



Workshop: How Not To Be An Artist With Naomi T. Salmon (Ph.D) - Artist Mentoring and Consulting

Is being an artist a profession? What skills are required to successfully navigate in the sea of social media? How to differentiate between good advice and harsh PR? What strategies do artists use to sell themselves? All these questions and more will be answered via artist talk accompanied by small tasks, and personal coaching.

Skills gained:

Oral & written eloquence, better communication skills
Confidence, visibility and Transparency in Self Presentation
Gaining awareness towards surrounding fields of activity
Knowledge of artistic strategies & art market compatibility

In order to participate in the workshop (via Teams) please complete the application <https://tiny.pl/tb5vk> <https://tiny.pl/tb5vk>

Dates: 15. 16. 19. 20. 22. April starting 14h40 - 16h10

Dr. Naomi Tereza Salmon is an artist, curator, mentor, consultant and lecturer, offers artistic advice and consultation, works online or on site, in person 1:1, or workshops and lectures, offers support in developing one's own artistic language and the focus of work to sharpen self-awareness, appearance and handling. Salmon accompanies the project development and gives advice on the way towards professionalisation, helps and supports with self-marketing, building of working relationships, helps to achieve better, personally adapted visibility.

Dr. Salmon received her doctorate on the subject of artists professionalisation at the Faculty of Art and Design at the Bauhaus University in Weimar, Germany.