

# RED WING

## Work of Art

### PRESS RELEASE

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#### BUSINESS BOOT CAMP FOR ARTISTS: RED WING INNOVATION INCUBATOR ANNOUNCES 'RED WING WORK OF ART' TO SUPPORT LOCAL CREATIVE ECONOMY

The Red Wing Innovation Incubator (RWii), in partnership with ArtReach, is pleased to announce a new educational resource for artists and creatives of all disciplines called Red Wing Work of Art.

Red Wing Work of Art is a “business boot camp for artists,” a practical, multi-session workshop experience designed to help artists—whether new or well established—plan, launch, and run a successful artistic business. Workshops are held over the course of four consecutive Fridays (evenings only) and Saturdays during the month of September, and are designed to equip attendees with the tools and knowledge to succeed in a competitive creative economy.

The program will provide practical business and entrepreneurial lessons in career planning, time management, marketing, social media, fund raising, pricing, record keeping, and business plan development, among others. Through step-by-step guides, easy-to-digest tips, best practices, case studies, hands-on exercises, checklists, worksheets, and videos, Red Wing Work of Art will instruct attendees in the everyday application of these concepts.

Workshops will be taught by professionals from Springboard for the Arts. Springboard is based in St. Paul, Minnesota and has developed and taught this program in over 80 communities since 2010.

Red Wing Work of Art workshop venues will feature different Red Wing cultural assets each weekend, including the Sheldon Theatre, The Anderson Center at Tower View, Hobgoblin Music and the Red Wing Indigo Room. Each Friday evening will also include social events to be announced later

Early-bird registration is now open and the workshop begins September 9, 2016. Tuition is \$150 for all twelve sessions (30 hours total). Seating is limited and registration details are available at [www.RWii.org](http://www.RWii.org).

This program is made possible through the generous contributions of the Blandin Foundation, the Southern Minnesota Initiative Foundation and the Red Wing Area Fund.

#### ABOUT RWii

Red Wing Innovation Incubator began in 2010 as a small pilot project to help entrepreneurs, especially those within the creative economy, get started with their business. RWii has worked with many local clients, including Red Wing Brewery, Red Wing Farmer's Market, Flyway Film Festival, Tinderbox Editions and individual artists. The office is located immediately above Corner Drug at 308 Bush Street in Red Wing, Minnesota.

## ABOUT ARTREACH

ArtReach of Red Wing is a 501(c)3 non-profit organizations whose mission is to provide access to the arts and the enrichment it brings. ArtReach's primary focus is to provide meaningful experiences to those with limited access to the arts.

RWii is committed to accessibility. ASL interpreters or other accommodation needs provided upon request.

### **Red Wing Work of Art schedule**

Friday, September 9: Mandy's Coffee & Cafe

6:00 pm – 8:30 pm: Career Planning Workshop

Friday, September 9: Fair Trade Books

8:30 PM – 11:00 pm: A downtown social mixer with live entertainment

Saturday, September 10: Sheldon Theatre

9:00 am – 11:30 am: Time Management Workshop

1:00 pm – 3:30 pm: Portfolio Kit Workshop

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Friday, September 16: Hobgoblin Music

6:00 pm – 8:30 pm: Marketing Workshop

Friday, September 16: TBD

8:30 pm – 11:00 pm: Square dance - TBD

Saturday, September 17: Hobgoblin Music

9:00 am – 11:30 am: Promotions Workshop

1:00 pm – 3:30 pm: Social Media Workshop

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Friday, September 23: Anderson Center at Tower View

6:00 pm – 8:30 pm: Pricing Workshop

Friday, September 23: TBD

8:30 pm – 11:00 pm: Pizza party at new Anderson Center pizza oven

Saturday, September 24: Anderson Center at Tower View

9:00 am – 11:30 am: Record-keeping Workshop

1:00 pm – 3:30 pm: Legal Considerations Workshop

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Friday, September 30: Indigo Room

6:00 pm – 8:30 pm: Funding Workshop

Friday, September 30: Red Wing Framing & Fine Art Printing

8:30 pm – 11:00 pm: Parking lot BBQ and live music

Saturday, October 1: Indigo Room

9:00 am – 11:30 am: Grant Writing Workshop

1:00 pm – 3:30 pm: Business Plan Essentials Workshop

Saturday, October 1: Indigo Room

3:30 pm: Red Wing Work of Art cohort graduation