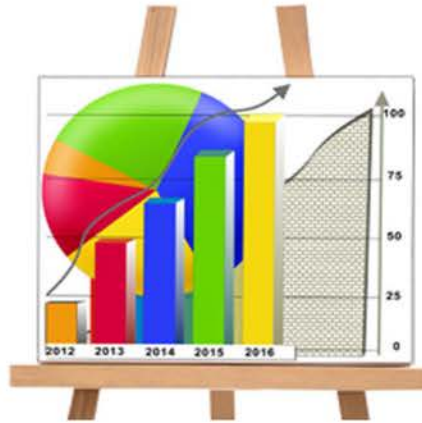


The Business of Art



Artists Need More than Creativity to Survive

Join CCMA for this unique workshop on the business aspects of a career in art. Learn who buys art – investors, museums, galleries, patrons – and how you can get your body of work into these markets.

Our panelists include Max Presneill, a Los Angeles-based painter and the director/curator of the Torrance Art Museum; George Cutress, owner of George Cuttress Fine Art gallery in Pomona and avid art collector; Brett Rubbico, art dealer and collector; and Grace Sandlin, Director of STUDIO 395 in Lake Elsinore and panel moderator.

The panel setting (as distinct from a presentation) stimulates sharing of information and audience participation. As moderator, Grace will ask questions of panelists, invite questions from the participants, and keep the discussion focused and interesting. Questions could include how a curator (museum or gallery) decides to show an artist, why collectors purchase art, and what makes art an investment.

The Business of Art

Saturday, April 11, 2015 -- 10 am to 2 pm

\$10 for CCMA members; \$20 for guests

Bring a lunch, a notebook to jot down ideas, and an open mind. CCMA will provide chips and dips, lemonade, water, coffee and cookies.

For more information and to enroll, RSVP to Jenelle Lowry, Museum Coordinator at 909-463-3733 or e-mail info@chaffeymuseum.org. For more information on panelists, go to www.maxpresneill.com • www.facebook.com/george.cuttress • <http://www.youtube.com/watch?v=YICqxhfOReg>

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Sharing the gift of visual art since 1941

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