



## **NEW JERSEY ARTS INCUBATOR OFFERS BUSINESS DEVELOPMENT AND ARTS WORKSHOPS FOR JUNE**

**West Orange, New Jersey, May \*\*, 2010** – The New Jersey Arts Incubator offers a variety of educational programming for the working artist during the month of June. Beginning June 6<sup>th</sup> NJAI's new studio will host Liron Sussman for an art marketing workshop, followed by creative coach Joanne Zippel on June 9<sup>th</sup> who will guide you through the business aspects of your creative life. And for all those interested in playwriting, a four week workshop kicks off June 15<sup>th</sup>.

All workshops will take place at the NJAI studio, 495 Prospect Avenue, West Orange, Essex Green on the Courtyard. Just 'follow the art' down the walkway to the AMC Cinema entrance and turn right into the courtyard. To register for a class please visit [www.njai.org](http://www.njai.org).

### **June 6<sup>th</sup> - Business Development for Artists, an art marketing workshop. 12-2pm**

Instructor Liron Sussman will lead this interactive workshop will help artists professionally present themselves and their artwork, create a buzz and build a following. How to get the most out of your website and what to do if you don't have one yet. Learn how to build your resume while increasing name recognition. Other topics include taxes for artists and the sharing of valuable resources. Artists will come out of this workshop with a clear plan of action. Visit: <http://artistadvisory.com/testimonials.html> to learn more. *Introductory price \$40/\$36 NJAI Members*

### **June 9<sup>th</sup> – Life Skills for the Working Artist – 7:30pm- 9:30pm**

This seminar will explore your authentic vision as well as take a practical approach to the business aspects of your creative life. Break through your limiting beliefs that may hold you back from succeeding in your artistic pursuits, and take your artistic life to the next level. Topics include, pursuing your artistic dreams, and the realities of making a living as an artist. Lead by Creative Coach Joanne Zippel [www.zipcoaching.com](http://www.zipcoaching.com)  
*Introductory Price \$35/ \$32.50 NJAI Members*

### **Tuesdays, June 15<sup>th</sup> – July 13<sup>th</sup> – Playwriting Workshop for Adults – 7pm – 9pm**

This workshop will focus on enhancing the tools of the playwright's toolbox. The object is to sharpen writing skills in structure, scene and character study and understand the business of playwriting.

- Write one short play
- Begin/refine a full-length play
- Lectures playwriting craft, and the business of playwriting
- Writing Exercises

- Opportunity to Present work

Instructor: Sheldon Senek

\$150/ \$122.50 NJAI members. Register on line at [www.njai.org](http://www.njai.org).

***The New Jersey Arts Incubator's mission is the economic development of artists and arts organizations through technical assistance, employment, marketing, programming, performance, and education in an effort to support, sustain, and promote viable arts agencies to act as economic drivers in communities across the State of New Jersey.***

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