

For Immediate Release

WHAT: "How to Price Your Art" Seminar

WHEN: Friday, September 19, 2008 from 2:00pm to 4:00pm

**WHERE: The Museum of Art & History
705 Front Street, Santa Cruz CA 95062**

The Cultural Council of Santa County (CCSCC) presents a Seminar for Visual Artists and Visual Arts Professionals on the topic of "How to Price Your Art." The panel will feature curators and artists with experience in sales and tax issues for artists and will cover such topics as trends in pricing, what is selling, pricing for different venues, and other vital information for emerging and mid-career artists. The audience will have an opportunity to have their questions answered by working professionals. Panelists include:

Angelo Grova, Sculptor and Owner of Michael Angelo Gallery.
Ann Ostermann, Cultural Council Open Studio Art Tour Manager.
Gail Enns, Owner of Anton Gallery in Monterey.
James Aschbacher, Muralist, Painter, Business Owner.
Mary Anne Carson, Director of Santa Cruz County Bank's Arts Collaborative.
Neno Vilamor, Sculptor/Cast Paper Artist, Bookkeeper, and Owner of GALStudio.

The panel will be moderated by Susan Hillhouse, Curator at the Museum of Art & History.

A much-awaited event by many arts professionals around the county, this seminar constitutes the first of a series of professional development workshops that will be offered by the Cultural Council during the coming year. The workshops will also provide an arena to arts professionals to network and talk about their craft.

Cost: \$10. Seating is limited. Tickets are available (cash or check) at the Cultural Council office, 2400 Chanticleer Avenue Ste. G Santa Cruz, CA 95062, Monday through Thursday between 10 am and 4 pm. For more information, contact Nabil Ghachem at the Cultural Council at grants@ccscc.org or (831) 475-9600 x 16 or Joyce Magallanes at x 10.

This program is sponsored partially by A.L. Walters Charitable Fund.

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About the Cultural Council: The Cultural Council's mission is to lead the community in advancing the arts in Santa Cruz County. Our programs include Grants to artists and arts organizations, SPECTRA arts learning in Santa Cruz County public schools, and the Open Studios Art Tour.