



Pro Arts Jersey City
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FOR IMMEDIATE RELEASE

**Location: Studio 371
371 Warren St. (corner of 1st St.
& Warren) 4th Floor
Jersey City, NJ 07302**

**PRO ARTS JERSEY CITY in partnership with STUDIO 371 Present:
PORTFOLIO REVIEW/ ARTIST CAREER DEVELOPMENT
WEEKEND
January 14 – 15, 2012**

Pro Arts Jersey City, in cooperation with Studio 371 is pleased to announce our first *Artists Career Development Weekend* January 14th and 15th, 2012 located at Studio 371 - 371 Warren St. (corner of 1st St. & Warren) 4th Floor, Jersey City, NJ 07302.

Continuing its commitment to support and nurture Hudson County Artists, Pro Arts Jersey City presents a weekend of artist enrichment in two parts.

Part One Saturday January 14th provides visual artists with the opportunity to discuss their portfolios with leading NJ/NY Gallerists and Curators in 20 minutes one-on-one review sessions. Confirmed reviewers to-date include; **Ann Aptaker**, Independent Curator (former Curator of Exhibitions at the Morris Museum), **Mary Birmingham**, Exhibitions Curator Visual Arts Center of New Jersey, **Virginia Butera**, Director, Therese A. Maloney Art Gallery, **Sean Carrol**, Program manager Artist residencies LMCC (lower Manhattan Culture Council), **Evonne Davis**, Director Gallery Aferro, and **Margaret M. O'Reilly**, Curator of Fine Art, New Jersey State Museum. For Reviewer biographies please go to our website at <http://www.proartsjerseycity.org/events/>.

Beginning Monday January 2nd thru Jan 12th, Artists may register for a review on a "first come first served" process. The cost for the review is \$25 for each 20 minute session. The monies collected will then be used to pay the reviewers. Artists who wish to register may do so on our website at: <http://www.proartsjerseycity.org/events/>

Each reviewer will select an outstanding Portfolio from the day's reviews. The six selected artists will be invited to exhibit their work in "Discoveries of the Pro Arts Portfolio Review" at Studio 371 Gallery. Dates to be announced.

Part Two Sunday, January 15th "THE ARTIST ONLINE – A FREE ONE DAY WORKSHOP".

An artist's single strongest tool is a network of friends, collaborators, and organizations that create a community of support. Artists with limited time and budgets need smart strategies for

building and nurturing their community. The Internet offers many social tools to create and nurture a supportive network, while also providing innovative ways to generate revenue.

This workshop's goal is to provide participants with the tools to design a simple marketing plan that includes one new community-building or sales strategy that can be implemented immediately.

This program was created and will be taught by Carla Lynne Hall, Moxie Maven Marketing for Pro Arts Jersey City. Carla Lynn Hall is a Course Leader for the "Internet for Artists" workshop, which was created by Creative Capital, a division of the Andy Warhol Foundation. Creative Capital's Professional Development Program was launched in 2003 to share with a broader community of artists the tools and strategies for improved self-sufficiency that were initially developed for grantees.

Carla is also the founding partner of Moxie Maven Marketing, an Internet, mobile & social media marketing agency for small businesses and musicians. Carla's works with Artists and small businesses helps assist them to manage, develop and maintain marketing strategies for internet and mobile platforms and build their online presence via search engines, social media, mobile, and other internet marketing strategies. She is also the founding music industry columnist of "The Biz" column for *VIBE Magazine* and the author of *The DIY (Do-It-Yourself) Guide to the Music Biz* and *Twitter for Musicians*. She is the co-author of *The Musician's Roadmap to Face book and Twitter* with online music publicist Ariel Hyatt.

For additional information please visit our website www.proartsjerseycity.org/events

Pro Arts Jersey City is an organization of professionals in the visual arts, mainly from Jersey City and the surrounding metropolitan area, who are working to promote the arts and to better communicate Jersey City's identity as a growing arts center.

This program is made possible in part by funds from the New Jersey State Council on the Arts/Department of State, a partner agency for the National Endowment for the Arts administered by the Hudson County Office of Cultural & Heritage Affairs, Thomas A. DeGise, County Executive, and the Board of Chosen Freeholders.