

Canvas Paper and Stone Gallery

2611 Frederick Douglass Blvd, Studio 2N, New York, NY 10030

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Art Gallery & Marketing Guru Team Up on the Business Side of Art

New York: What's special about me as a visual artist? How do I position my art as having value while maximizing sales? How do I manage my time to achieve my greatest creativity? Canvas Paper and Stone Gallery, answers these and other questions in a free artists strategic marketing workshop. The Gallery in collaboration with Small Business Camp founder and president Andrew Morrison, will work with visual artists to enhance their business and marketing skills while boosting their creative capital. **The workshop will be held on Sunday, December 9, from 3PM to 6PM** in the Gallery located at 2611 Frederick Douglass Blvd, Studio 2N, in Harlem, New York. Artists must RSVP by Wednesday, December 5th, by calling 212-694-1747. Seating is limited.

Morrison writes: "Once you begin to repackage your business with certain brand attributes, you allow your clients to... get to know you, and also buy from you — which in turn leads to you becoming more successful." "While our artists are amazingly talented," Averlyn Archer, Gallery Director continues, "like most of us, they are not able to give the business end of their art much attention. This workshop will introduce tools and strategies that they can immediately implement to improve their businesses, and by extension, their lives. As both an art collector and gallery owner, any applications which improve the lives of our artists, complements the work that we do with them."

Andrew Morrison is the founder of Small Business Camp - an entrepreneurial training, coaching and marketing services firm. The company delivers an intensive 2-day program that allows the participants to walk-in with just an idea and leave with a marketing plan, public relations strategy, money-making website, direct-mail campaign and 90 days of follow-up coaching. In New York City, Andrew hosted a weekly show on 98.7 KISS-FM called, "Money Making Mondays." Previously he built a multi-million dollar company by providing innovative direct marketing services to Fortune 500 companies. He was featured in the Wall Street Journal, Entrepreneur Magazine, Crain's Magazine 40 under 40 and Advertising Age. He also appeared as a "Young Millionaire" on the Oprah Winfrey show.

Canvas Paper and Stone is the successor to American Vision 145, a gallery originally established in April 1999. The Gallery is a contemporary fine art venue located in Harlem NY which focuses on emerging and mid-career artists in all media. Among its objectives is educating their client base about contemporary visual art. It continues to lead the way in Harlem's cultural arts renaissance by producing world-class art exhibitions. Averlyn Archer, CEO and Curator, is an avid art collector and attorney. She has created a new online locale for art enthusiasts – CanvasPaperand Stone.com. Viewers are welcome to access information and a copy of this press release on canvaspaperandstone.com.

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