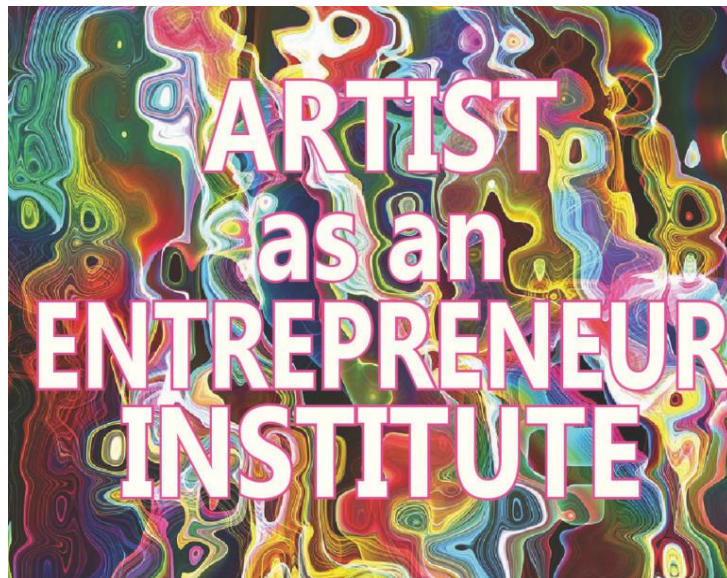




# SUMMIT ARTSPACE

**Places for the Creative**

MAY 2017



## **PRESS RELEASE**

FOR IMMEDIATE RELEASE

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## **ARTISTS LOOKING TO LAUNCH AND GROW VENTURES WILL GET KICKSTART AT ARTIST ENTREPRENEUR INSTITUTE**

AKRON, OH--For the fourth year, Summit Artspace will offer artists foundational courses in business, finance, marketing and communications through the Artist as an Entrepreneur Institute (AEI) including a special track for alumni that features a nationally-known artist-entrepreneur.

New for 2017, Summit Artspace will also offer a master class-level course, A Closer Look, to highlight four areas requested by alumni complete with a microbrew meet-and-greet. Local business and civic leaders are invited to participate in addition to artist-entrepreneurs.

The Full Course will be July 17-20 and 24-27 from 6-9 p.m. A Closer Look will be June 19-20 and 26-27 from 5-9 p.m. All classes will be held at Summit Artspace on East Market, 140 E. Market St., Akron.

Instructors this year include Chris Horne of *The Devil Strip*; Dreama Whitfield and Traci Buckner, Knight Arts Challenge-winning founders of DTVision; Christy Bolingbroke of the National Center for Choreography; Morgan Lasher of Amp Strategy; Keeven White of WhiteSpace Creative; Lisa Drumm of Don Drumm Studios & Gallery, Shane Wynn of Shane Wynn Photography and more.

Participants go through the rigorous 24 hours of AEI instruction with locally- and nationally-recognized artists, entrepreneurs and business experts, leaving with a toolkit of skills and a cohort of peers to kickstart their projects.

Kelvin Arthur, a dynamic young illustrator who took the AEI course last year, said the tools he took away from the Institute lit a fire under him to tackle the business end of his art career. Arthur has a studio at Summit Artspace on East Market in Akron where visitors can see him in the creative process and talk with him about his work.

"The Artist as an Entrepreneur program really propelled my ideas and work as an artist into an actual business. The information, resources and contacts that were provided during the course have proved invaluable. The lectures and small group sessions allowed the artists to share ideas and ask questions from those with experience. I went from a once-in-a-while commission freelance illustrator to full-time studio artist paying my rent and running a business because of this amazing course," Arthur shared.

Both for-profit and not-for-profit ventures can benefit from the strategic planning, goal setting and communications expertise gained during the two-week program.

A Closer Look is a practical, intensive course that will give established artist-entrepreneurs and AEI alumni a chance to dig deeper into selected topics. Participants

have the option of joining for the entire course or choosing individual workshops, based on their needs.

In addition to artist-entrepreneurs, A Closer Look also seeks to reach civic and business leaders interested in a creative approach to growth. One particular day of interest for these leaders is the third day of the program, June 26, which will highlight entrepreneurial resources around Downtown Akron.

Participants will begin with a tour of the Microbusiness Center at the Akron-Summit County Public Library, while the second half of the day will be at WhiteSpace Creative, a converted factory which currently houses Keeven White's successful creative marketing agency and which will soon house studio and gallery spaces, among other civic-minded ventures.

Before a microbrew meet-and-greet, there will be a keynote speech by John Michael Schert, renowned co-founder of the Trey McIntyre Project in Boise, ID, visiting artist and social entrepreneur at the University of Chicago Booth School of Business, and an expert on how the creative process can be relevant and valuable to diverse fields from business to civic engagement.

Karen Starr, owner of Hazel Tree Interiors and a Knight Arts Challenge winner, will be returning as an instructor this year. "I am excited to return as an instructor for a third year to help the participants work through the course," she said. "AEI offers a valuable mix of practical guidance and inspirational material to help artists of any medium with building their businesses."

Spaces are limited for both A Closer Look and the Full Course. Registration fees are highly subsidized thanks to generous support from the Burton D. Morgan Foundation. The Full Course is \$100 for the full two weeks before June 16, \$125 after. A Closer Look is \$25 per day, or \$100 for the entire program for non-alumni and \$50 for alumni. Participants interested in learning more about the program and registering should visit [summitartspace.org/aei](http://summitartspace.org/aei).

For information about Summit Artspace, go to [summitartspace.org](http://summitartspace.org) or call 330-376-8480. Find Summit Artspace on Facebook, on Twitter @AkronAreaArts, Instagram and Snapchat.

Click [here](#) for flyer with workshop image.

## **CALENDAR EDITORS**

**Artist as an Entrepreneur Institute**--A Closer Look for AEI alumni, advanced participants and local leaders, June 19-20 and 26-27, 5-9 p.m.; Full Course for new

participants, July 17-20 and 24-27, 6-9 p.m. All classes at Summit Artspace on East Market, 140 E. Market St., Akron, 330-376-8480. For the fourth year, Summit Artspace will offer artists foundational courses in business, finance, marketing and communications through the Artist as an Entrepreneur Institute (AEI) including a special track for alumni that features a nationally-known artist-entrepreneur. Spaces are limited. Full Course is \$100 for the full two weeks before June 16, \$125 after. A Closer Look is \$25 per day, or \$100 for the entire program for non-alumni and \$50 for alumni. Register at: [summitartspace.org/aei](http://summitartspace.org/aei). Support from the Burton D. Morgan Foundation.

### **About Summit Artspace Locations in Akron and Barberton**

Summit Artspace is a non-profit community art center organization that provides studio, exhibit and programming spaces in Summit County for local artists and arts organizations; and is a center for art education open to all residents. It is a joint project with the County of Summit. Summit Artspace is committed to promoting arts and cultural activities and to building public awareness of the value of arts and culture to the quality of life and the local economy. Summit Artspace buildings include the main location, Summit Artspace on East Market, 140 E. Market Street, Akron; Summit Artspace on Tusc (formerly known as The Art Center on Tuscarawas or ACoT), 571 W. Tuscarawas Ave., Barberton; and Nine Muses Art Gallery, 584 W. Tuscarawas Ave., Barberton. Formerly the first site of the Akron Beacon Journal, the downtown Akron building houses galleries, artist studios, administrative offices, and offices for several arts organizations as well as performance space, workshop areas and meeting rooms. The Akron center is owned by the County of Summit, which has been a significant and valued supporter of Summit Artspace as community space. The Barberton locations provide gallery spaces, artist studios, workshop areas and meeting spaces. It is a joint project of Neighborhood Development Services, Inc., the City of Barberton and Summit Artspace. Contact Summit Artspace at 330-376-8480. On the Web at: [www.summitartspace.org](http://www.summitartspace.org). Find us on Facebook, on Twitter @AkronAreaArts, Instagram and Snapchat.

[www.summitartspace.org](http://www.summitartspace.org)

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Summit Artspace is a project of the Akron Area Arts Alliance  
and the County of Summit.

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