

**Welcome to**  
JUDITH HEARTSONG'S



“Salon”

sa•lon

*noun*

1. an artful conversation held monthly where artists, writers, and arts professionals come together to bond, network and get out of their heads for a little while. It is a conversation; a support group; sometimes a counseling session; always a networking extravaganza; an experimental lab for new ideas; a place to learn and grow by leaps and bounds as an artist and a professional.

**Why not start your own Salon?**

**Salon**—An Artful Conversation



# **The salon starter kit**

## **TABLE OF CONTENTS**

3	Forward
4	The history of Salon
6	Judith's bio
7	What is Salon—an artful conversation?
8	So now that we know what Salon is, let's talk specifics!
9	Who will attend?
10	You have your target audience..... what do you (and they) want to talk about???
11	Where do you find great speakers?
12	Now that we have our guests and presenter, what happens next?
13	The venue
14	Food and drink
15	The main event!
16	Make your speaker comfortable and encourage dialogue
17	Know your audience
18	Social media
19	Testimonials
22	Worksheet for starting your own Salon
24	How to write a press release
26	Invitations
27	Printing



## **Foward**

Thank you for deciding to join us in spreading useful, helpful, and lively artist conversation all over the country! By purchasing this Salon starter kit you have made a commitment to live and in person conversations with other arts professionals who are seeking to find community and better their professional practices. So much of our lives are lived online now, and many people are eager to get back to one on one conversations and get-togethers. Salon—an artful conversation has been running successfully in metro DC for more than three years, with hundreds of guests that regularly attend our monthly discussions.

***This salon starter kit will give you all the tools you need to begin your own salon discussion group in your area!***



# The history of Salon

From Dictionary.com:

“Salon”

sa•lon

*noun*

1. a drawing room or reception room in a large house. 2. an assembly of guests in such a room, especially an assembly, common during the 17th and 18th centuries, consisting of the leaders in society, art, politics, etc. 3. a hall or place used for the exhibition of works of art.

From Wikipedia:

[http://en.wikipedia.org/wiki/Salon\\_\(gathering\)](http://en.wikipedia.org/wiki/Salon_(gathering))

*Salon (gathering)*

“A Salon is a gathering of people under the roof of an inspiring host, held partly to amuse one another and partly to refine the taste and increase the knowledge of the participants through conversation. These gatherings often consciously followed Horace’s definition of the aims of poetry, “either to please or to educate” (“aut delectare aut prodesse est”). Salons, commonly associated with French literary and philosophical movements of the 17th and 18th centuries, were carried on until quite recently in urban settings.

The historiography of the Salons is far from straightforward. The Salons have been studied in depth by a mixture of feminist, Marxist, cultural, social and intellectual historians. Each of these methodologies focus on different aspects of the Salons, and thus have varying analyses of the Salons’ importance in terms of French history and the Enlightenment as a whole. Major historiographical debates focus on the relationship between the Salons and the public sphere, as well as the role of women within the Salons.

Breaking down the Salons into historical periods is complicated due to the various historiographical debates that surround them. Most studies stretch from the early 16th century up until around the end of the 18th century. Goodman is typical in ending her study at the French Revolution where, she writes: ‘the literary public sphere was transformed into the political public’. Steven Kale is relatively alone in his recent attempts to extend the period of the Salon up until Revolution of 1848. Kale points out:

*‘A whole world of social arrangements and attitude supported the existence of french Salons: an idle aristocracy, an ambitious middle class, an active intellectual life, the social density of a major urban center, sociable traditions, and a certain aristocratic feminism. This world did not disappear in 1789.’*

As recently as the 1940s, Salons hosted by Gertrude Stein gained notoriety for including Pablo Picasso and other twentieth-century luminaries like Alice B. Toklas.”



# The history of Salon

**From Wikipedia:**

[http://en.wikipedia.org/wiki/French\\_art\\_Salons\\_and\\_academies](http://en.wikipedia.org/wiki/French_art_Salons_and_academies)

“From the seventeenth century to the early part of the twentieth century, artistic production in France was controlled by artistic academies which organized official exhibitions called Salons. In France, academies are institutions and learned societies which monitor, foster, critique and protect French cultural production.

Academies were more institutional and more concerned with criticism and analysis than those literary gatherings today called Salons which were more focused on pleasurable discourse in society, although certain gatherings around such figures as Marguerite de Valois were close to the academic spirit.

Academies first began to appear in France in the Renaissance. In 1570 Jean-Antoine de Baïf created one devoted to poetry and music, the Académie de poésie et de musique, inspired by Italian models (such as the academy around Marsilio Ficino).

The first half of the seventeenth century saw a phenomenal growth in private learned academies, organized around a half-dozen or a dozen individuals meeting regularly. By the middle of the century, the number of private academies decreased as academies gradually came under government control, sponsorship and patronage.”

**From About.com:**

[http://arthistory.about.com/od/glossary\\_s/a/s\\_Salon.htm](http://arthistory.about.com/od/glossary_s/a/s_Salon.htm)

“Salon, from the French word Salon (a living room or parlor), means a conversational gathering. Usually this is a select group of intellectuals, artists and politicians who meet in the private residence of a socially influential (and often wealthy) person. Numerous wealthy women have presided over Salons in France and England since the 17th century. The American novelist and playwright Gertrude Stein (1874-1946) was known for her Salon at 27 rue de Fleurus in Paris, where Picasso, Matisse and other creative people would meet to discuss art, literature, politics and, no doubt, themselves.”

**From Metmuseum.org:**

[http://www.metmuseum.org/toah/hd/sara/hd\\_sara.htm](http://www.metmuseum.org/toah/hd/sara/hd_sara.htm)

“The most significant professional art societies in Europe in the nineteenth century were the Royal Academies of Art in France and England, established in 1648 and 1768 respectively. They ran schools of instruction, held annual or semi-annual exhibitions, and provided venues where artists could display their work and cultivate critical notice. Here, young artists could find themselves promoted to prominence through patronage connections and collectively seek protection of artistic interests.”



## **Judith HeartSong's bio**

Judith HeartSong is a professional artist with 33 years of experience as a painter, muralist, and mixed media artist. She has painted large murals along the eastern seaboard, including a large mural at the National Zoo. She has successfully licensed her work to a number of companies and one of her paintings was presented to Hillary Clinton at President Clinton's first inauguration. Judith has curated, juried, and hung countless shows and exhibits, and has extensive experience and expertise in PR, and arts administration. She also worked as the art director and office manager for the very successful corporate art consulting firm, ArtMatters here in metro DC. She founded Salon—an artful conversation in metro DC several years ago, and Salon has expanded to the Torpedo Factory Art Center in Virginia.



# Let's start with the basics

What is **Salon—an artful conversation**? *a note from Judith*

Salon—an artful conversation is a monthly meeting of artists, writers, and arts professionals who come together to bond, network, and get out of their heads for a little while. It is a conversation, a support group, sometimes a counseling session, always a networking extravaganza, an experimental lab for new ideas, and a place to learn and grow by leaps and bounds as an artist and professional.

I moved to metro DC 12 years ago after having spent 20 years building my own art career in Central Florida. I was starting over with a new name and new life in an area where nobody knew who I was as an artist. An adventure!

Salon was founded more than three years ago in my artist studio in the town of Glen Echo, Maryland. For about three years before that I considered the landscape of the DC art world, and its many small but separate artist communities..... much in need of some sort of force for good to bring them together.

Community-building was needed and with my history as the membership chair for the Central Florida chapter of the Women's Caucus for Art, organizer of community art shows and events, and PR expertise built over a long and successful art career - I knew that community-building was something I had a working knowledge of and expertise to share.

I started doing research of artist discussion groups around the country online, took lots of notes and talked to lots of people. Some common threads started to emerge in what people were doing and what was working, and I got excited about the prospects of putting a group like this together. I then brain-stormed with a lot of friends and supporters to hash out some specifics before going any farther with this idea, and that work took months.

When it was time to take the idea public, I started out with a survey (more about that later) and asked artists and arts professional friends what they were interested in – what would bring them out of their studios and homes on a weeknight to attend a discussion group. It turned out these painters, photographers, jewelers, pastel artists, ceramicists, sculptors, fiber artists, mixed media artists, poets, writers, performance artists, and more, all wanted COMMUNITY!!

So, **Salon—an artful conversation** is . . . a conversation. It is always **free** to the public. It's held on weeknights, during the work day in a studio center; it can be brunch on a Saturday; it can be a free-flowing talk about what is going on in the studio; an informal critique group; an organized discussion with a presenter. It can be people of like profession (although I will recommend against that later on) or a wide-ranging group of people with different practices and backgrounds. When you are cooking, the more different kinds of vegetables you have, the better the stew!!! Salon is currently running successfully in Maryland and has expanded to Virginia where it is running at the Torpedo Factory Art Center. [www.torpedofactory.org](http://www.torpedofactory.org)



## **Let's talk specifics**

**So now that you know what Salon is, let's get to the details!**

For the sake of example, let's say that you are an artist, writer, or arts professional who has been spending so much time alone working that life is starting to seem like all work and no play, and you are forgetting about the passion that brought you to your life's work in the first place. Or you are an artist just starting out who wants and needs to know more about the business of art, and you want to network and meet other like-minded professionals. Or, you are a late-career artist and you want to be around younger artists and benefit from their boundless enthusiasm. It could be that for some time now you have been feeling like something is missing, like somehow or some way things could be better.... But you have not been able to put your finger on what's missing.

These are all good reasons to start a Salon, or to attend one. Maybe you are a 'joiner' and not a 'starter', but perhaps your best friend or studio mate is a 'starter' and generator of new ideas. If you are reading this documentation, you are already halfway there.

**You, and people around you  
can start to build a supportive  
community of creatives where  
you live!**





## Who will attend?

The first thing to do is to think about who you know in your community. Think about people who can populate your group. Do you know other artists? Do you have lots of artist friends? Do you belong to an artists' cooperative or arts association? Is there an arts organization in your region? Are there performing arts groups, writer's guilds, or creative member organizations that you belong to or can advertise to?

Do you show in or attend regional art and craft shows? If you attend gallery openings, museum shows, and open studio events in your area, you already know some potential members for your discussion group. Have you already collected their business cards? If not, I suggest you start doing so right now. You also need to make sure that you have your own business cards with you at all times to hand out to potential new contacts and friends in your industry. (Business cards are going to come up here again and again.) And yes, I have an old fashioned rolodex and software to scan cards onto my computer as well!

*A note on business cards – they are an important first impression. In Japan business cards are presented and received in a very ceremonial way with great reverence and respect. In our country, using good card stock, taking the time to carefully choose images and a layout for your card, and having them professionally printed can go a long way toward making a good first impression. At the end of this packet you can find the names of some great companies who print business cards in the RESOURCES section.*

Take a look online and do a bit of research on arts organizations in your area. A quick Google search here in my metro area pulls up lots of results:

Culturecapital.com  
Art Barn Association  
Arts Club of Washington  
Art Director's Club of Metropolitan Washington  
Capitol Hill Art League  
Cultural Alliance of Greater Washington  
DC Commission on Arts and Humanities  
Gaithersburg Fine Arts Association  
Germantown Art League

Goldsmith's Guild of Metro DC  
Hyattsville Community Artists Alliance  
Illustrator's Club  
Rockville Art League  
Takoma Artists Guild  
The ArtLeague.org  
The Art League of Germantown  
Washington Project for the Arts  
Washington Sculptors Group

This five minute search is just meant to be an example of how quickly you can begin to find resources.

You may not be in a major metropolitan area, but groups and organizations are still out there to use as resources. Attend events and get to know more about those groups and their members.



## **Target Audience**

**Ok, so you have your target audience....**

**What do you (and they) want to talk about???**

From all of my research, and talking to artist colleagues, I knew that a wide range of topics would be appropriate for the group here in metro DC. Talks about individual artists' process, marketing, social media presence, framing, giclee printing, critique, gallery representation, corporate art consulting, alternative marketing, alternative display venues, the grant process and so much more were on the minds of artists. They were hungry for information and wanted a resource to get diverse information in a friendly and supportive environment. Artists wanted to be able to ask lots of questions and get clarity on subjects they were curious about.

***The Salon format, where you share food and drink and rub shoulders with guest speakers, provides a safe environment to ask any question!***



## Where do you find great speakers?

Our Salon started out fairly loosely formatted, but I knew right away that I wanted to make use of my excellent contacts and fantastic speakers who reside here in metro DC. The people I surveyed also made it clear that they wanted the counsel of professionals to help grow their careers. Many of these people are top-notch professionals that you don't just get to meet every day, and guests at Salon were thrilled to meet and actually have a conversation with these amazing folks... and to have the opportunity to exchange business cards!

You may have a local speakers bureau, but most of those speakers will charge for their time. Because **Salon is free** to attendees, paying a speaker's fee is probably not the best choice to build a sustainable group. Is there a college near you with an art department? Is there a gallery or museum? Does some amazing and famous artist call your area home? You would be surprised at just how many people love to be asked to speak about their area of expertise, and so many professionals love the idea of this free discussion group for artists that they are glad to come and share their wisdom.

Presenters can be fellow artists, writers, or arts professionals. They can be community leaders, leaders of arts organizations, business owners that have a niche market, like fine art printers or framers. Authors, arts bloggers, arts writers, grants process experts, corporate art consultants, gallery owners, arts educators and professors, attorneys (check credentials and areas of expertise – I got burned once), giclee printers, or artists with niche expertise – artists who work with found or recycled materials, jewelers, and more can be fascinating guests.



Standing-room only at a Torpedo Factory Salon, in Alexandria, Va.

## What happens next?

### We have our guests and presenters, now what?

I have used Evite for my artist and gallery events for years and years. There are other platforms out there, and I am sure they function pretty similarly when it comes to keeping contacts organized, providing great templates for your invitations, and notifying your guests appropriately. I send out Evites two to four weeks ahead of time so that professionals with busy schedules can reserve time on their calendars for our important get-togethers. With the advent of more and more great social media, I also post these events to Facebook and Twitter, and allow people to access the Evites from there. Guests respond to the Evite and mention whether they plan to bring a guest, and what food item they will bring to share with the group. (For our 6-8pm get-togethers, I suggest that people bring proteins to share and not just desserts..... many professionals are just coming off of a long work day, and come to our event before going home.)



Packed room at VisArts in Rockville, Md.





## The venue

There have been many months that I have just arranged chairs in a circle if a presenter does not need to use a projector and screen. This friendly and casual set-up immediately puts people at ease as they pick who to sit next to and settle in. A well-rounded group of members can help keep the discussion vibrant and interesting as each of these people has a unique perspective and viewpoint. That is why I prefer to not just invite painters.... Remember that vegetable stew analogy from earlier on in this text!

*A note on a venue* – Do you have a large studio space, or a room in your home with enough seating for 10-50 people? Most people cannot answer yes to that question! Think about alternative venues, the public library, a restaurant, an art center, museum, or gallery, a school classroom or college auditorium. Most art-related venues love to have crowds coming in, so if you suggest Salon, let them know that the event is free to the public, the speakers do not take a speaker's fee (otherwise known as an honorarium) and that you yourself are not making any money for hosting the event. If you have been running your Salon for a while and can say, "I usually expect 'x' amount of people every month" an arts organization can get very excited about all those warm bodies potentially coming to their venue for the first time.

As I mentioned previously, chairs arranged in a circle are a great way to create a comfortable and relaxed atmosphere. My Salon lasts for two hours, from 6 to 8pm, once a month. I typically vary the day of the week between Tuesday, Wednesday, and Thursday because some artists and arts professionals teach on a certain night and never are able to attend. Mondays and Fridays are more challenging here in the metro area. Mondays often have long to-do list for professionals after the weekend, and Fridays here in metro DC are often filled with great gallery openings. Try to set yourself up for success and pick the best day and time that works for you, your attendees, and speakers.



## Food and drink

Attendees are asked to bring a drink or dish to share communally. If your event is in a public venue, like a gallery or art center, the powers that be will likely request store-bought food only. This request relates to health department guidelines. Don't try to get around this rule no matter how good printmaker Phil's home baked chocolate chip cookies are. They also will mandate whether wine is allowed, and where food can be served and consumed. I have found that by providing small plastic cups for wine, our guests have always behaved responsibly. If you meet in a gallery, it could be that refreshments will have to be served in separate area. Try a weekend morning brunch Salon with fresh bagels and pastries or a mexican-theme if you are watching a film about artist Frida Kahlo.

*A note on food items* – Some people have serious allergies or specific food requirements for one reason or another. It can be a great idea to ask everyone to label their food items, and always save those wrappers that have ingredient lists in case someone needs to see them.

### Common Allergens

<http://www.foodallergy.org/allergens>

Although nearly any food is capable of causing an allergic reaction, only eight foods account for 90 percent of all food-allergic reactions in the United States. These foods are:

*Peanut*  
*Tree nuts*  
*Milk*  
*Egg*  
*Wheat*  
*Soy*  
*Fish*  
*Shellfish*

The information in this section offers a more in-depth look at each of these common food allergens, and provides guidance for avoiding these ingredients.

<http://www.mayoclinic.org/diseases-conditions/food-allergy/in-depth/food-allergies/art-20045949>



## The main event!

At my Salons, I start by welcoming my guests. I offer a short review of upcoming events, and a thumbnail bio of our speaker. You can invite attendees to introduce themselves, but it is easy to end up in a quagmire with half of your evening gone and no time left for the speaker and question/answer period. Name tags are a great way to help attendees remember everyone's names, and it is a huge time saver in avoiding introductions from every attendee that can go on and on. (You will have at least one attendee who has NO filter.... EVER.) You will learn to cut in and head them off with grace, it just takes some practice.

Typically guests are encouraged to get a small plate of food and something to drink upon arrival. (Please note that I said a small plate. Those small dessert paper plates are perfect for this!) Have name tags and pens handy, and ask them to sign your guest book if you like. You can ask them to leave their email address if they would like to be added to your mailing list – remember, some guests will bring friends and your group will grow! My old guest book is filled with notes, drawings, and glowing testimonies from attendees that came to my studio, and it is a treasure. It helped that I had colorful felt-tipped markers and colored pencils right there on the table by my front door. Ask your guest speaker to sign as well.

Try to start promptly, and signal your guests to settle in with a bell, chime, or verbal request. The din of small talk can be surprisingly loud, so clinking a knife on a glass might also help, but be prepared to shout with a smile on your face. This job is not for the faint of heart and you will get good at it! Introduce your guest speaker, and let guests know that in about an hour there will be a break for more food and conversation with fellow attendees.

At this point it is vital to remind your guests about one of the only rules that Salon has. **When one person is speaking, no one else speaks.** No side conversations, no walking away to whisper together or take phone calls. Respect for each other's thoughts and words are why everyone is here. The guest presenter, whether talking in the circle, presenting a PowerPoint or slideshow, or showing samples and examples, will speak for 45 minutes to an hour. Individual presenters might prefer to have attendees hold questions til the end... or they might feel comfortable fielding questions as they go. Beware your one attendee without a filter. At some point you will have to say, "Does anyone aside from Jon have any other questions?" Your guest speaker will thank you for it.



# Salon leadership etiquette

## Make your speaker comfortable and encourage dialogue

Hopefully at the start of the evening you offered your speaker something to eat and drink. After introductions their work begins. You are the facilitator tonight. Be prepared to jump in and help your speaker out. Do some research ahead of time on the topic and have some questions or juicy tidbits of information at hand when needed. You don't want to monopolize your guest's talk, you just want to be there to help. Not all of your guests will be professional public speakers, and I know that when I need to give a talk, I get nervous! So be a great host and have some notes prepared. "Susan, I understand that you headed up an initiative to get grantees more money each year in our county – could you tell our guests more about that?"

After 45 minutes to an hour you are at the halfway point of your event. Invite your guests to avail themselves of the restroom, get more food and drink, and chat with attendees and your speaker. Remind them to get out their business cards for networking. (And I remind attendees every time.) Of the hundreds of guests I have hosted over the last several years, most say that they make advantageous connections during this part of the evening leading to magazine features, shows/exhibits, professional representation, corporate placements and SALES!

Allow the break to last just 10 to 15 minutes then bring everyone back to their seats. This is the time for the question and answer period, and then, the best part of Salon: the organic free flow of ideas and comments that result from the guest speaker's presentation. Encourage discussions like: how did tonight's Salon suggest new approaches in business or studio practice? Encourage everyone to share, but know that for some people, shyness or introversion means that even if they are not talking, they are still taking the whole scene in and are likely enjoying it. Let everyone find their way. You are the guide on this journey, and some sensitivity is required in dealing with a wide range of personality types. There should only be good conversation, not heated arguments, though sometimes you may have to steer the direction of the conversation.... and if it has run out of steam, sense that it's the time to ask whether anyone has any good news to share – shows, exhibits, sales, or upcoming events.

At the end of Salon, it is important to thank your guest speaker for their time and for every thing they shared, and thank all of the attendees for taking time out of their busy schedules to join the group. Although you may not see every guest every time you meet, fairly regular attendance encourages bonds and community building.... And great guest speakers help encourage that attendance!!

It is typical for guests to linger a bit after a successful evening, the warm glow of community feels good and some may be reluctant to leave. This means you have done your job well! If the event is in your home, you can decide how much lingering is to be encouraged. If you are in a venue like a public building, gallery or art center, keep in mind that staff wants to go home to their families. Stack chairs, pick up remaining food debris that has not been claimed, and minimize any work that needs to be done after you leave. Thank the venue for hosting.





## Know your audience

If the speaker offered a PowerPoint or handouts, they may allow you to share those items with people who could not attend, or they may allow you to email the PowerPoint they used to the whole list of attendees. Respect their creation and do not use that information for anything other than sharing with appropriate people in a way that the speaker feels comfortable with.

If you have a social media presence it is great to post images online and share the great things happening at your Salon, be mindful that not all people want their photo shared without permission, and if you take any pictures at the Salon events, ask right then if it is ok to post tomorrow to **Facebook or Twitter**. Write down the name of anyone who demurs and be sure that any images posted do not include that individual. Outreach through social media is a vital part of advertising today. You may be able to get notices about your Salon in the local paper, or a local magazine's entertainment section on their website, but social media can reach hundreds of people in an instant, and if friends share your posts, you can reach hundreds of their friends in an instant as well!

Some artists have a personal **Facebook** page that is kept separate from their professional page. A really good idea if you post a lot of personal family stuff. I myself have a professional page and a personal page, but the personal page is purely business, and that is where I am connected to hundreds of metro area artists, and artists from around the country! (Are we connected yet??)

With your purchase of the **Salon Starter Kit** you have now joined a supportive and growing community of artists and arts professionals. As more and more **Salon—an artful conversation** groups start up here and across the country, you will get support from us, and our Salon website. One by one we will add new groups to our website, and as those groups grow and flourish, we will advertise them to artists all over the country. (Send us your pictures to share!)



## **Social media**

Now imagine, you live in New York, and are traveling to San Diego on business. You check our website and find out that a Salon group will be meeting there during your stay. You get the address and contact info, and meet a whole new group of artists on your trip, and enjoy a speaker local to that area!! It is good to dream big, and we are doing just that.

This proven Salon format has introduced hundreds of artists to a support system that is vital, lively, and growing!! Artists have found new resources and possibilities opening up to them, and we are excited to be a part of this growth. As people all over the country focus more on shopping locally, eating local food, and supporting local artists and makers, we think the time is right for artists to become more organized and pro-active in getting their work and message out there. What better way to do that than build bonds and get to really know the artists in your neighborhood.... your town?

***We are stronger together, and our skills are multiplied!!***

## What people are saying about Salon



“ Judith Heartsong’s Salon truly opens doors for artists. Whether it be gathering like minded individuals to bond and collaborate, learning from top professional in the DC area about art’s business side, or making introductions. Personally, I had an amazing experience after listening to Maire McArdle, Design Director for *Bethesda Magazine* speak about art in the print world. At the end of Maire’s Salon talk, I introduced myself to her and told her a little about my sweets paintings. From there, Maire commissioned a painting of several colorful doughnuts to accompany an upcoming *Bethesda Magazine* article about upscale doughnuts in local restaurants. It was thrilling to see my work in print! And I owe it all to Judith’s Salon! ”

*Jennifer Kahn Barlow*

“ Judith HeartSong’s Artist’s Salons are an invaluable effort on her part to provide an educational, motivational and networking opportunity for artists of all mediums in the greater Washington D.C. area. Since she began the Salons a number of years ago, Judith has graciously used her relationships and connections within and beyond the D.C. art scene to attract interesting speakers and to provide the meeting location. The topics are varied, but the common thread is the objective of providing a forum for sharing and for giving artists the opportunity to meet and network with others. Judith is the organizer and coordinator and it has been her tireless efforts that have made the Salons a reality and a valuable resource for local artists. ”

*Alan Sislen*

“ Judith makes things happen. Her energy and enthusiasm are both tireless and contagious. She is devoted to art - both her own and that of others – and she works extremely hard to foster opportunities for all that cross her path. Salon, conceived, founded and managed solely by Judith is a huge benefit to our local community. It provides a supportive, nurturing and educational environment for artists of all kinds to come together for an evening of fun, lively and relevant conversation. Judith schedules speakers for each meeting to address topics of importance for all working artists. The discussions, networking and connections that result from these gatherings are beneficial to all who participate. Judith is a true gem within the local DC art community. ”

*Colleen Henderson*

“ Salon founder Judith HeartSong gives her all to efforts on behalf of artists in all disciplines. She offers a forum in which highly respected and successful arts business leaders, teachers, fundraisers, and working artists share their insights, techniques, and experiences in an environment that fosters learning and professional and personal growth. Drawing on her wide range of skills and lengthy and varied arts experiences, Judith is especially adept at and tireless in promoting artists. She is one of our area’s most talented and strongest advocates for art and artists. ”

*Maureen E. Doallas*



## What people are saying about Salon

“ Judith HeartSong knows how to gather a creative community with her encouragement, friendship, support, enthusiasm, teaching, and networking. She has a valuable personal knowledge of resources in the art world. That is what the wonderful Salon is all about, a caring, congenial venue for artists to learn and share! ”

*Mimi Harris*

“ Judith HeartSong’s Salon has been a wonderful place to meet and interact with all sort of artistic professionals in the metropolitan area. As a fine artist and retailer I live in a very splintered and busy world and it is always exciting to learn new ways of navigating the business of the art world as I try make a living as a creative. Salon’s guest speakers have exposed me to ideas, organizations and ways of thinking that I wasn’t previously privy to and the always interesting attendees are fascinating all on their own and a breath of fresh air! Judith’s inquiring eye and mind are always on the lookout for a speaker to make her audience really ponder the content and her perennially positive attitude and inclusive welcoming nature are a balm to the soul. If you haven’t attended Salon, you should! ”

*Theresa Wells Stifel*

“ There are two reasons for attending Salon-An Artful Conversation. The first is to get a shot of Judith HeartSong’s infectious enthusiasm for all things art and her total support for you personally. The second is to hear from top professionals on issues of vital interest to artists. The time I heard Melanie Spring of Sisarina speak about marketing got me more excited about promoting my business than I’d been in years. It was an invaluable experience for me professionally, giving me the tools and motivation to get the job done. ”

*Todd Baxter Dawson*

“ I am fortunate to be invited to attend Salon. In the last year in a half I have learned about many of the art world aspects which widened my horizons beyond the specifics of my art and craft. Pure art, marketing, business, gallery directors, shows, fine printing establishments, artists, and art jurors are just a few topics of the Salon lectures. Good food and wine and to top all this great company that draws me back again and again. ”

*Tova Shpantzer*

“ I met Judith at Salon in her Glen Echo Studio and was so impressed with her leadership skills and positive energy. It is uplifting to be in her presence. I continued to enjoy meeting other arts professionals who came to both present and attend the Salon while she had her studio at WAW. I am looking forward to attending in the new venues! ”

*Angela White*

“ The Salons have always been very informative. As a relatively new full-time artist, I have found that the Salons are particularly useful in understanding the art profession from the viewpoint of agents, critics, and those with longer careers who all bring much valuable experience and advice. The Salons are fun and are easily worth an occasional evening. ”

*Jim Hoehn*



## What people are saying about Salon

“ At Salon, I have been fascinated by the truly thought-provoking comments by speakers. I have gleaned valuable insights into art business and marketing, the artistic process, art history, and art methods and materials. I also appreciate the wonderful opportunity to meet and share ideas with artists. Judith is incredibly welcoming and sets the stage for new connections and friendships between artists. It has been such a joy to attend Salon, and be a part of this vital dialogue on the arts. ”

*Teresa Sites*

“ Judith HeartSong’s Salon is a tremendous resource for the arts community. To meet and network with area artists, as well as the guest speakers is of great benefit in a world where time is so limited. One of the many arts-related areas of focus is PR and Marketing. You’ll find a plethora of invaluable tools to help in this arena. Attending Salon provides a wealth of information that one would have to search far and wide for, and eventually stumble upon. Here, like-minded individuals can come together, enjoy a little food and drink, and leave more informed than when they arrived. It inspires artful conversation, to be sure. ”

*Anne Shami Cherubim-Sundaram*

“ I’m delighted to publicly offer my high praise for Judith’s Salon. An elegantly simple and beautiful concept, it reflects the boundless energy, creativity and support of its Founder. Her enthusiastic and giving nature embraces a wide arts community and her unflagging generosity makes it a pleasure to be in such a supportive enterprise! ”

*Craig S. Higgins*

“ I always look forward to attending the Salon events and will move my schedule so that I can attend! The time dedicated to learning how to approach my art practice as a self-sustaining business is invaluable. Marketing tactics, networking, intriguing discussion, learning about trends in the contemporary art scene, and hearing others’ insights into the artistic experience are all topped off by delicious food, warm hearts, and friendly conversation! Judith is a rare gem with her positive personality, variety of talents, and her ability to give people the confidence to take their creativity to a professional level. ”

*Sierra Busch*



# Worksheet

## Checklist for starting your own Salon – an artful conversation

Artists/Arts Professionals that I know personally: \_\_\_\_\_

Artists that my good friends know: \_\_\_\_\_

Local arts organizations: \_\_\_\_\_

Colleges with arts programs: \_\_\_\_\_

Museums and galleries in my area: \_\_\_\_\_

What 'art experts' do I know or have access to? \_\_\_\_\_

Possible speakers for Salon: \_\_\_\_\_

Possible venues to hold Salon: \_\_\_\_\_

What are my local newspapers and magazines? Advertising policies? To whom do I submit press releases? \_\_\_\_\_

### ***Where can I post notices and fliers about the discussion group?***

*Art supply stores*

*Craft stores*

*Libraries*

*College campuses*

*Community centers*

### ***What do I need for Salon?***

*Table for food and drink* \_\_\_\_\_

*Tablecloth* \_\_\_\_\_

*Paper goods* \_\_\_\_\_

*Guest book* \_\_\_\_\_

*Pens/colored pencils/markers* \_\_\_\_\_

*Name tags* \_\_\_\_\_

Invite monthly speakers two to four months ahead of events \_\_\_\_\_

Send out Evite invitations two to four weeks ahead of your scheduled date \_\_\_\_\_

Confirm venue \_\_\_\_\_



# Worksheet

## ADVERTISING

**Website**—post Salon notice at least one month ahead of your event with date, location, time, and speaker (along with topic and speaker bio) \_\_\_\_\_

**Social media**—post Salon notice two to four weeks ahead of event and repeat

Keep track of RSVP's to be sure that you will have enough seating at your venue \_\_\_\_\_

Notes: \_\_\_\_\_

Reminders \_\_\_\_\_

Guest Speaker's contact numbers \_\_\_\_\_

## Survey – what do artists want to hear?

Email this survey to your artist friends and contacts.

Feel free to add or change questions to suit you.

## Survey for Artists and Arts Professionals

How did you hear about us?

What is your profession?

If you are an artist, what is your medium?

What topics are you interested in seeing covered at Salon discussion groups?

Are there mediums you are interested in learning more about?

Would you like to see artist demos at some Salons?

Do you currently have gallery representation?

Do you have a business name? If so, what is your business name?

Would you like to share your contact information with us?

What is the best night of the week for you to attend a get-together? What time?

Do you have a niche expertise that would make a great topic for Salon?

Do you know other potential speakers that you can introduce us to?



# Press release how-tos

## Sample



Contact: **Judith HeartSong**  
[Judith@SalonArtfulConversation.com](mailto:Judith@SalonArtfulConversation.com)  
[SalonArtfulConversation.com](http://SalonArtfulConversation.com)  
240-481-5034

For Immediate Release  
October 20, 2014

## Artist Jodi Walsh Talks Marketing and Promotion at Salon An Artful Conversation

*When, How, Why and Where to Promote Your Artistic Career*

(Gaithersburg, MD) – Artist Judith HeartSong's Salon An Artful Conversation presents [Jodi Walsh](#) – artist, career consultant, gallery owner, national speaker and columnist for Professional Artist Magazine and ArtSpan. Join Walsh for a free presentation and discussion about when, how, why and where to promote your artistic career.

### Artist Jodi Walsh

6:00 PM – 8:00 PM

Tuesday, November 18, 2014

[Torpedo Factory Art Center](#)

First Floor Concourse

[105 North Union Street](#)

[Alexandria, VA 22314](#)

[Jodi Walsh](#) provides practical information for budget friendly, results-driven ways to promote your artwork. As a juror and curator, she'll give you a behind-the-scenes perspective to help increase your chances of being accepted into exhibits. She'll also discuss pricing and the best ways to approach galleries. This will be Jodi's final speaking engagement in the Washington region – starting in 2015 she'll devote 100% of her time to promoting her own artwork.

Judith HeartSong's Salon An Artful Conversation is a unique concept in the Washington region. Admission is free. Bring your favorite food or beverage to share, curiosity of the arts and an appetite for learning. (NO RED wine please). More information about Salon is located at [SalonArtfulConversation.com](http://SalonArtfulConversation.com).

Veteran artist Judith HeartSong created [Salon An Artful Conversation](#) in 2011 in her Glen Echo Park studio. With a background in exhibitions, curating and corporate art consulting, Judith has been active in the arts community for more than 33 years. She continues to offer Salon An Artful Conversation as a service to artists and other creative professionals in metropolitan Washington, DC as a platform for the community to share knowledge and network with other arts professionals.

– END –





# Press release how-tos

## Sample:



Contact: **Judith HeartSong**  
[Judith@SalonArtfulConversation.com](mailto:Judith@SalonArtfulConversation.com)  
[SalonArtfulConversation.com](http://SalonArtfulConversation.com)  
240-481-5034

For Immediate Release  
October 9, 2014

## Author Betsy Greer Talks "Craftivism" at Salon - An Artful Conversation

(Gaithersburg, MD) – Artist Judith HeartSong's [Salon – An Artful Conversation](http://SalonArtfulConversation.com) presents Betsy Greer, author and craft-maker whose blended talents gave her the trend-setting idea of Craftivism – a tiny word which morphed into a social movement. Greer joins us to share how being curious can trump passion and serendipitously lead you to your life's work.

### *Craftivism* author Betsy Greer

6:00 PM – 8:00 PM

Thursday, October 30, 2014

[Square House Studio](#)

[117 Meem Avenue](#)

[Gaithersburg, MD 20877](#)

Betsy Greer earned her M.A. in Sociology from Goldsmiths College, London. Her master's dissertation was on knitting, DIY culture and community development. Her first book, *Knitting For Good!* is a guide to using your knitting and creativity to improve your life, the lives of those in your community and the world at large. It's also about life and its surprises. Find more information about Craftivism at [craftivism.com](http://craftivism.com).

Judith HeartSong's Salon - An Artful Conversation is a unique concept in the Washington region. Admission is free. Bring your favorite store bought food or beverage to share, curiosity and an appetite for learning. More information about Salon is located at [SalonArtfulConversation.com](http://SalonArtfulConversation.com).

The October Salon will be held at [Square House Studio](#). Maire McArdle, founding Art Director of Bethesda Magazine and Arlington Magazine, and her husband, artist Steve Walker, offer Square House Studio as a comfortable, relaxed setting to learn and create! We're grateful for Maire and Steve's hospitality and support of Salon - An Artful Conversation.

Veteran artist Judith HeartSong created [Salon - An Artful Conversation](http://SalonArtfulConversation.com) in 2011 in her Glen Echo studio. With a background in exhibitions, curating and corporate art consulting, Judith has been active in the arts community for more than 33 years. She continues to offer Salon - An Artful Conversation as a service to artists and other creative professionals in metropolitan Washington, DC as a platform for the community to share knowledge and network with other arts professionals.

– END –

Salon—An Artful Conversation



# Invitations

## How to invite your attendees

### EMAIL INVITATION RESOURCES:

paperlesspost.com  
punchbowl.com  
smilebox.com  
evite.com

### EVITE EXAMPLE OF WORDING

www.evite.com  
Host Artist Judith HeartSong  
Phone 240-481-5034  
When Tuesday, November 18 at 6:00 PM to 8:00 PM  
Where Torpedo Factory Art Center  
105 N Union St  
Alexandria, VA 22314

### MESSAGE FROM HOST HERE

#### LOCATION

Torpedo Factory Art Center  
1st floor concourse  
November 18, 2014  
Guest Speaker: Jodi Walsh

### BODY OF EVITE— DESCRIBE THE EVENT HERE

#### WHO IS THE GUEST SPEAKER?

##### *Jodi Walsh*

"For the past 2 years I have been visiting and participating in different venues across the country. No one can say for sure exactly what is going on in the art world but by following a plan you can make smart decisions on how to promote your artistic career." Jodi Walsh

Jodi Walsh will share information on when, how, why and where to promote your artistic career. The information will be practical, budget friendly and produce results. As a juror and curator you will receive behind the scenes information that will increase your chances of being accepted into exhibits. Pricing and how to approach galleries will be discussed.

As an artist career consultant, gallery owner, national speaker, columnist for Professional Artist Magazine and Artspace Jodi will share a wealth of information. This will be the last speaking engagement for Jodi in the Washington, DC area. Starting in 2015 she will be devoting 100% of her time promoting her own artwork.

When you RSVP please let us know whether you will bring a store-bought dish to pass or a beverage/wine to share with all - this free and valuable networking and educational event works because everyone pitches in. We count on you!

Judith HeartSong has been active in the arts community for more than 33 years. With a background in exhibitions, curating, arts administration and corporate art consulting, Judith organizes this Salon as a service to artists and other creative professionals in the metro DC area. This Salon started out more than 3 years ago in Judith's studio outside of Glen Echo Park, and hundreds of artists have attended - gaining wisdom and building bonds with other arts professionals.



## **Printing resources**

4over4.com \*\*\*\*\* Judith's tried and true favorite  
Overnight Prints  
Vistaprint.com  
Gotprint.net  
Us.moo.com  
Tasteofink.com  
Jukeboxprint.com  
FedEx/Kinko's  
Uprinting.com

### **ARTS ORGANIZATIONS NATIONWIDE**

<http://www.usregionalarts.org/index.html>

Let us know what you think of the Salon starter kit,  
and be sure and let us know if you have questions!!

[Judith@Salonartfulconversation.com](mailto:Judith@Salonartfulconversation.com)

## **thank you!**

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