
THE SAN DIEGO VISUAL ARTS NETWORK

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 2487 Montgomery Avenue, Cardiff by the Sea, CA 92007
 Public Charity 501 (c) 3 EIN #20-5910283

Redefining the Art Patron: Seminar Proposal

Meet the Millennials or The New Art Gamer: how to attract and be a player in the world of art

This two part event starts with a gathering of art professional to discuss a new definition of the art patron. We are grateful for all support for the arts, but see a time when a new generation will join their elders to carry the torch. Where will these new patrons come from, how will they communicate, how will they prefer to fund art projects and how do we find them?

The first part of this seminar is a gather of art professionals to discuss this topic and share ideas. It is a networking opportunity aimed also at aiding collaborations.

The second part of this seminar is an opportunity for those same art professional to introduce potential art gamers to a wide range of art participation.

*The New Patron is curious, engaged, open minded, looking for new experiences, plugged in because of tech, social, attracted by cool, brand obsessed, looking for meaning, and discerning. They are active, not passive. But they are restless and less loyal. We need to meet them where they live and understand how they feel.

We need to understand the role and value of culture in their lives. They want entertainment and enlightenment, They want to be with friends. They also want enjoyment, enrichment, challenges, aha moments, uses of all senses, and an enlarged world. They want to be uplifted with unique and profound experiences. They use culture to escape stress. They even want to support their community. But they may not want to donate in the tradition way. If we can present the arts as an opportunity to participate instead of a demand for funds, we can create a new paradigm.

They attend events if the cost is right, the subject interests them and if it allows for social interaction. The don't go if those things are not present and if it is inconvenient to get there. Facebook, Utube and Twitter are still the media of choice. Smartphones and tablets are the devices of choice. Taking and sharing photos, looking at websites and apps, checking in and commenting on shows are all activities on the rise. They don't join or subscribe much, but when they do, they have to love the institute, it has to offer discounts and the price has to be right.

Donations are up for those organizations who make a community impact. They see corporate sponsors as just a way for those to get a marketing benefit but they still admire them for supporting the arts.

*Gather from the [2014 LaPlaca Cohen Culture Track](#) study

Part I for Professional arts organizations: Goals

- Defining the new art patron – giving at every level, with not only cash but in kind services and support of specific projects that relate to their interest. Patrons as mentors to Patrons
- Explore what the audience needs are and how to fill them
- Explore new ways to connect to audience and patrons – large spectaculars and intimate gatherings and retreats
- Explore using the media – social media and supporting arts writers/film documenters
- Explore how cross promotional event with those outside of the arts community can be utilized
- Exploring how education about events including what to expect and how to attend, builds audience/patrons
- Further understanding that some connections are serendipitous, so structure has to allow freedom

Part 1: Suggested Subjects:

- **The Artist as Art Patrons**
- **The Young Art Supporter**

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- **Emerging Foundations**
- **Social Network and Cloud Funding as Patrons**
- **Cross Collaborative Patrons**
- **The Politician Patron**

Part 1: New Aspects to Building Audience, Examples

- Make new viewer comfortable by preparing them in advance on what will happen, clothes to wear, food and drink, how to participate, when to arrive, who to bring with
- Creating an opportunity for friends to come together, to relieve stress of everyday life and have a social life
- Content specific to a particular audience
- Create a barter system to exchange goods with no money exchange and acknowledge in-kind donations
- Develop an art pass or ways to allow people in for free on certain times or days. Earning membership through attendance
- Work on the complete audience experience and start with the audience at the beginning of the plan.
- Every person who has bought an art work is an automatic member of the friends of your organization. One show a year is jurored by this group who can pre-buy work from the show which is only open to artists who have sold work. If they liked one artist maybe they will buy another.
- Politicians – AVIP Art Limousine will escort politician and other VIP to a selection of events in SD.
- Eat Your Art Out dinner-fundraiser – artist sharing a meal with art patrons, themed exhibition in connection with SDVAN
- Art Purchasing: schemes to offer art with payments spread over 10 months...price per month goes on wall label.
- Art Collectors Clubs –a membership fee by meetings per year where the group buys art with majority decisions. Work purchased is rotated to membership. When member leaves a club, there total fees is returns with a work of art at current value.
- VIP opportunities for Patron developments – how do you show that your patrons are very important people and tailor experiences for them individually
- Re-defining what constitutes a cultural experience – gardens, TV, food, drink, online lectures etc. Culture is social first. Culture experience are defined by the social needs they fulfill.

Part 1 Seminar Suggestions:

1. Ask participants to use their cameras to capture images of the best experience they have with art in the weeks before the seminar
2. Have a meet and greet ice breaker where photos are shared with other attendees. Food and drink will be served. Smart Phone photos to be sent to one place for sharing to occur after the seminar.
3. Make sure no one is seated next to someone they know
4. Conduct a guided fantasy resulting in a brainstorming for new ideas of building audiences/patronage
5. Do breakout session on suggested subjects to facilitate collaborations.
6. Discuss breakout discoveries with Stratus cloud funding: Ask each participants to give one in-kind service of some kind for Part 2
7. Dedicated time for networking and further discussion with cross pollination of ideas.
8. Artists (both visual and performing) will be invited to participate, experience and observe Part 1. They will be asked to make art works themed on The New Art Patron

Part 1 Participant Criteria

- Art Professional from any type of organization for example: art association director, government administrator, library staff, sales gallery, museum, theater, dance company, opera or music, spoken word, art supporter, etc. Plus Documenters of the process including artist, writers, videographers
- Willingness to collaborate, share ideas
- Intention to participate in Part 2

Part 2: The New Art Gamer: Becoming an Art Player

Participants of Part 1 can invite up to three potentials art patrons who they will mentor and host.

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Part 2: Goals

- Arrange examples of giving at every level, with not only cash but in kind services and support of specific projects that relate to their interest.
- Survey the new art gamer to see what their unfulfilled needs are
- Connect art gamers to artists in group and intimate ways
- Showcase the media – social media and supporting arts writers/film documenters
- Include non-art in kind donations in order to develop new support outside of the art community
- Deliver education on what to expect and how to attend art events
- Have a great deal of fun and make sure all attendees enjoy themselves. Make room for serendipitous interactions

Part 2 Seminar Suggestions:

1. Patrons will have a meet and greet with art professional and a chance to view the exhibition based on the idea of the New Art Patron. Food and drink will be served
2. Presentation of some of the ideas about the New Patrons
3. Break out groups will explore subjects such as Forming an Art Collectors Club, becoming a patron of an artists or specific event or media product, defining culture with a story, educational projects, Frequently Asked Questions about the art world.
4. Demonstrations by artist with hands on components so patrons can experience the making process
5. Participants can experience a mock auction with pretend cash to spend of selected works from the exhibition. (Real sales can occur as well after the auction)
6. Video booth to document: What is your story and how you are an art patron
7. Dedicated time for networking and further discussion with cross pollination of ideas.

Both events will be video taped and edited to make a series of 2-6 minute videos on various subjects. An illustrated hand book will also be compiled and available online on a dedicated website.

Part 2 Participant criteria – a diversity of ages and experiences is encouraged

- Involved with Part 1 in any stage including pre and post planning
- Invited by Part 1 participant to help
- Invited by Part 1 participant as a participant in Part 2 as a possible art gamer

The New Art Patron. Patricia Frischer: The arts have the ability to give people a sense of place, to help them define and take pride in where they live. We should help to educate, build audience and improve people lives by:

1. Providing a high level of visibility countywide for the contribution San Diego artists and arts organizations make to San Diego's **quality of life**. Art at all levels should be showcased and targeted to an audience that will appreciate it.
2. Increasing access to the arts by helping arts organizations build new **collaborations** and reach out to **new audiences**.
3. Being dedicated to the idea that creativity and innovation are the **hallmarks of a successful region** and art and cultural assets are vital to insure the success of our region. Further research will definitively show the roles the arts has in developing these attributes that are highly valued: inquisitive, able to communicate verbally and with written word, creative, able to work in teams, analytical, innovative, problem solver, self confident, show initiative, strong work ethic, flexible and adaptive to change. These are also all attributes of a good citizen.