

UNM-Gallup hosting Business of Art Bootcamp in April

Written by By Richard Reyes Senior Public Relations Specialist at UNM-Gallup
Friday, 29 March 2024 00:00



Two-day event of workshops, panels will provide artists professional tools, skills

The University of New Mexico-Gallup will host a free two-day Business of Art Bootcamp to empower local artists and students by providing essential tools to kickstart their art business.

UNM-Gallup will host the 2024 Business of Art Bootcamp from 9 am to 3 pm on April 19 and 20 at Calvin Hall Center Auditorium on the UNM-Gallup campus. The Bootcamp is free, but registration is required.

Registration can be completed online in advance or in-person on either day of the bootcamp. Lunch and basic promotional items will be provided for all registered participants. The first 50 participants to register will receive a \$50 gas card to help cover travel costs along with exclusive swag.

“This area of New Mexico and the region have such a huge creative community that is under-served and possibly is not aware of the tools or professional help they can get,” event coordinator Dana Aldis said. “That’s where the Bootcamp comes in.”

Aldis is an instructor at UNM-Gallup and manager of the branch campus’s Ingham Chapman

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Gallery. She is coordinating the Business of Art Bootcamp with some help from the City of Gallup, including Rose Eason, the executive director of GallupARTS.

Together, UNM-Gallup and the City of Gallup received a Creative Industries Grant Award of \$100,000 from the New Mexico Economic Development Department. The two entities are splitting the grant for separate projects. The Business of Art Bootcamp is made possible through UNM-Gallup's share of the grant.

"The most effective way we decided to use this funding was to create a professional practices art workshop specifically targeting local artists because we have such a diverse and creative community here around Gallup that most likely doesn't have the tools to pursue the business aspect of their creative practice," Aldis said.

The Bootcamp will feature hands-on workshops to teach artists skills such as how to photograph their artwork, how to set up an artist statement, and more.

The Bootcamp will also feature panel discussions with local and national artists who can give insight into how artists can sell their work, where to sell their work, or how to make the transition from student to professional artist.

The featured panelists include:

Mario Kiyite, Zuni artist who specializes in fetishes and sculptures.

Duhon James, printmaker.

Rapheal Begay, photographer.

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Jessica Tolbert, jewelry arts.

Delbert Anderson, musician.

Beverly Blacksheep, Diné painter and illustrator.

To learn more about this event, view the full schedule and register, visit <https://goto.unm.edu/boab24> .

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