

Artist S.O.S.

Taking Artists to the Next Level of Success

▷ To keep pace in a fast-moving, tech-savvy art world, you need your collateral to be as sophisticated as your work. There are many components that go into looking, acting and being professional.

Is your resume properly formatted?

Do you have a concise bio?

Is your artist statement well written, intelligent and relevant?

Are your press clippings clean and professional looking?

Do you have an electronic press kit as well as a hard copy one?

Do you know the rationale for doing a catalogue to accompany exhibitions—and how to create them in an affordable manner?

Do you have a sophisticated presentation for all of these elements and more?

Now you can get the help you need to take your career to the next level.

I can help you look like you are already there.

“I’ve known Lisa Adams for some three decades at this point, and she’s always struck me as a provocative painter, an articulate intellect, and a sympathetic personality, someone engaged in and devoted to the community of artists. She gets what being an artist—and making art—entails.”

Peter Frank

Art critic, Huffington Post, and Senior Curator, Riverside Art Museum

“Lisa knows her stuff so well that she can easily save you 15 years of hard knocks, wrong turns, and shooting yourself in the foot.”

James Scarborough

Los Angeles critic, curator and art historian

“Lisa Adams is one artist who understands in depth the nuances and subtleties of navigating that uncertain terrain between the making of art and making it seen in that Zeitgeist-whipped seismic zone we call the art world.”

Ezra Jean Black

Staff Writer, Artillery Magazine

- ⇒ **Revise or create a sophisticated and professional presentation for galleries and other exhibition venues**
- ⇒ **Offer realistic exhibition possibilities for your work**
- ⇒ **Learn which promotional tools are appropriate and tasteful for a visual artist in a competitive environment**
- ⇒ **Learn press guidelines and protocol for dealing with editors**
- ⇒ **Understand the dynamics of subtle marketing**
- ⇒ **Make use of online resources and strategies**

The consulting format that I have found most beneficial is an in-depth, face-to-face, two hour session that is customized to your specific needs at your present level of success. The fee for a two hour session is \$200 and is held at my studio in downtown Los Angeles. Additional sessions that cover specific topic areas may also be scheduled after the initial two-hour session if desired at \$100 per hour.

To schedule a session please contact me at ladams@ucla.edu or call **310 902 7068**.

My art work and full resume may be viewed at lisamakesart.com



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ith a B.A. in painting from Scripps College in Claremont, California and an M.F.A. from the Claremont Graduate University, Lisa Adams is the recipient of numerous awards including a Fulbright Professional Scholar Award, a Brody Arts Fund Fellowship and a Durfee ARC Grant.

She has successfully taught at many renowned art departments throughout the Los Angeles area and abroad, including the University of Southern California, the Claremont Graduate University and Otis College of Art & Design. In 1999 she authored “FM★,” a how-to book about painting based on her teachings at the Santa Monica College of Design, Art and Architecture between 1997-1999.

In addition to her studio practice, Lisa works on special projects as an independent curator. In 2000, she co-founded Crazy Space, an alternative exhibition space, in Santa Monica, California where she curated both local and international exhibitions.

She has been an artist-in-residence in Slovenia, Finland, Japan, Holland and Costa Rica and was commissioned by BMW of North America to paint an ArtCar.

Her work has been exhibited nationally and internationally and is in the public collections of the San Jose Museum of Art, Eli Broad, the Frederick R. Weisman Museum of Art, the Laguna Museum of Art and the Edward Albee Foundation.

From 2007 to 2009 Lisa was the lead consultant of the Fine Arts Division at Christine Anderson and Associates Public Relations and remains an outside resource for that firm.

Lisa’s work is represented in Los Angeles by CB1 Gallery and her first monograph book, published by ZERO+ Publishing, was released in the Fall of 2011. She currently blogs for the Huffington Post on Los Angeles art.

