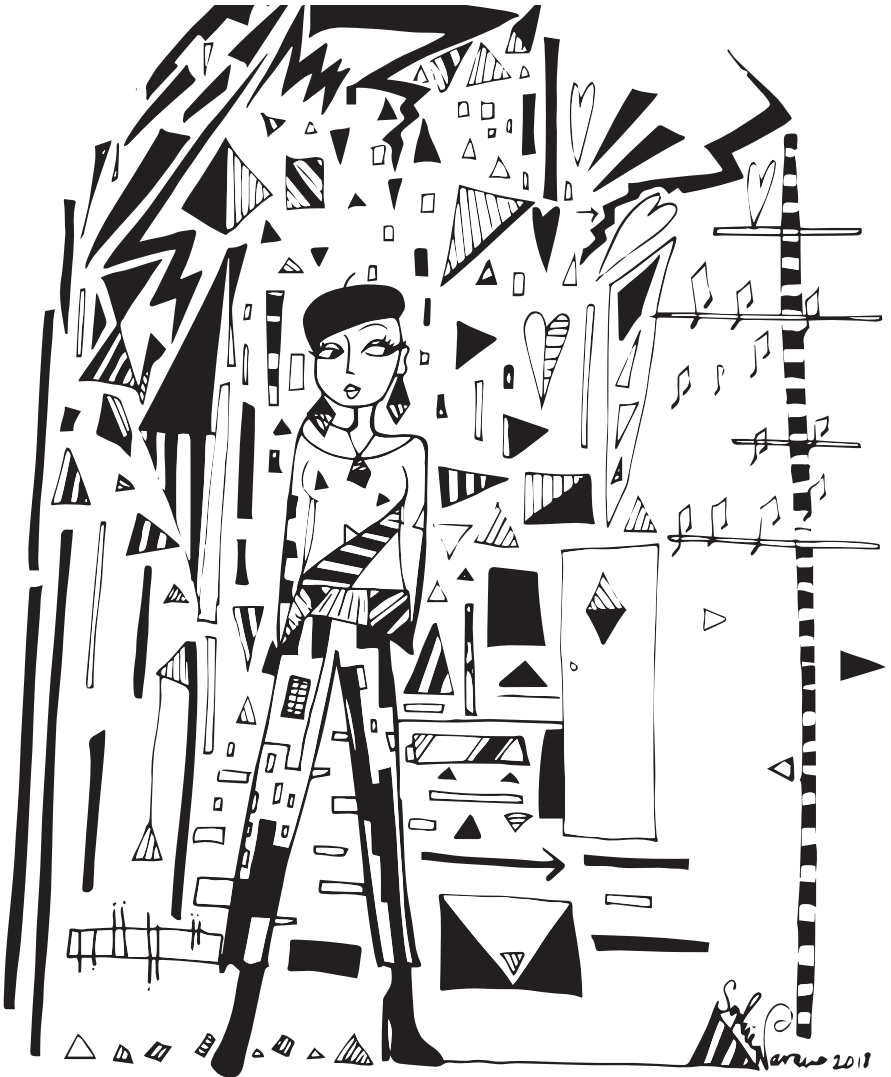


# GrowART

You're in Business!



By Sophie Navarro 2018



Sophie Navarro  
Fine Artist  
M.S. Arts Management  
Spring 2018

*[www.sophienavarro.com](http://www.sophienavarro.com)*

**Instagram**  
fineartistsophienavarro

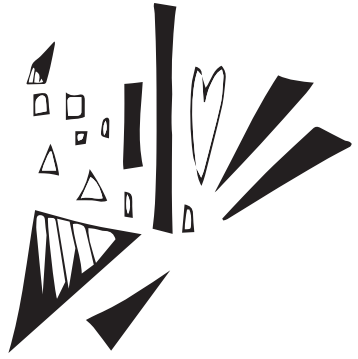
**Facebook**  
Sophie Navarro  
@ FineArtistArtsManagement

# **Grow Art: You're in Business**

By Sophie Navarro  
University of Oregon

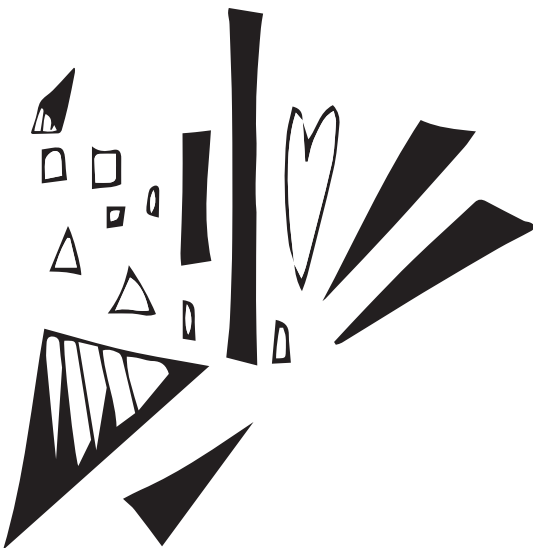
A Master's Capstone

Presented to the Arts and Administration  
Program of the University of Oregon in partial fulfillment of  
the requirements for the Degree of Master of Science in Arts  
Management 2018

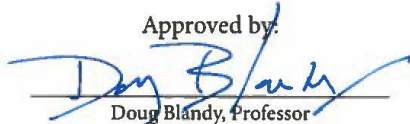


As a professional artist it is important to copyright your work  
as I have incorporated here.

©2018, *Sophie Navarro*



Approved by:

A handwritten signature in blue ink, appearing to read "Doug Blandy", written over a horizontal line.

Doug Blandy, Professor  
Arts and Administration  
University of Oregon

Date: 6/8/15



## **Acknowledgements**

Beau Jacob Joseph Navarro, my son

Doug Blandy, Advisor & Professor

### **ArtCity Pro**

Charly Swing, John Van Strien, John Watson, Pete Goldlust,  
Barbara Council, Harriet Rubin

### **Lane Arts Council**

Liora Sponko

### **Many friends and colleagues**

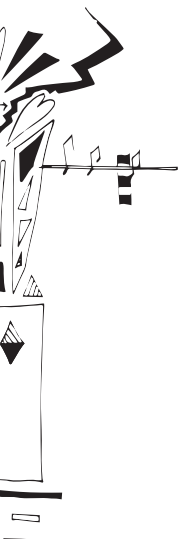
Cindy Lundeen, Alice Parman, Eric Schiff, John Fenn, Darrel  
Kau, Bill Flood, Julie Voelker-Morris, Tina Rinaldi, Patricia Lam-  
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Tallmadge Doyle, Yvonne Manipon, Garrick Antikajian,  
Ty Warren

### **EMU Art Committee**

Suzanne Reed, Laurie Strother, Jessi Steward,  
Mary Farrington, Mariah Williams

### **My Family**

Raymond and Lydie Navarro, Mom & Dad  
Chris Navarro, my brother  
Joelle Amsellem - Grandma



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Chapter 4 - You're in Business!

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**It's time to get to work and  
create new art!**





Be Art





# Introduction

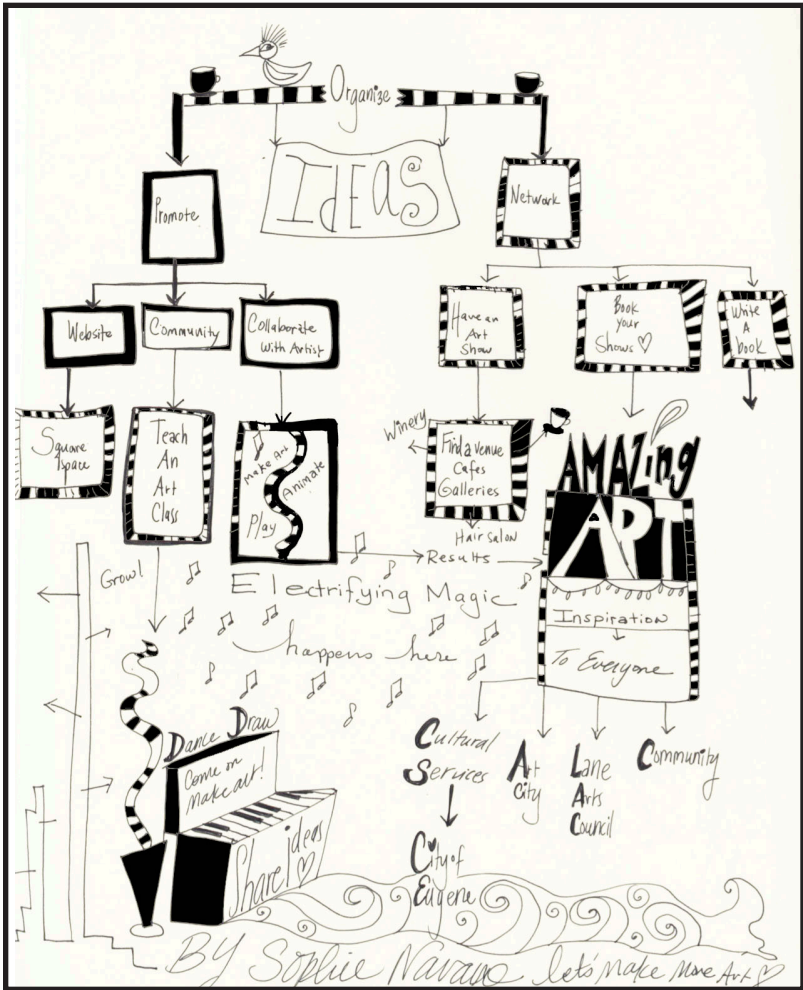


The purpose of this graphic memoir is to show how artists can create a sustainable and viable art business. This guide book offers artist entrepreneurs and designers tools that support the career of an artist.

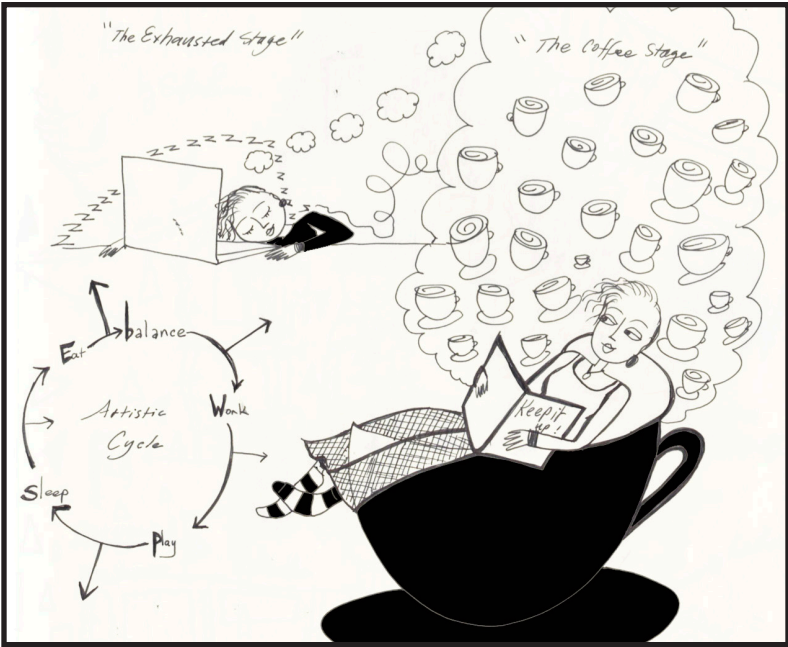
I chose the graphic style to show my work as an example of how I process my own approaches to creating and promoting my work. All illustrations are made by me.



# Chapter I Your Vision



When you start organizing your ideas, your ideas become your vision and you start seeing how one active decision regarding your work starts to create even more ideas. It's important to create your own production schedule as it will help you stay consistent and accountable.



There are many stages an artist goes through and the important thing to remember is to create times in your schedule to eat healthy, exercise, play, sleep and allow yourself to dream.

In this case, when I am exhausted, I tend to dream about more coffee. Stay focused and grounded with your own rituals that help support your production. My favorite strategies involve a great deal of yoga, meditation and bubble baths. These practices create balance with your art practice and they are the key to creating a flow that energizes your work.



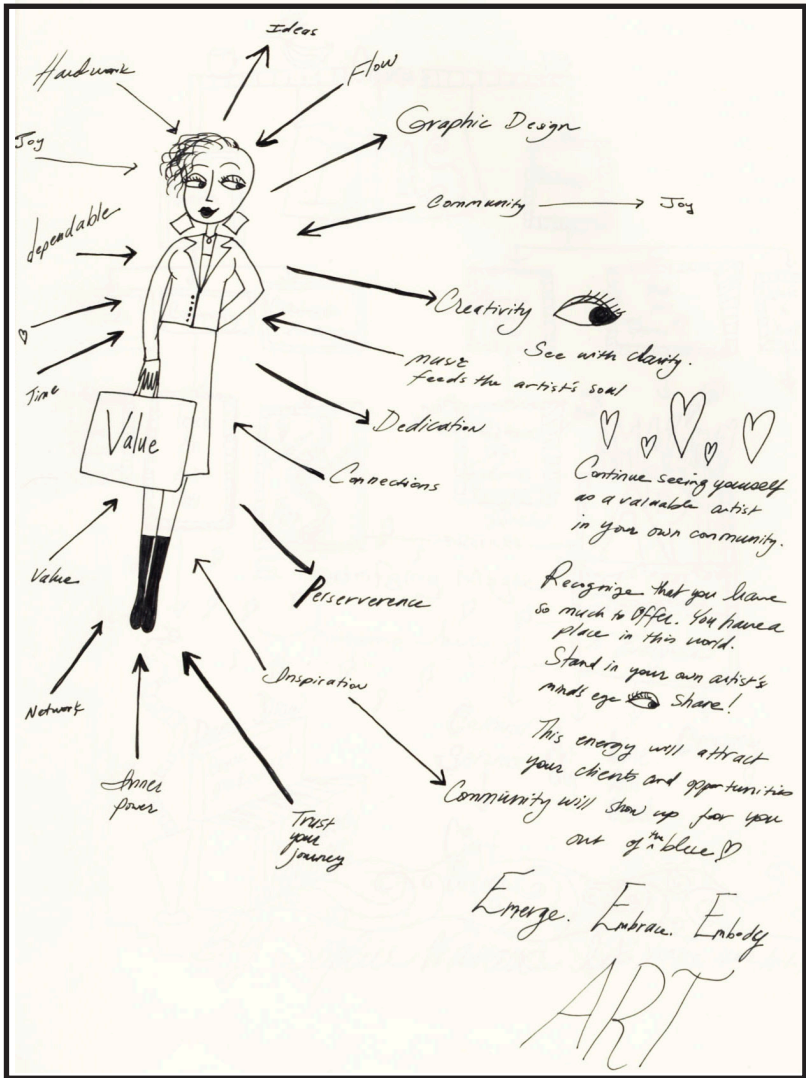


Suddenly, the possibilities start opening up, new design opportunities show up and you slowly start to build up more confidence to take on new jobs. It's a balance between creating, pausing and connecting. Have a cup of possibilities!





The other stages are the dreaming, production and marketing stages. These stages are important within your business as they provide focused moments on your work. In order to keep the momentum going, there needs to be a dance between these stages. You begin to see yourself as an artist and can start marketing yourself with more confidence. Continue to trust your journey as you create new work and then share it with your community!



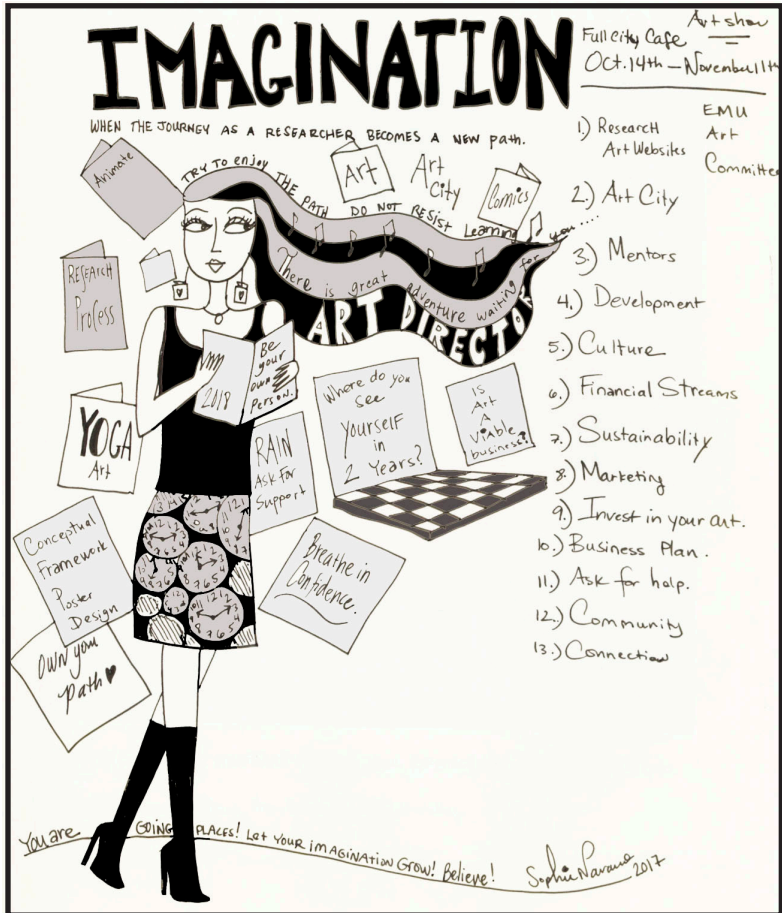
Artists must be able to change their inner dialogue in order to push through any self-defeating thoughts.

**For example:**

“Am I able to make enough art to sustain my business and replace my income? Can I shift from a scarcity mindset to a mindset that is filled with abundance, support and community?”



## Chapter 2 Knowing your network



The purpose of this mind map is provide insight into how important it is, as an artist, to evaluate your network. Your network can support your art business. By staying connected with artists, professionals within your community, you create new opportunities to collaborate with others. These opportunities can open you up to participating in upcoming art events, art festivals and art shows that you can be a part of. You never know who you might meet on your path!

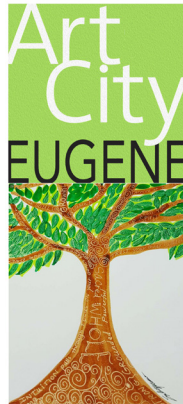


**How are you developing new strategies to keep your business strong and your network growing?**

# Chapter 3

## Revenue Streams





Artists can create a variety of revenue streams for themselves and it starts with identifying where your resources are. The resources aren't necessarily money at first. Your resources are how connected you are with your community and how you network. As you start looking at your work, take the time to get some feedback from other artists. A wonderful place to network and grow your business is with a professional organization like ArtCity Pro, founded by Charly Swing. This organization supports artists and their visions by bringing artists together so they can achieve and even exceed their goals in a co-working environment. There are incredible opportunities within ArtCity Pro to network, learn from other artists' experiences, and help each other grow professionally. ArtCity Pro empowers artists. The insights you gain with ArtCity can lead to new job opportunities and collaboration with other artists and organizations.

ArtCity is a great place to gain first-hand insight from other artists about the grants and professional opportunities that are available to artists. When artists apply for grants and residencies, it is beneficial to have strong references from artists who were previously awarded those grants or residences. The same is true for getting gallery representation. Professional networking and maintaining strong professional relationships is vital to the success of an artist.

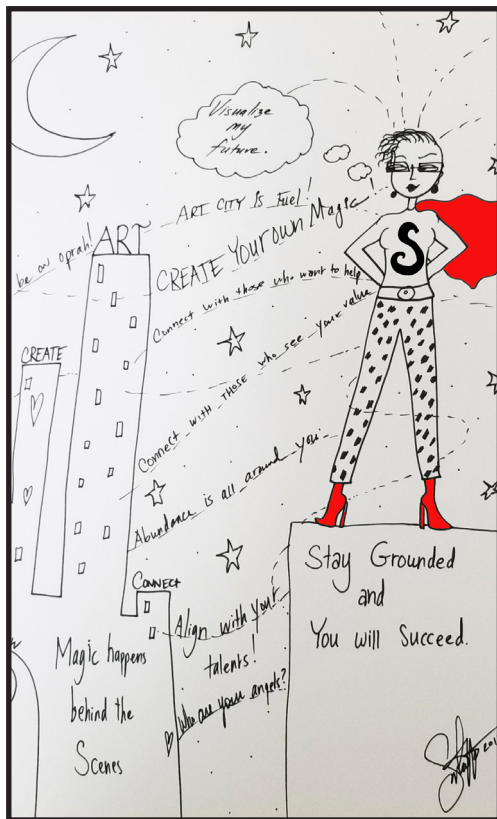
# Chapter 4

## You're in Business!



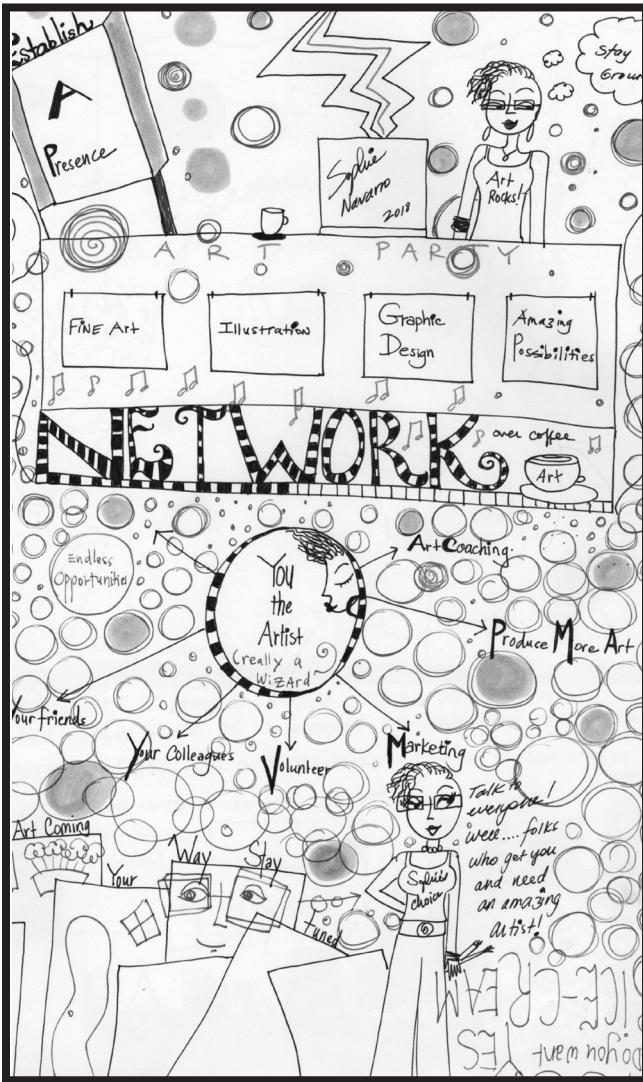
As an artist within my own community, I have experienced my own specific roadblocks for many years and realized the importance of having a connection to a community that supports your ideas, visions and helps guide you to become the artist you have always wanted for yourself.

My hope is that this book inspires you to create new work, network and push yourself into directions that support your art business and that you will see your art as a sustainable source of income. Most importantly, your art business should feed your artist spirit and create long lasting opportunities that allow you more freedom to create your art.



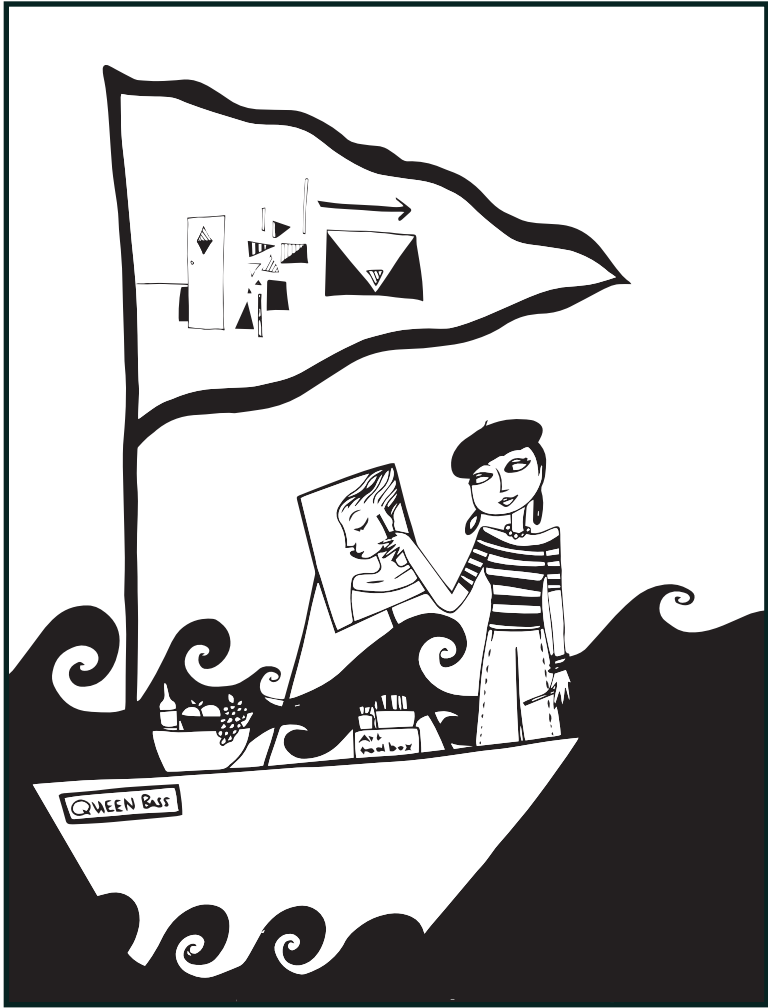


## Chapter 5 Your Momentum



Take a moment and look at your current network. You will start to see your value within all your connections in your community. This is when the momentum will pick up for you. Start marketing your work!

## Trust your journey and know you will succeed!



If you are a musician, go out and play music! If you can paint, paint! If you are a dancer, dance! If you can animate, animate! Share your skills, talent and work! To accelerate your momentum take advantage of the following resources. The world needs artists!



# Resources

## Websites & Books

Art Inc. By Lisa Congdon

<http://lisacongdon.com>

Jonathan Gangi

Towards Consensus: Suggested Foundational Building Blocks  
for Arts Entrepreneurship Research and Pedagogy

Volume 6, Issue 1 pp. 46-62

<https://music.psu.edu/faculty/jonathan-gangi>

Ariel Schrag

American cartoonist and television writer

<http://www.arielschrag.com>

Erica Moen, Professional cartoonist & comic book creator

<https://www.erikamoen.com>

Lori Portka, Professional Artist

<https://loriportka.com>

Creative Capital is a non-profit organization that supports innovative and adventurous artists across the country through project funding, mentorship and advisory services, and workshops and webinars.

<https://www.creative-capital.org/index.php>

## People

Charly Swing - Founder & Professional Artist

<https://www.artcityeugene.com>

Sharon Loudon, Professional Artist

<https://www.sharonloudon.com>

Ben Saunders, Comic Studies

University of Oregon Professor

English Department

**A little place to jot down some notes or doodle  
to begin your journey!**