

Joseph Cavalieri: Artist Talk and Demo

Marketing for Artists

October 1st, 2015 7-9PM

At Uroboros Glass

This lecture/workshop focuses on developing organized steps for marketing your art, with the results of getting better exposure, professional contacts and better sales. It starts with tips on how to package the look of your promotional materials, and focuses on solid steps on getting articles published on your work. If you are searching for on-line or printed publications to feature your work, you will benefit from this no stress workshop. There will be a Q&A period at end of presentation.

Before pursuing his art and teaching career, Joseph Cavalieri worked as an Art Director at GQ, People and Good Housekeeping magazines. He worked closely with editors and learned what type of articles they chose, and why. Cavalieri now shares information from this past career, as well as insight he has learned running his own studio. He has offered this lecture in the US and internationally for over 4 years.

If time permits, Mr. Cavalieri will also present his brief lecture on Artist in Residency positions – Everything you might want to know about finding and being accepted.

BIO: Joseph Cavalieri has work in the permanent collection of the Museum of Arts and Design (NYC), the Leslie-Lohman Museum (NYC), and the STAX Museum (Memphis, TN). He works in a material with a powerful spiritual history: painted stained glass. Since 1997 Joseph has exhibited internationally, taught workshops around the world, and has been invited to over 10 artist residencies. He is also a past President of the American Glass Guild.

