

FOR PHOTOGRAPHERS

Master Workshops

Making Work ... Now What? Getting out into the Art World

It is not enough just to create work. You need to be able to *communicate* about your work. We focus on each photographer's storytelling techniques and communication tools including business cards, website and 'elevator speech'.

Topics covered:

- Navigating the marketplace
- How collectors build collections / questions they ask
- How to present at / choose the right portfolio review
- Editioning your work
- Pricing considerations
- How to find the right gallery
- Creating your brand

Consulting

We advise photographers on how to market themselves from storytelling techniques to marketing materials (bio, website, business cards, artist statements). We'll also help strategize how to access the marketplace.

FOR COLLECTORS

Master Workshops

Do's and Don'ts of Collecting Photography

Be a smart collector! Our workshops offer a bird's eye view into the marketplace including buying tips, where to shop, questions to ask, issues to avoid and proper due diligence. You'll walk away with the tools to become a thoughtful and more confident collector

Topics covered:

- Where to shop: For-Profit vs. Non-Profit resources
- Buying tips: galleries vs. art fairs vs. auction houses
- Pricing
- Vintage vs. later prints
- How to decipher markings: signatures, stamps, editions
- Administrative chores: appraisals, insurance, inventory management, framing, installation

Advising

We offer unbiased advice to collectors, whether new or seasoned, on acquisitions, as well as on insurance, inventory management, framing and installation. We also offer behind-the-scenes gallery visits to meet the dealers and look at images up-close.

ARTS + BUSINESS PARTNERS (ABP)

Founded by Alice Sachs Zimet, ABP specializes in the fine art photography marketplace.

ABP offers workshops and advice for photographers and collectors. Nearly 500 collectors, photographers, museum trustees, members of museum acquisition and exhibition committees, gallery owners, private art advisors and art appraisers have gone through our workshop training and engaged in our advising services.

ABP also offers tours of art fairs, galleries and auction previews as well as hosts Artist Salons, providing exclusive and intimate engagement with professionals in the field.

Zimet is Chair, Photography Collections Committee, Harvard Art Museums; Chair, Acquisitions Committee, International Center of Photography; and board member, Magnum Foundation. Prior, Zimet was Director, Worldwide Cultural Affairs, The Chase Manhattan Bank.

SELECT CLIENTS

AXA Art	American Society of Media Photographers
B&H	Christie's
FotoFest	Harvard Art Museums
Heritage Auctions	International Center of Photography
The Jewish Museum	Maine Media Workshops + College
School of Visual Arts	Professional Women Photographers
Photo Plus	Palm Springs Photo Festival

TESTIMONIALS

“Alice is smart, passionate and really knows the market. A deadly combination! Her workshops are important for any enthusiastic curious collector.”

— Mark Lubell,
Executive Director, ICP

“Alice helped me gain access to The Contemporary Art Museum (Genoa) and The Tate Modern (London). Mille grazie!”

— Luca P., Photographer

“Alice is an absolute force of nature—hugely energetic, entertaining, and smart as a whip...Her workshop was one of the best classes I've ever taken.”

—Lisa H., ICP Student

“Knowledgeable, connected, opinionated, and fun - what more could you ask for?”

— Vince Aletti,
former Photography Critic,
The New Yorker

“I will never make an acquisition without first seeking Alice's opinion and overall blessing.”

— Wayne S., Collector

“The wealth of information gave me confidence to start to collect after years of 'looking'. Alice's enthusiasm is infectious and her own collecting history inspiring.”

—Susan S., ICP Student