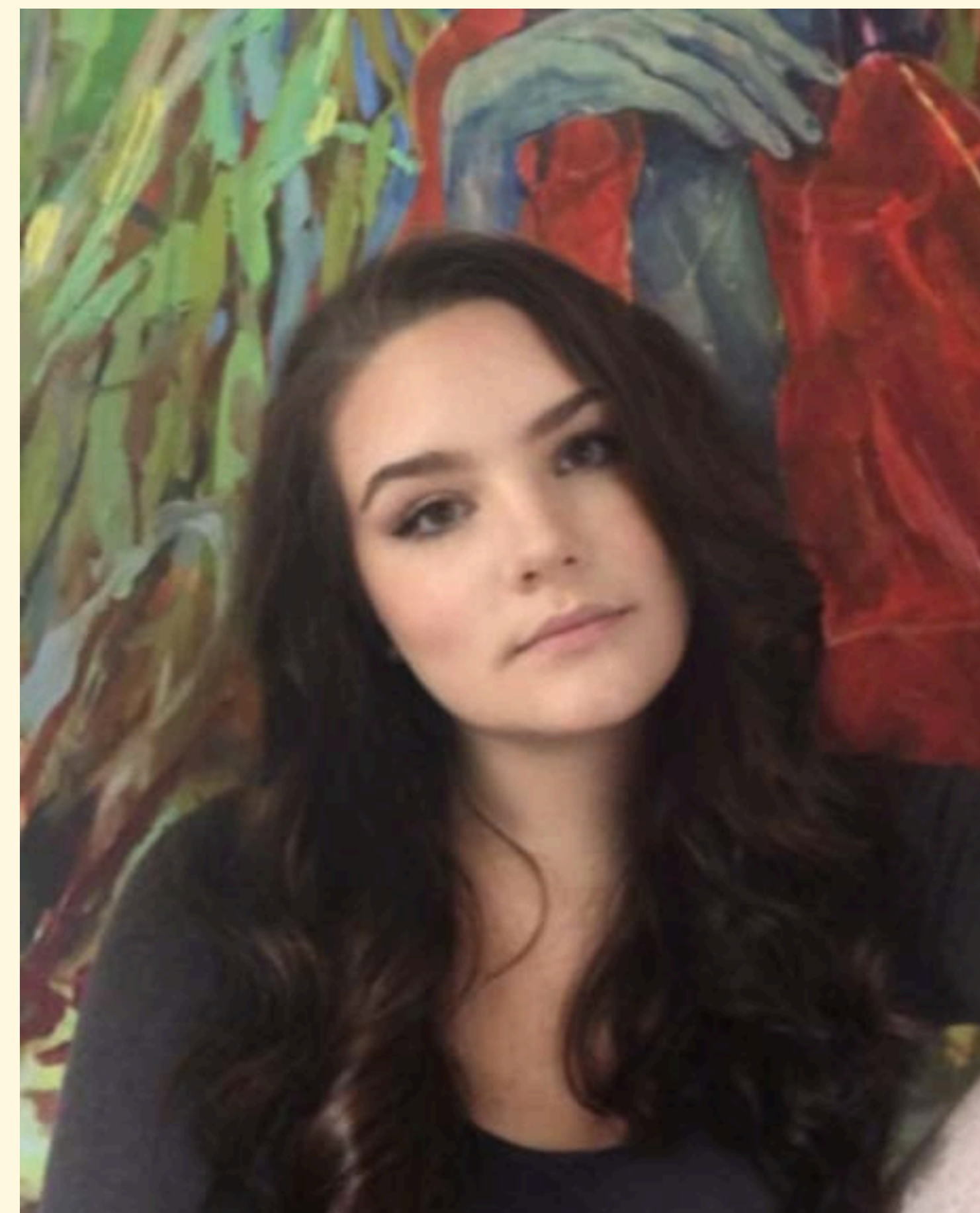
Services include support for professional documents (CV, Statement, Bio) and helping artists identify and pursue professional opportunities such as grants, exhibitions and residencies. The Artist's Office is based in the US.



# SHE CURATES

**She Curates**, founded by Mollie E Barnes in the UK, is a platform aimed at celebrating the phenomenal and underrepresented talent of the world's women and queer artists. For *In the Studio* Mollie is expanding her services to work with all artists. Working primarily as a Curator, Mollie's training and expertise has led to her founding the She Curates platform. She Curates works to champion artists at every stage of their career, through setting up exhibitions and initiatives, and offering professional support in order to promote them and their work.

Mollie has worked with a wide range of artists in ensuring the best possible online presence for their works; successfully working on applications for grants and residencies, reviewing their portfolios and critiquing work for approaching galleries. At the core of her work is the belief and support of artists in their practice, and the desire to dispel the myths and fears of the art world.





IN  
THE  
STUDIO  
PACKAGE





Our signature ***In the Studio Package*** offers artists support in four key areas of their work. Artists will become equipped with a greater understanding of how to write about themselves and their work, how to present this online and through social media; and to ensure a legacy through appropriate preservation, studio organization and collector relations following acquisition.

This package maximizes the unique partnership of CURA Art, She Curates and The Artist's Office, and highlights their international network and combined expertise.



The ***In the Studio*** package will provide artists with a combined four hours of one-on-one time with members of the team. Following this, each consultant will incorporate additional resources and recommendations into the feedback.

**(\$500 / £375)**

***Artist Statement Consultation and CV  
Review/Formatting***  
*with The Artist's Office*

***Online Presence Review and Social Media  
Revamp***  
*with She Curates*

***Overview of management and care of artist  
work and materials***  
*with CURA Art*

***Building lasting relationships with those that  
collect and display artists' works***  
*with CURA Art*

# ADDITIONAL PACKAGES



## CURA Art's Packages

*Legacy, logistics and collector relationships*

## The Artist's Office Packages

*Professional presentation of your work and career*

## She Curates Packages

*Online Presence and Website Review*

## CURA Art's Packages

### *Legacy, logistics and collector relationships*

How can artists ensure that their artistic intention lives on in the information about their work and the work itself after it's left the studio?

Collections Management knowledge can be a vital tool for an artist, to catalogue, utilize logistics standards and understand the preservation of their practice - ultimately ensuring artistic legacy.

We also believe that strengthening the connection between artists and their collectors, following acquisition, leads to a mutually beneficial relationship. This relationship can be pivotal in an artist's success and presents collectors with the opportunity to become patrons and supporters of artists outside of simply purchasing their work.

CURA Art is here to help artists with collections management and to encourage collector relationships, so that their works are preserved and promoted for the future.

### **THE ARTIST**

Artists recognizing long-term potential for their work.

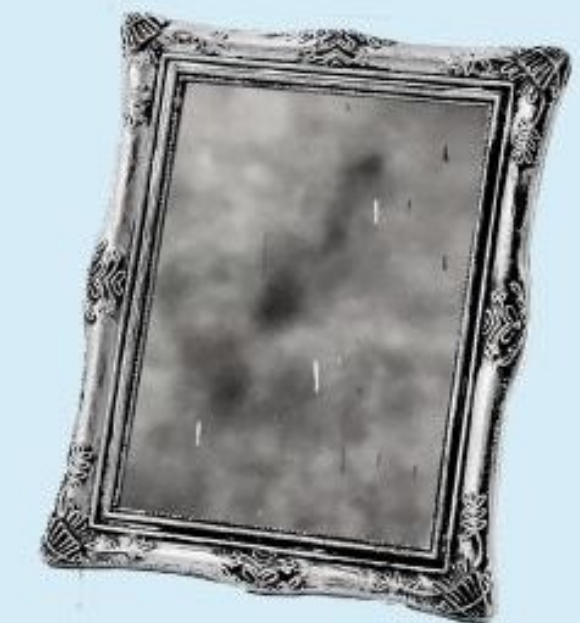


### **CONNECTION**

Establishing a mutually beneficial relationship between artists and their collectors.

### **THE COLLECTOR**

Ensuring a legacy for a collection.





## **CURA Art's Packages**

### *Legacy, logistics and collector relationships*

Using CURA Art's services, we have created two packages to help artists manage their work and materials, as well as build meaningful relationships with those who display and acquire their work. Each package will include a 60-minute consultation with a scheduled 60-minute follow-up. The packages are a one-off fee of \$600 / £450.

\* Services can be added on to each package and bespoke packages are available based on the artist's requirements.

### ***Logistics Package***

- Preservation of work and materials
- Storage solutions
- Framing & display
- Packing & shipping

### ***Legacy Package***

- Database management solutions
- Documentation preparation and management
- Advice on relationships with collectors

## The Artist's Office Packages

### *Professional presentation of your work and career*

Artists who are pursuing professional opportunities to grow their practice are often called to share information on their work and accomplishments through their presentation materials. These should be considered a top priority for communicating ideas, skills and accomplishments that will garner future opportunities and should therefore be updated regularly.

The Artist's Office offers support and feedback for ensuring an artist's materials follow standard best practices, reflect their professional achievements and explain their work clearly and professionally. Through one-on-one consultations, Virginia Broersma will provide feedback on strengths and areas for improvement on the four most common artist presentation materials: the Artist Statement, Artist Bio, CV/Resume and Website.

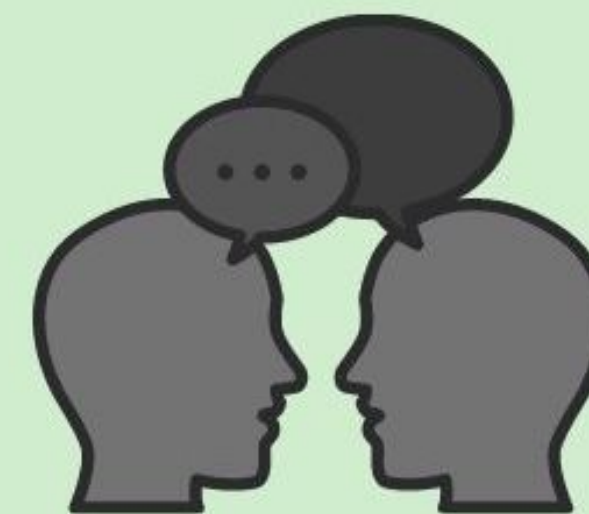


### **COMMUNICATION**

Effectively communicate achievements to help garner future opportunities.

### **PROVIDE FEEDBACK**

Support artists in reaching their best potential.



### **ONE-ON-ONE CONSULTATIONS**

Reviewing presentation materials, such as Artist Statement and CV.

## **The Artist's Office Packages**

Professional presentation of your work and career

### ***Evaluation of Artist Presentation Materials*** (\$150 / £100)

Review of Artist Statement, Bio, CV and website and 60-minute consultation to report back with comments.

### ***Artist Presentation Materials Support*** (\$250 / £200)

Review of Artist Statement, Bio, CV and website and 60-minute consultation to report back with comments. 30-minute follow-up meeting for 2nd review after artist has implemented comments from 1st session.

### ***Application Review*** (\$100 / £75)

Review of artist materials for an application (grant, residency, show proposal, etc.) with 30-minute consultation to report back with comments.

### ***Optional Add-ons***

*Written Notes from consultation* (\$75 / £50)

*Artist Statement One-on-one work session* (\$75 / £50)

*CV Formatting* (\$25 / £20 hour)

*Hourly Support* (\$35 / £25 hour)

## She Curates Packages

### *Online Presence and Website Review*

In recent years (and elevated during the global pandemic) the art world has experienced a dynamic shift in artists moving away from a traditional gallery selling model towards marketing and selling their artworks independently. Vogue Magazine described Instagram as the “World’s Most Talked-About New Art Dealer.”

Artists are now reaching curators, grasping opportunities and selling work exclusively through their online presence. It has never been more important to brand, effectively communicate your message and approach opportunities online as an artist. These packages will work-through feedback, one to one mentoring and understanding of visions and goals-to ensure artists are marketing and promoting themselves in the best possible way online.

Through the one-to-one consultations, Mollie will work with the artist to provide feedback and professional advice for best practice. It will be a journey to work on together to improve the effectiveness of the online presence to collectors, curators, galleries and more.

### **OBJECTIVES**

An in-depth look into aspirations and goals to gauge required assistance.



### **ONLINE ASSISTANCE**

Reviewing online presence in order to boost exposure and brand.

### **PROFESSIONAL SUPPORT**

Assistance navigating the art world.





## She Curates Packages

### *Online Presence and Website Review*

#### **Online Presence Package** (\$250 / £200)

- An initial 60-minute one-to-one online meeting about artist aspirations, goals, current social channels and previous work.
- A professional review of the online presence, including website, Instagram and relevant news.
- A follow up 60-minute consultation on, findings, next steps and suggestions to improve online presence and brand.
- Two weeks later: a 30-minute follow up.

#### **Website Only Critique** (\$150/ £100)

- A professional review and critique of your website, including content, flow and structure.
- 60-minute one-on-one follow up about findings, and suggestions to improve. Working to ensure it is best suited for the artist, as well as for clients, galleries and curators.
- 30-minute follow up after implementation.

#### **Optional Add-ons**

*A Curator Crit of current work* (\$75 / £50)

*A write up of review/critique* (\$75 / £50)

For more information or to sign up, visit [curaart.com/artists](https://curaart.com/artists)



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