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Art & Your Audience: Maximizing the Artist-Gallery Relationship

Have you asked yourself as an artist these questions? “How do I present my work to galleries?” “What does a great portfolio look like?” “What makes a good artist-gallery partnership?”

WASHINGTON, DC, March 5 – The Women’s Caucus for Art of Greater

Washington, DC (WCA/DC), an organization that supports women in the arts, announces its 2008 Annual Networking Day, the latest in a series of programs

designed to foster career success for area women in the visual arts. WCA/DC’s

Networking Day, Art & Your Audience, features three leading DC-area gallery

representatives that share their “secrets” for gaining an audience for visual artists.

Gallery representatives include Studio Gallery, City of Gaithersburg Galleries, and

the Nevin Kelly Gallery.

WCA/DC is hosting Networking Day from 9:30 a.m. to 3:00 p.m. on Saturday, April

5, 2008, at the Arts Club of Washington, 2017 Eye Street, NW, Washington, DC

20006. The event is open to the public. Advance registration and the \$30 event fee

(which includes lunch and materials) are required by March 27, 2008.

Visit the WCA/DC website at www.wcadc.org for the registration form and details. In addition, the WCA Philadelphia Chapter and Rubia will talk about a special artistic quilt initiative entitled “Women Helping Women: Stitch by Stitch”, a national WCA art project to help women in worn-torn Afghanistan. The quilt will tour various locations across the United States, and eventually to Afghanistan. Plenty of opportunities will be available for networking and an art share in which artists have the opportunity to present and discuss their artwork.

WCA/DC is committed to supporting, nurturing, and challenging women in their roles in the visual arts. WCA/DC is a chapter of a national non-profit organization, the Women’s Caucus for Art (WCA), which is committed to expanding opportunities and recognition for women in the arts. For 36 years, WCA, an affiliate of the College Art Association (CAA), has fostered community and achievement among women artists, art historians, students/educators, and museum professionals.

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