

2018/2019

Call for Applications — Apply Now!

goldrausch
Künstlerinnenprojekt art IT

Postgraduate Professional Development Programme for Emerging Female Fine Artists



Goldrausch Künstlerinnenprojekt has been run by Goldrausch Frauennetzwerk e.V. since 1989. It was founded to counteract the structural discrimination faced by female fine artists in exhibitions and on the art market. Now more than ever, it is not enough to just make good art. Broad professional knowledge and expertise are necessary in order to be successful and visible in the public domain. Therefore it is our objective to promote women who pursue their chosen career as freelance artists, helping them gain further practical knowledge and creating a public arena for their work.

What We Offer

The programme's course is tailored specifically to meet the objectives of the participants. Every year, 15 female fine artists are admitted to our professional development programme. We take the participants' artistic practices as the departure point of our training. The course combines practical tasks with various insights into the art world, the continuous training of presentation techniques and communication strategies. This includes specific courses on the design of an individual website, modes of personal introduction, studio talks and discussions of artwork. Also part of the curriculum are basic knowledge about self-employment, public relations and project planning, the creation of a catalogue and a collective group exhibition. Two experienced art historians lead the seminars and they additionally invite curators, gallerists and other experts, who engage with the artists on an equal footing in matters relating to professional development. In this professional development programme practical know-how, which can be implemented in order to pursue a successful career, is exchanged and further developed. A profound knowledge of the art sector is equally important, its practice and key players as well as an understanding of its networks. Here, a fundamental basis is provided by Goldrausch Künstlerinnenprojekt's ever-growing network of alumni, which consists of more than 350 former participants.

Organiser and Funding

The project is organised by Goldrausch Frauennetzwerk e.V., which acts as a microlending agency and financing body for women-led businesses. The project is funded by the Berlin Senate Department for Health, Long-Term Care and Gender Equality and the European Social Fund (ESF). The financing covers the the costs of the programme.



Senatsverwaltung
für Gesundheit, Pflege
und Gleichstellung



We Promote Female Fine Artists

- Working in all disciplines
- Preferably with a completed degree of a university or college (art) course or holding an equivalent qualification
- With experience in artistic practice
- With specific goals and great motivation
- With the time and resources needed to work on concepts of communication and marketing while also working in the studio



We Are Looking Forward to Applications

- From women of all ages and of every nationality
- From women resident in Berlin
- From women with knowledge of German sufficient enough to follow discussions; individual contributions may be in English

Course Contents

- Positioning of the participants' artistic practices and setting goals for the future (analysis and development)
- Training of self-presentation and the presentation of the artistic practice
- Conceptualisation of a catalogue and an exhibition
- Independence: tax and copyright law, finance – what should a woman know?
- Professional skills regarding the publication of individual content – both text and images (print and online)
- Berlin's art world: excursions, seminars, discussions, contacts



Course Facts

- When:** January – December 2019
Where: Händelallee 1 (Pavilion), 10557 Berlin
S-Bahnhof Tiergarten, U-Bahnhof Hansaplatz
Seminar schedule: Wed + Thu 10 am to 2 pm, Fr 10 am to 5 pm
Group exhibition: Autumn 2019

Application

Application documents: CV, portfolio of your work, motivational letter and artist statement. Applications may also be submitted in English. For more detailed information on the application, email and postal address, please see our web site. **The application deadline is September 30, 2018.**

Contact

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