

THE
Culture
CANDY

ART X CULTURE

FREE GUIDE FOR
ARTISTS

HOW TO JOIN OUR
COLLECTIVE AND
ARTIST DEVELOPMENT

THANK YOU FOR BEING
A MEMBER OF OUR
ART FAMILY!



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THE MISSION

The Culture Candy is a NYC based arts organization that celebrates Culture, the arts, and underrepresented artists by providing up and coming artists with showcase opportunities. Founded by Lee Lee La Cubana and Zalika Zeni, two artists of color seeking equal opportunities to be seen, The Culture Candy is dedicated to encouraging young minority, female, LGBTQ+, and many other underrepresented creatives to pursue their artistic passions through their involvement in community programs, pop-up events, gallery exhibitions, and facility curations throughout NYC.



The Culture Candy is created for the people, by the people with a mission to preserve urban culture through artistic expression and branding. Our 'For the Culture' slogan is intended for our audience to express their 'why' in what motivates them to create in visual arts, music, fashion, etc. Some of our past pop-ups are themed with classic New York culture references such as 'The Bodega' to give additional perspectives to what is considered art in our everyday life and surroundings. Catering to all audiences, we also create opportunities for upscale showings to give artists from various socio-economic backgrounds the stage to be discovered.

THE TEAM

The Culture Candy is a woman and minority owned business, created with us in mind. We seek to diversify the art world by creating opportunities for people who are underrepresented, like ourselves. That's what makes our mission so personal to us, we take pride in our work, our artists work and our representation. Leaders in innovation, we work to create innovative ways to expand where art is seen and are fighting for the modern day visual artists to receive as much recognition as those in other creative industries.

WE'RE EXCITED TO BE HANDS-ON WITH YOUR ART JOURNEY

While we're excited to be hands-on in your journey, we work continuously behind the scenes to create more and more opportunities for underrepresented artists, to bridge the gap between the underground and contemporary art scenes. We're partnered with CUNY schools and SYEP to provide young creatives with internship opportunities! Our interns rotate regularly and help us stay organized and in contact with the art community. However, our owners are all actively engaging our art family as well, developing personal relationships with artists is a part of our culture.

I'm an artist, who do I contact?

Your first point of contact will be our administrative team at @theculturecandy on Instagram or info@theculturecandy.com through email. Communication starts with our interns and transitions to ownership based on the inquiry.



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OPPORTUNITIES

What opportunities do you have for artists?

We are a curation company that organizes exhibition and event opportunities in both the underground and contemporary art scenes. This means all exhibition types may function differently. Please see the appropriate page or FAQ for each event type if you have questions regarding those events.

Additionally, we are a community (collective) of artists and function as an Art Family. We provide feature opportunities for artists, and do our part to provide artists with development advice. If you'd like to be featured on our platforms, please email us at info@theculturecandy.com

How do I apply to exhibit?

Artists can apply for our opportunities by following us on instagram to stay up to date with new exhibitions. Some of our opportunities such as Facility Curations or Art & Dines have applications that run on a rolling basis. You can click the link in our bio's on social media to access any applications or make sure you're subscribed to our newsletter. Email us at info@theculturecandy.com if you are having trouble subscribing to our newsletters or to apply for any opportunities that you are having trouble locating the applications for.



How can others join the collective?

The great news is, being a part of our Art Family is free and easy! Just follow us on Instagram, subscribe to our newsletter and email us at info@theculturecandy.com or click the link in our social media bio to download our Collective Guide which includes all the information you need to participate in an exhibition, get featured, and a free artist development intro guide.

I am not a visual artist, but I make crafts or vend for my small business. Can I participate in events?

YES! Some of our events such as Pop-ups have space for small business vendors and crafters to showcase their passions. Look out for Pop-up event applications or email us!

Are there fees to exhibit?

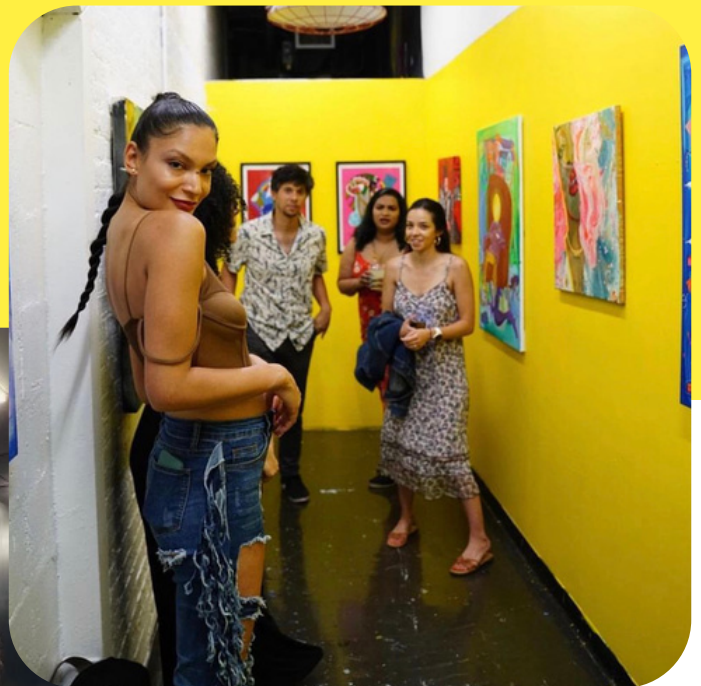
We make an active effort to keep costs affordable for artists. Most of our exhibitions have an administrative fee, however artists keep all sales. The administrative fee is put toward our overhead and some of our team's time in coordinating and planning the event. There are some opportunities that are just commission based with no administrative fees. This varies per opportunity. Artists can also be featured with us for free, or access artist opportunities and submit posts for publishing on our site to promote with our website membership.



OPPORTUNITIES

I'm exhibiting in a show, what's next?

If you are participating in an event or exhibition, you will be contacted by a member of our team with installation date/time/material information, a flyer, pick-up date/time, and any other information you may need for the showcase. If you haven't heard from our team 1-week after reserving your showcase, please email info@theculturecandy.com to confirm we have your correct contact information. Communication is primarily sent via email, but is also sent via instagram DM by our interns. We encourage you to read about the event type you are showcasing in, listed in our guide, so that you have a clear expectation on the event your participating in. Artists should also view our marketing tips on how to market their event participation (see table of contents).



EVENT TYPES



POP-UP

What's a Pop-Up?

Pop-Up Exhibitions are a temporary (usually one day or weekend) event that is informal and interactive for artists and attendees. Pop-Ups are sometimes referred to as "Art Party" in some underground art networks (music & drinks) or "Art Networking" events (socializing with the art community). Our Pop-Ups are hands-on events that have our team in attendance, usually have a bar, are network focused for the art community, and usually themed to celebrate Urban New York or various underrepresented minority cultures that are relevant to the New York Experience.

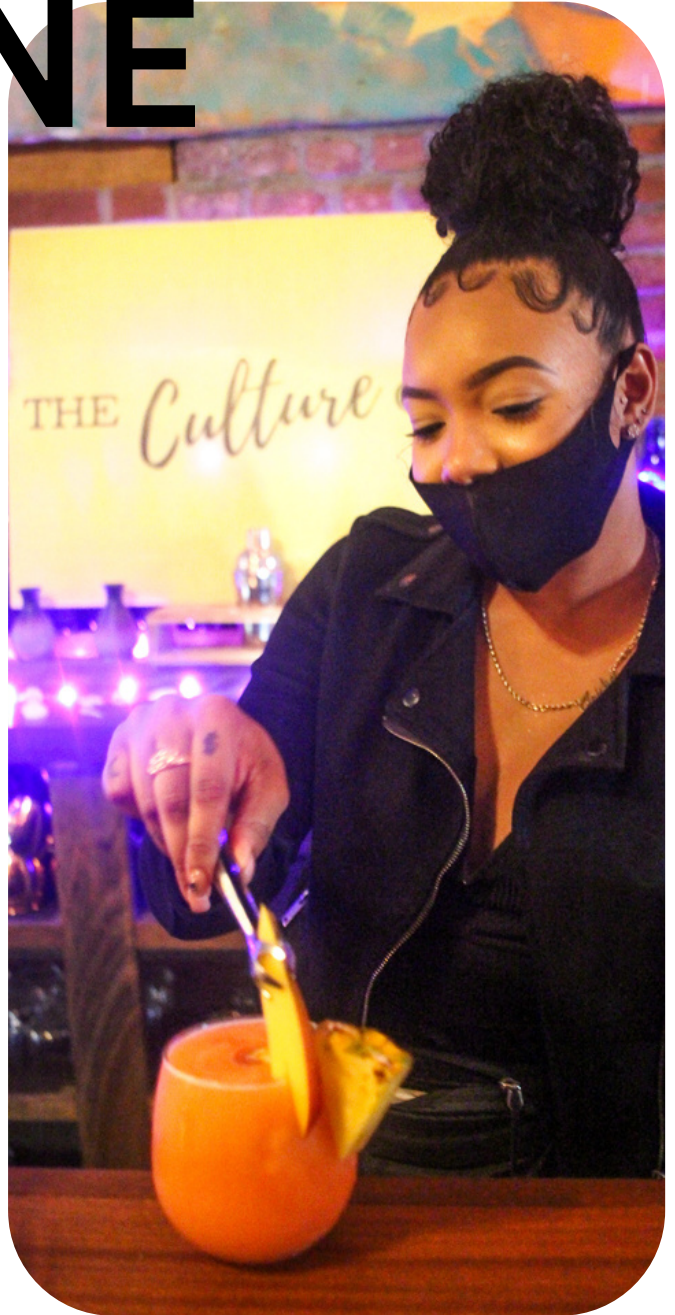
Some of our Pop-Up partners and reference events include 88 Events (The Bodega 2021), The Brooklyn Art Cave (Botanica 2021, New New 2023), The Bedstuy Art House (A Seat at The Table 2023), The Ketchup Gallery (Newsstand 2022), Gantry State Plaza (Outdoor Art Gala 2020), Pretty Ricky's (The Ball 2022)

EVENT TYPES

ART & DINE

What's an Art & Dine?

We curate for various restaurants to celebrate culinary x visual arts, and rotate artists to help them gain exposure. These exhibitions take place at restaurants (1 week - 3 months) Artists who are placed at restaurants are provided with an installation and pick-up date from the curator contact, artists organize their own opening night in which they invite family and friends to view their work, all inquiries for purchases are forwarded to the artist and the artist assists in promoting the restaurant. This is an investment for artists to gain brand awareness through the heavy foot traffic at our partnered locations. The Culture Candy directors and executives are not required to be present at art & dine openings unless time permits as we have many curations that go on at once, however some Art & Dines contain Pop-Up nights or group opening nights based on the locations and agreement at the specific location.



EVENT TYPES



EXHIBIT

Gallery & Facility Exhibits/Curations

Exhibitions are group shows or solo shows that do not include the art party aspects of a Pop-Up. These exhibitions have opening nights or closing receptions that are more in-line with traditional art world expectations. These curation opportunities take place at galleries such as The Ketchup Gallery (PWR 2022), lounges such as Orange Blossom (Miami Art Week 2022), public spaces such as Chelsea Market (The Melting Pot for NYC Art Week 2022), and various facilities such as health clubs, hotels and private events with some of our partners (Steinway Mansion, etc.)

The Culture Candy directors and executives are not required to be present at all curation openings unless time permits as we have many curations that go on at once, however some contain Pop-Up nights or group opening nights based on the locations and agreement at the specific location.

EVENT TYPES



MARKET

What's an Art Market?

Art markets are pop-up markets that are displayed vendor-style (with tables/stations). These take place in parks (Astoria Art Market 2021), or community event spaces (La Tiendita Jackson Heights Market 2022). Markets showcase artists, craft vendors, small businesses and more. These are great opportunities to connect with local community members for brand awareness and testing your products.

ARTIST DEVELOPMENT GUIDE: THE PRICE

Calculate your price:

The best solution for many artists is to select a pricing formula that works well for your art form and is a good fit for the stage of your career. A formula can simplify your life, plus makes it easier to explain your prices to potential buyers.

Common option: $(\text{Hourly Wage} \times \text{Hours Spent}) + \text{Cost of Materials}$

Example: for an artist who charges \$20 an hour, works for 15 hours to complete a piece, and spends \$100 on materials:

1. $\$20 \times 15 \text{ hours} = \300

2. $\$300 + \$100 = \$400$

Tip: Our artists who just started creating/showing usually charge \$10-\$20/hour plus materials while our veteran artists charge \$75-\$100/hour plus materials. Murals are calculated per square inch plus materials.

ARTIST DEVELOPMENT GUIDE: ARTIST BIO

Statement and Bio:

An artist statement is an artist's description of their work while an artist bio is a description of yourself and your 'why'. As an artist, you will be asked for your statement and bio when being considered for shows, galleries, and publications. An artist's statement may change as they develop and create different series of work so you will revisit this from time to time to present where you are currently in your career. An artist bio will state why you're an artist, your background, and your training. Use the below guidelines to form your statement and bio:

STATEMENT

- Write in the first person, think of yourself being quoted in terms of what work you create
- What type of work do you create and for who?
- Your statement does not need to be long, just an excerpt based on your current style and collection
- This is not permanent and will change as you develop your collections and transform as an artist

ARTIST DEVELOPMENT GUIDE: ARTIST BIO

BIO

- Introduce yourself. Where are you from, where are you based currently, what is your niche?
- What type of work do you create? What is your current series exploring?
- What is your 'why'? What led you to be an artist and why do you create?
- What formal training do you have, if any? In what ways did you informally train to develop your style?
- What are your biggest showings and accomplishments as an artist?
- Your bio will develop as you do

ARTIST DEVELOPMENT GUIDE: ART HISTORY

A new perspective on Art History:

Having an understanding of Art History is important in your development as an artist. However, the ways in which we were taught this information is the problem. The Majority of art history courses are testing you on your knowledge by requiring you to memorize the title, date, artist, medium and any other relevant information on a minimum of 100 pieces per period. For those studying curation and history, this is important information, however as artists we need to focus on the skill development of historic artists and art world trends including how they relate to societal changes so that we as artists can identify how to develop ourselves and create work that sells and holds value based on our current society while still expressing our vision.

ARTIST DEVELOPMENT GUIDE: ART HISTORY

The assignment:

Revisit the database of historical periods, styles, and artists that have been instilled in our brains and shift your perspective in how that data is organized and presented. Take your favorite artists and think about their self development, what did they do to develop their style and originality? What steps did they take to gain popularity? Take your favorite periods and think about what encouraged style changes?

If you did not go the art school route, good for you. You saved money, and already pay an internet bill with an abundance of resources to learn on your own through research and practice. Research an art history resource and take the time to familiarize yourself with the major art movements that excite you. Do the same exercise above to learn art history through an angle of self-development.

ARTIST DEVELOPMENT GUIDE: DEVELOPMENT

It's all about you!

As an artist personal development is important. Your art is reflective of your journey and is a product of your talent. If you have a goal, you have to be open to a continual learning process in that area so you can reach and then exceed that goal. Most people will ask you why you love art, I want to ask you why you love to create? Think about your current creative process. What emotions or events surround you when you're about to create something, or what triggers inspiration to strike? Understanding your own creative process is a great place to start in terms of personal development as an artist. I encourage you to write down your creative process annually through your artistic journey and notice how it changes and what life events surround the changes. You as an artist are now a part of art history and you are your favorite artist. Knowing yourself and what drives your creative process will help you develop your personal style, maintain a realistic production pace, and overall keep you grounded as an artist.

ARTIST DEVELOPMENT GUIDE: DEVELOPMENT

Your journey = your art:

Personal development does not only apply to you as an artist, but as an individual. No matter what you believe in, art is a spiritual process. Whether it be universal law, Christianity or just the journey of self (not excluding any other spiritual beliefs), you are taking a thought or feeling and creating its physical form. As you heal and grow throughout your journey, your art will mature along with you. Your journey as an artist is intertwined with and reflective of your development as an individual. Understanding the correlation between the two allows you to have a more personal relationship with why you are choosing current subject matters, what is influencing your stylistic choices, how much or little inspiration you have, etc. That being said, remain kind and patient with yourself through your journey and be positive about your outlook. Attract what you want to become and conduct yourself as the artist you want to be. In short, manifest that shit!

ARTIST DEVELOPMENT GUIDE: DEVELOPMENT

Skills

Another aspect to development is your skillset. Yes, everything you create is great but be open to feedback from fellow artists and always have room for growth. The more tolerance for feedback you have, the better endurance you'll have when receiving curator, gallery and critic feedback later on. You are not obligated to change anything about your work, if you believe in your vision then stick to your guns. The point isn't to adapt your work to please others but to get comfortable with open discussion about your work. If you did not go the art school route, as you get deeper in your major coursework professors often held open critiques to build this tolerance. If you have a group of artists in your area, see if you can arrange an open critique to gain the feedback you need and build this tolerance. As you grow as an artist, you will naturally develop in style and execution. In the meantime, I encourage you to look at ways to perfect the medium you use. These are things that will continually develop your creation process and with practice make you a better artist.

ARTIST DEVELOPMENT GUIDE: CONFIDENCE

Don't be selfish with your work!

I repeat, do not be selfish with your work! Show your friends, share it on social media, build the confidence to show your work. You need to feel confident in what you produced, you just created a one of a kind piece of work and you will know who will support you in your journey as you start sharing your work. Shift your audience to those within your circle who support you and continue showing them your progress. You will receive the recognition you deserve. Do not be discouraged if a selfie gets more likes than your art, remember it is hard for people who are not confident in their own talents and passions to support those who are, but after a while you will start to inspire those people and they will start liking and sharing your work.

MARKETING YOUR SHOWS



SOCIAL MEDIA IS YOUR AUDIENCE

1. Post the flyer in your story twice a week until show time. (Tip: tag the curator and other artists showing to expand your audience.)
2. Ask your close family and friends to share the flyer and attend with you and take a photograph with your work. This gives you content to use when promoting future shows and helps build your portfolio.
3. Post teasers of work you're showing in an upcoming shows with links to the eventbrite or curator pages.
4. Follow other artists in the show and share their work to your store with links to the upcoming show and curator page.
5. Invite people you've been wanting to work with to come view your art in the show, invite other artists, or community members.

MARKETING YOUR SHOWS



OUR DAY ONE'S

Support fellow artists by being a leader in the art community! Our Day One artists help expand our Art Family and are leaders in our community. After time (based on availability and resources) we repay these artists by pitching them to art publications who work with us, offering free show space in pop-ups or exhibits, features, merch, introducing them to other curators and considering them for opportunities like Miami Art Week or Chelsea Opportunities. If you want to be a leader in our Art Family:

- Take photos and videos at our events and send them to us
- Email reviews of our company to info@theculturecandy.com
- Refer other artists to showcase their work with us
- Actively promote shows you participate in

TOP 40






ARE YOU TOP 40?

What we're looking for:

We're looking for artists who have been seasoned in their craft and are working to make a difference in the art community. This means you have your statement, bio, page and site with show history on the art scene. There are cases that don't have all these elements but show spirit and hustle in their craft. All are encouraged to apply, email info@theculturecandy.com to learn how to apply.

HAVE MORE QUESTIONS? CONTACT US



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Tip: Ctrl + F in this document to
search for keywords

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