

FUEL^{RCA}

File notes

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Show me the
money

With funding cuts in all directions, times are tough for practitioners in the creative sector trying to find ways to finance their work. FuelRCA has brought together a panel of experts to share their experiences and advice on finding funding.

For more advice, articles and insights, check out the FuelRCA website: fuel.rca.ac.uk

Speakers

Stuart Croft is an artist-filmmaker and RCA tutor. He has exhibited in galleries and museums worldwide, including Bloomberg SPACE, London; M HKA (Museum of Contemporary Art), Antwerp; Serpentine Gallery Pavilion, London; PS1-MoMA, New York; Kunsthalle Luzern, Switzerland; Site Gallery, Sheffield ; FACT, Liverpool; Royal Academy, London; Art Gallery of New South Wales, Sydney, and the Chisenhale, London. He has received funding from the Arts & Humanities Research Council, Arts Council England, RCA Research, London Arts, Bloomberg and from various commercial galleries. In 2009 he established the Moving Image Studio as part of the RCA's School of Fine Art.

Simona Dell'Agli is an Italian photo-artist and acting programme coordinator at Artquest. Her work is concerned with the social history of landscapes. She graduated with an MA in Photographic Studies from the University of Westminster in 2001, also producing a limited edition self-published photo-booklet which has sold more than 300 copies to date. She has been working part-time at Artquest since 2007 and also works as a freelancer, delivering professional development talks aimed at graduating art students.

Rosalind Davis is a graduate from the RCA and Chelsea College of Art. She is an artist, curator, award-winning blogger, writer, lecturer, and a member of the AIR Council. She was co-founder of Core Gallery, where, with Annabel Tilley, she established and ran the artists' professional development

programme DIY Educate. She recently set up a new artist-led organisation, ZeitgeistArtProjects, where future DIY Educate events will be housed. She has exhibited nationally and internationally, with work in private and public collections. In all of her roles Davis has explored a number of different funding resources, from crowd funding to charity, commercial ventures and corporate sponsorship.

Top tips

Funding

- Don't chase funding to the point where your project becomes unrecognisable
- Remember to include project coordinator fees in any funding applications
- Be aware that most funders will nearly always try to give you less than you asked for
- Value your project—however, if you ask for the maximum funding first time around, you probably won't get it, but the second time around with a track record of success you may get more
- Research similar projects and who funds them and see if they will fund you
- Be ambitious
- Be innovative and think laterally, crowd-funding is a good example of taking the initiative but you have to think of a way to reward your crowd-funders so that they feel part of your project
- Talk to your local authority, arts organisations in your area, art colleges—anyone who may be able to help match-fund, contribute to or sponsor projects

Selling work

- Be realistic and be aware of the market
- Be confident about talking about your work—you will have to be the best representative and advocate of your work
- Be organised, be professional, be there: come armed with pricelists, business cards, and presence
- Create a database of galleries, curators

and collectors

- Invite people to your show using e-bulletin templates – mailchimp.com is useful
- Think about creating different prices for different markets e.g. prints of a painting. This can be a valuable way to tap into different collector bases
- Collectors are your supporters! Nurture your collectors, talk to them, make them feel involved, give them special offers etc

And finally...

- Be careful which ‘opportunities’ you spend money on
- Ask others about how they run their organisations/careers etc
- Having a part-time job does not mean you have failed as an artist, it means you can sustain your practice and be in control. If you’re lucky, your part-time job might even enrich your practice

Links

General advice, professional development and support

www.zeitgeiststartsproject.com

www.a-n.co.uk

www.artquest.org.uk

axisweb.org

www.mattroberts.org.uk

www.wageforwork.com

Jobs

www.artsjobs.org.uk

www.jobs.ac.uk

jobs.guardian.co.uk

Funding

www.artscouncil.org.uk

wedidthis.org.uk

www.crowdfunder.co.uk

Teaching

www.lonsas.org.uk

www.anewdirection.org.uk

www.arca.uk.net

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