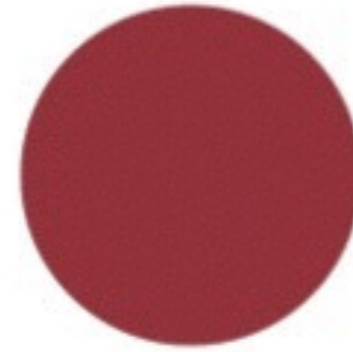


Building a Career as an Artist



January 19, 2015 • 11 AM-1 PM

Amy Macdonald • Program Coordinator, ELAN Quebec
Kyra Shaughnessy • Singer/songwriter

Overview of the workshop

1. Food for thought
2. Making a living
3. So where do I start?
4. Networking
5. Gaining experience
6. Promotion
7. Funding
8. Artists in Quebec
9. Musical interlude!
10. ELAN and what we do
11. Other resources
12. Q&A

Food for thought



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The Death of the Artist—and the Birth of the Creative Entrepreneur

WILLIAM DERESIEWICZ | DEC 28 2014, 7:43 PM ET



Hard-working artisan, solitary genius, credentialed professional—the image of the artist has changed radically over the centuries. What if the latest model to emerge means the end of art as we have known it?



Javier Jaén

Food for thought

Artists have always had to find a relationship to the need for money and resources.

What's yours?

Making a living

from  "How to Make a Living as an Artist" - Dan Holst Soelberg

"What does 'make a living' mean? The answer is entirely personal and it defines how you live your creative life. You need to define it for yourself by answering three questions:

- What comforts can't I live without?
- How much money do I need to get them?
- How do I want to spend my time?"

and

- What do people tell me I'm really good at?

Making a living

Making a living is about knowing yourself and your art.

Learn what kind of work you make. Find out where it fits.

Mistakes and failure are part of the process.



Photo: stevendepolo via Compfight cc

So where do I start?

Networking



Meeting people who share your interests and passions.

Speakers series, ELAN Schmoozers, clubs, concerts, vernissages, workshops...

Networking

A few tips:

- People love helping.
- People love talking about themselves.
- You do have something to offer.
- Stay in touch.

Gaining Experience

Volunteering

- Opportunities in ELANews ✓
- Offer your help!
- But clarify your boundaries

Internships

- Young Canada Works ✓
- Jeunes volontaires (Young Volunteers) ✓

Gaining Experience

Interns - know your rights! (from the Canadian Intern Association)

In Quebec:

“Unpaid internships are illegal unless the internship (“stage” in French) falls under one of the three narrow exceptions listed in Quebec’s An Act Respecting Labour Standards:

- internships that are part of a program provided by an approved educational institution;
- internships where the intern is a student working for a not for profit organization with social or community purposes;
- internships that are part of a programme of vocational training.”

Promotion

Nourish your relationships.

Choose the platforms that make sense for your work, medium, and communication style.

- Website: portfolio, blog, demo reel...
- Social media
- "Old" media

Promotion



✓ Getting Media Attention (ELAN/CBC Montreal workshop)

- Know your audience.
- Tell a story.
- First, Best, Only?
- Timing is everything. (2 cycles in advance)

Promotion

Know who you're approaching, and why.

Explain how your work fits in.

Funding

Grants

Canada Council

- funding envelope ✓ for QC official language minority artists
- apply through regular grants
- self-identify as Anglophone

CALQ

Municipal councils

Culture in the Schools ✓ (next round: fall 2015)

Funding

Grant-writing tips

- Make sure your work is ready.
- Read the instructions carefully.
- Write with the criteria in mind.
- Be clear. Avoid jargon.
- Answer the five W's.
- Get second, third, fourth opinions.
- Trial and error... Keep going.

Funding

Crowdfunding ✓

(tips from ELAN + Studio XX panel discussion)

- A way to strengthen existing relationships.
- Good campaigns are a lot of work.
- Be specific.
- Not a magic bullet.



Funding





Beware Kickstarter fatigue.



The image shows a screenshot of the Kickstarter website. At the top left is the **KICKSTARTER** logo. To its right are navigation links: "What is Kickstarter?", "Discover great projects", and "Start a project". A search icon is visible on the far right. Below the navigation is a video player with a dark background. The video content includes the text "Bring creativity to life" and "Curious how Kickstarter works?", followed by a green button that says "Learn more >". The video player's control bar at the bottom shows a play button, a volume icon, a progress bar at 0:19 / 2:02, and icons for closed captions, settings, HD, and full screen.

A few last thoughts...

Calls for proposals, jobs, etc.

- Twitter (e.g.  ELAN,  Culture Montréal)
- LinkedIn
- ELANews
-  Artère
-  RIDEAU

A few last thoughts...

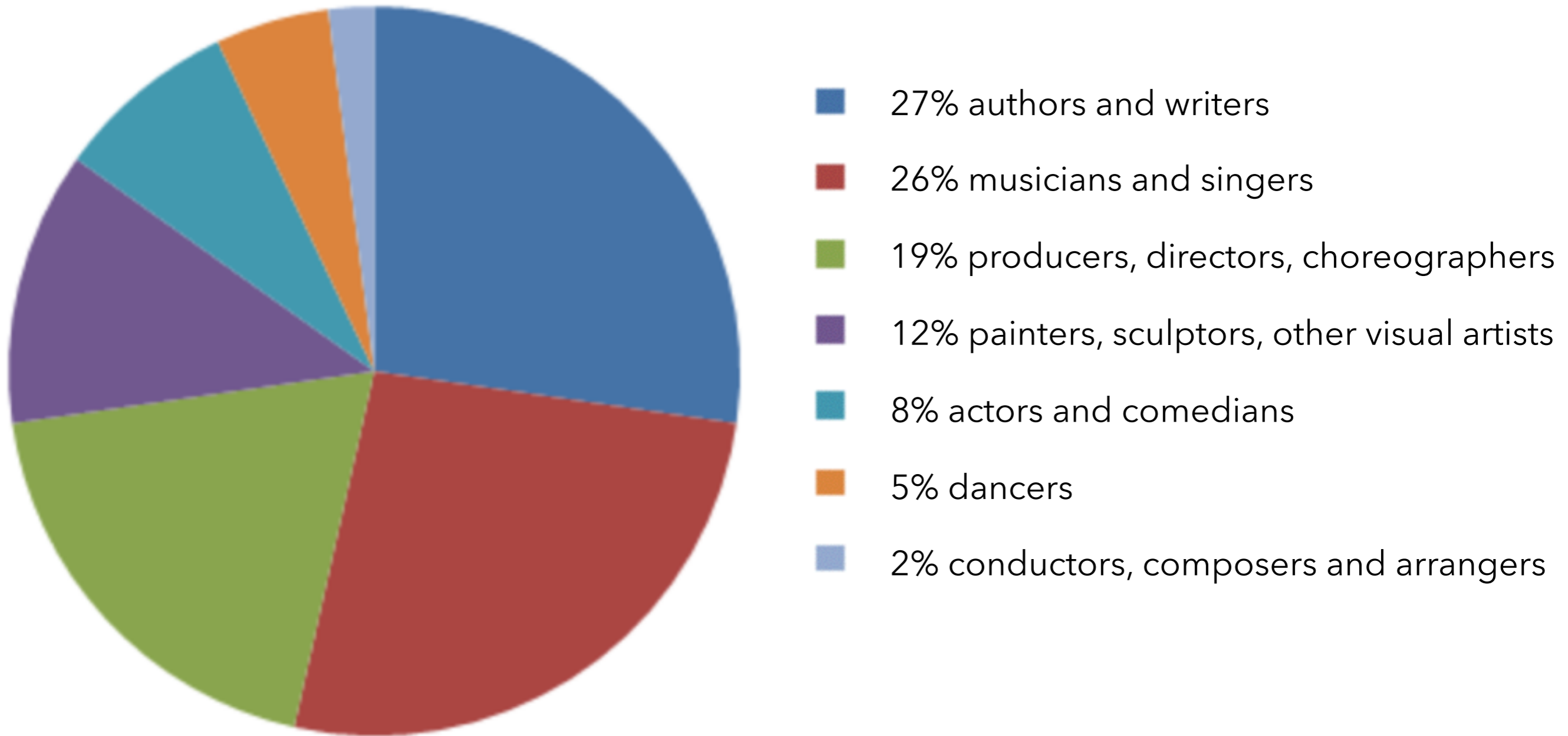
Keep making art.

Share it with other artists.

Ask for advice and feedback.

Reciprocate.

Anglophone Artists in Quebec



Anglophone Artists in Quebec

- Higher proportion of artists than any other official language community in Canada
(0.99% vs. 0.65% Canada overall)
- 55% have a university certificate, diploma or degree
(Canada overall pro artists: 42.9%)

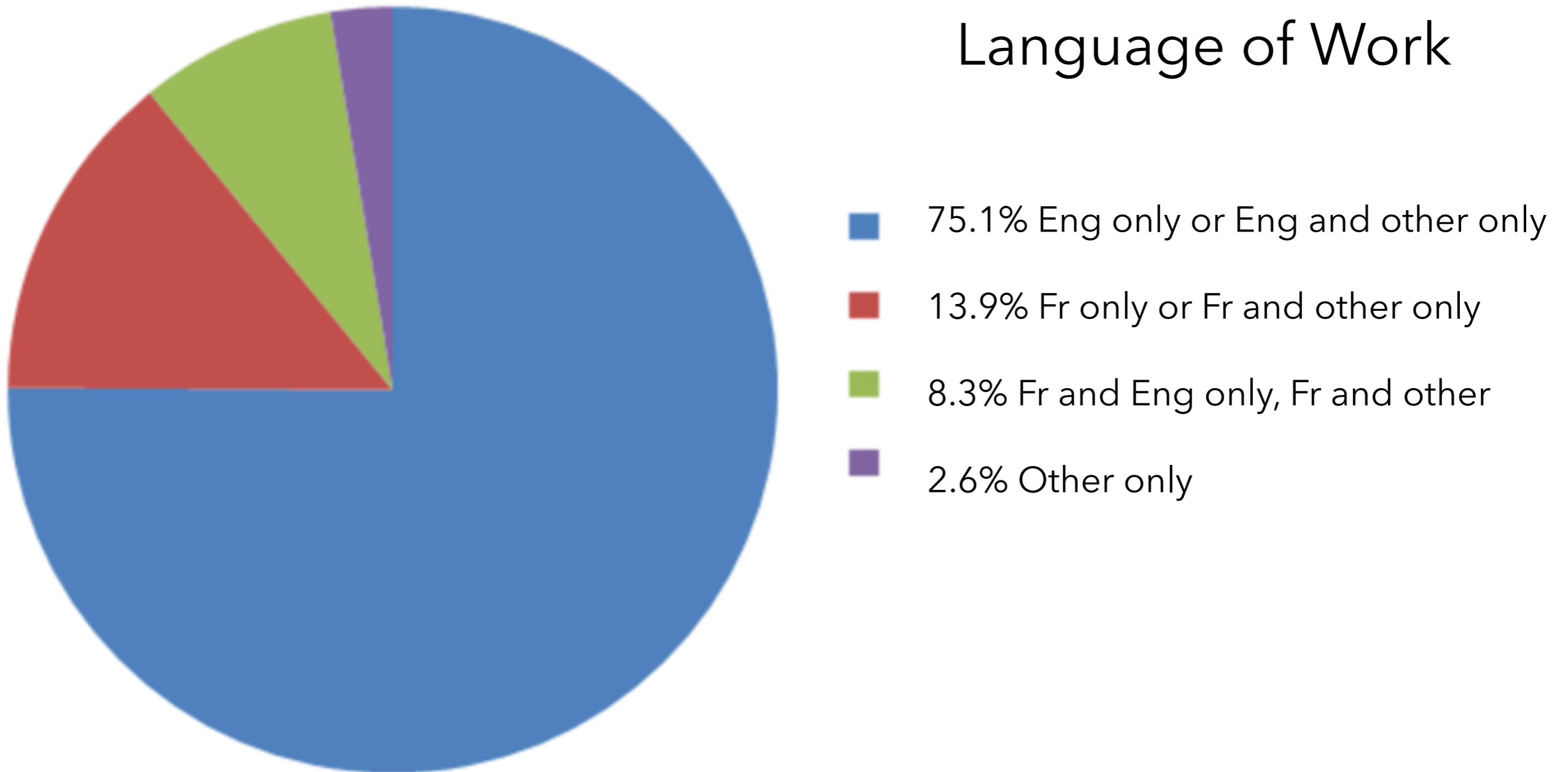
Anglophone Artists in Quebec

Average income

- \$27,384
(77% of QC overall average)
- Women artists make more than the overall average income for Anglophone women in Quebec (\$28,365 vs. \$27,640)

Anglophone Artists in Quebec

Language of Work



English-Speaking Artists in Quebec

En Masse



EN MASSE : (from French) “as a whole”, or “all together”.

EN MASSE is a Montreal based, multi-artist collaborative drawing project. It draws life from the many creative individuals who take part in the project to create large-scale, highly spontaneous drawings in black and white.

EN MASSE explores the creation of a collective vision; works created together that are greater than any one person could create alone.



Source: <http://enmasse.info/about/>

English-Speaking Artists in Quebec

David Hodges



Source: <http://hodgesmusic.com/the-man> ✓

English-Speaking Artists in Quebec

JC Little



English-Speaking Artists in Quebec

Kyra! ✓



ELAN and what we do

Artistic resurgence of early 2000s

~300 members

- Mostly writing, visual arts, music, and theatre
- Mostly Montreal

Services



- Discounts
- ASK (Arts Services Kit)
- Promotion and visibility
- Professional development and networking

ELAN and what we do

Advocacy

- Canada Council (Market Access)
- NFB (spotlight on ESCQ filmmakers)
- CRTC (local productions in conditions of license)

Visibility and Promotion

-  Made au Québec
-  RAEV (Recognizing Artists: Enfin Visibles!)
- Regions
- Schmoozers
- ACCORD, CIRCUIT (Arts Alive! Quebec)

ELAN and what we do

Membership is FREE for full-time students!

Sign up online  or right here, right now!

Other resources

English-language organizations:

- ✓ YES Montreal - many workshops offered online
- ✓ QDF (Quebec Drama Federation)
- ✓ QWF (Quebec Writers' Federation)
- ✓ AELAQ (Association of English-Language Publishers of Quebec)
- ✓ QCGN (Quebec Community Groups Network)

also:

- ✓ YEAH! Quebec (Youth, Education, Arts, Health)

Other resources

French-language organizations:




- ✓ RAAV (Regroupement des artistes en arts visuels du Québec)
- ✓ CQAM (Conseil québécois des arts médiatiques)
- ✓ RQD (Regroupement québécois de la danse)
- ✓ RIDEAU (Réseau indépendant des diffuseurs d'événements artistiques unis)
- ✓ La danse sur les routes du Québec

Other resources

Interesting article:

-  Great Jobs for Art-School Graduates (Canadian Art)

Slightly out of date, but still some good advice:

-  Navigating a Career in the Visual Arts (ELAN panel discussion, 2009)
-  Your Music's Awesome! Now What? (ELAN panel discussion, 2009)
-  Touring, Presenting, and Funding for choreographers and interdisciplinary performance creators (ELAN & Studio 303 panel discussion, 2010)

Q & A

Over to you!

Any feedback?

admin@quebec-elan.org

514.935.3312