WHAT ARTISTS SAID ABOUT THE SEMINAR

“The seminar is very clear and very informative with very useful examples that help us to rethink the way in which we conceive our network and envision our career.”
Nicola Verlato, visual artist (Rome)

“It’s a very concrete, clear and practical seminar that every artist should attend.”
Iris Lam, arts manager/curator (San José, Costa Rica)

“Through the examples of the seminar I have been able to enlarge the perspective of my career, acknowledge the importance of self-management and the use of social media and public relations, both online and offline.
Cristian Zabalaga, artist (Zurich)

“Finally, a seminar that provides the artist with useful tips to gain visibility!
Annelisse Molini, artist (San Juan, Puerto Rico)

“A seminar that explains you directly HOW to show your work in a way that it gets to THOSE you want.
German Tagle, artist (Santiago de Chile)
# TABLE OF CONTENTS

**INTRODUCTION**: What Kind of Artist are You?

1. **INfiltration Strategies**
   A) Counter-Exhibition  
   B) New Audiences  
   C) Portraiture  
   D) Public Space  

2. **DIY STRATEGIES**
   A) Be Your Own Curator  
   B) Join the Conversation  
   C) Manage Yourself  
   D) Promote Yourself  

3. **How to Build a Network**
   A) *Call for Attention* Strategy  
   B) *Third Party* Strategy  

4. **Most Common Errors**
   A) *Hard Selling-*Ism  
   B) *Self-*Ism  
   C) *Artspeak-*Ism
5. **HOW TO DEVELOP SUCCESSFUL SOFT SELLING STRATEGIES**

6. **THE ARTIST STATEMENT (OR THE PECO RULE)**
   - A) Personal
   - B) Engaging
   - C) Clear
   - D) Open

**CONCLUSION:** HOW DO WE MANAGE UNCERTAINTY?

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**THIS SEMINAR WILL ALLOW YOU TO**

- Know What Kind of Artist You Are
- Understand and Apply a Set of Practical Infiltration Strategies
- Conceive DIY Strategies to Gain Visibility
- Develop Strategies to Build/Enlarge your Network in the Artworld
- Formulate Successful **Soft Selling** Strategies
- Understand the Key Elements of a Good Artist Statement
- Perform a Self-Analysis and Find Out which Strategies can be Useful for Advancing Your Career

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**ABOUT SANDRA MIRANDA PATTIN**

Sandra Miranda Pattin is an Italian-Colombian artist, coach and curator based in Florence who has exhibited in Europe, Asia and Latin America. She is co-curator and manager of the artist residency Chiaso Perduto in Florence. Miranda Pattin has extensive experience in the curatorial field. She was advisor to the director of the Zhengmou Qingdao Museum in China. For many years she has been in charge of International Projects of the Florence Biennale where she worked with artists like Marina Abramovic, Shu Yong, Christo and Jeanne Claude, David Hockney and Gilbert & George. She has also performed as advisor of the Buenos Aires Biennale, La Fabbrica di Angelo Grassi (Italy) and Art Residency La Esquina (Lima). Miranda Pattin was the founder of *ArtSEEN Journal* (England/Italy) and *Síllo 8* (Colombia), a magazine and a tv channel dedicated to the promotion of art and culture.

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**ABOUT DE PACO BARRAGÁN**

Paco Barragán holds an International PhD by the University of Salamanca (USAL), Spain with a residency at the Alvar Aalto University in Helsinki, Finland. Barragán is an art theorist, international curator, art advisor and Contributing Editor of the American magazine *ArtPulse*. Between 2015 and 2017 he was Head of Visual Arts of Cultural Centre Matucana 100 in Santiago de Chile. In 2005 he was one of the co-curators of the International Prague Biennale (IBCA), the Lanzarote Biennial in 2009 and Nuit Blanche Toronto in 2016. Between 2002 and 2021 he has curated 91 international exhibitions in four continents: Europe, USA and Canada, Latin Australia and New Zealand.