



## CASE STUDY: CREATIVE SPACES

### Sandz Studio and nurturing artists

April 2013

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#### 2. How do you introduce an artist to your creative space?

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#### 3. How do you cater for different levels of artistic ability and encourage each artist's "voice"?

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### **Lorraine's five tips for creative spaces to support their artists**

- Build the artists' confidence.
- Don't change a good thing: learn how to build on the artists' vision, not change it.
- Take up all possible opportunities to exhibit the artists' work.
- Network!
- Dream big but take it one step at a time.

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It's not an easy world out there and many artists don't understand that. We talk to our artists as our peers and tell them that in some cases it's alright to be

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Our artists are happy to be creating art, and selling their artwork is simply a bonus. We are extremely happy for our artists when they sell their artwork and they get a great sense of achievement from it. But we remind them that it is very difficult to get consistent sales, especially in this economic climate. We are realistic.

## **8. How do you manage communication between the art world (i.e. buyers, collectors, art gallery dealers, curators, the media) and your artists?**

Networking creates opportunities. We are pro-active about going out and advertising Sandz Studio and its artists. If we have an exhibition coming up we call the media and let them know. It's really valuable to have a good relationship with the local media. Here in Hamilton, *The Press* and *Waikato Times* are very responsive and give us great coverage. So, for example: Mark Taylor, the Deputy Chief Photographer at the *Waikato Times*, is going to make a video about Sandz and post it on the newspaper's website. That's wonderful promotion.

Through this media coverage, we get more of the community involved in what we're doing. Some come to see the artists at work. Some buy art and some volunteer.

If a festival or expo is coming to Hamilton, we ensure we get in there and have a presence at community events. We like to approach people and businesses directly rather than waiting for them to approach us.

Over the years, we've established good relationships with a number of curators such as Stuart Shepherd, Ruth Maclean, Peter Fey and Louis LeValle. They have all selected Sandz artists to exhibit in Wellington, Hastings and Sydney. Some are also avid collectors of our artists' work.

### **Lorraine's five tips for creative spaces to support their artists**

- Build the artists' confidence.
- Don't change a good thing: learn how to build on the artists' vision, not change it.
- Take up all possible opportunities to exhibit the artists' work.
- Network!
- Dream big but take it one step at a time.

#### **For more information:**

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