

Escapist Artists 2014

Assignment No. 1

January 26, 2014

- 1. Create a piece of art entitled “Escapist 2014” that you will promote as your “first painting as an Escapist Artist.” Sell the painting. You cannot sell the painting for less than \$750. You must meet/ brainstorm with John in advance of creating the painting. You must meet / brainstorm with Ryan in advance of trying to market and sell the painting.**

Associated Badge: Sales

- 2. Send thank you notes / letters of announcement to at least 12 individuals related to your acceptance as a 2014 Escapist Artist. Beforehand, you must meet with John at Staples to create your Escapist Stationery and you must consult with Ryan in advance of writing your notes to determine how most effectively to use the experience.**

Associated Badge: Correspondence

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Assignment No. 2

February 22, 2014

- 3. Meet with and obtain original signatures from all Escapist Artists, 2009-2013. In your Escapist Journals, have at least half a page dedicated to each former Escapist where they answer the following questions for you:**
 - a. What's the most valuable lesson you learned from John Ross Palmer?**
 - b. If you could be an Escapist again, what would you do differently?**
 - c. What are you doing now to defeat the stereotype of the struggling artist?**

Associated Badge: History

- 4. Create a piece of art as a gift and present it to a notable* person. Document the assignment by taking photographs and notes from your creative process in your journal. Share your experience online or in a creative manner. Do not purchase any new materials and only use nominal funds, if any.**

***Notable is defined by you—but, they must have somewhat of a public presence. You can know the person already—that is perfectly acceptable. But, do consider reaching out to a person you have never met to introduce yourself to them and let them know about your being an Escapist Artist.**

Associated Badge: Fame

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Assignment No. 3

March 22, 2014

- 5. Select a charity partner for the Black Tie gala in October. The organization must be a designated 501(c)(3) non-profit. At a minimum, this charity will receive 10% of your sales from your silent auction items at the Black Tie Gala.**
- a. You must speak with Ryan and John in advance of making your charity partner selection to discuss the strength of the charity in terms of message, local presence, online viability and other factors; and**
 - b. Announce or “kick-off” your charity partner in a creative way.**

Associated Badge: Philanthropy

- 6. Choose a specific John Ross Painting that inspires you. In your journal, affix an image of the Palmer painting and dedicate at least one page to writing why it inspires you. Set a meeting with John and interview him about the painting you selected. Write out at least five questions and journal his answers.**
- a. Create “your version” of the Palmer painting; and**
 - b. Sell your painting.**

Before embarking on item 2 (b.), you must speak with Ryan and brainstorm on the best ideas for marketing and sales.

Associated Badge: Journal

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Assignment No. 4

May 25, 2014

7. In anticipation of Black Tie, prepare the following:

- a. A description of your studio theme or message in your journal;**
- b. A summary of your featured pieces in your journal. Include a basic “story” behind each of the featured pieces.;**
- c. A sketch of your studio layout in your journal;**
- d. A list of twenty names, addresses, telephone numbers and e-mail addresses of your top supporters or enthusiasts to invite to the evening party in your journal;**
- e. A list of five names, addresses, telephone numbers and e-mail address of notable persons in the community (including your ‘notable’) to invite to the evening party in your journal; and**
- f. A Press Release describing your participation in The Afternoon & Evening of Escapism**

Associated Badge: Event

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Assignment No. 5

July 5, 2014

- 8. Catch up on prior assignments. Send Ryan a summary of your accomplishments thus far. Reminder, you must have 6 badges completed by July 31, 2014.**

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Assignment No. 6

August 23, 2014

- 9. Create an amazing instrument which displays all of your Escapist Badges clearly. You should be able to hold it and show it front of the crowd and the *Afternoon and Evening of Escapism*.**

Associated Badge: Mechanics

- 10. Based on your Sales Agreement with John Palmer Art, state a goal for the income that you would like to generate personally from both the *Afternoon and Evening of Escapism* on October 18th. Break it down by Silent Auction and Original Art Sales. With your income goal, generate a document that states your intention with spending specifics for the money you earn. Break down the numbers for spending on:**

- a. Celebration and having fun;**
- b. Growing your artist career; and**
- c. Existing costs of living / business.**

Associated Badge: Finance

REMINDER: You must have completed and earned all ten of your badges no later than Friday, September 19th at 5:00 p.m. to graduate from the 2014 Escapist Mentorship Program and participate in the *Afternoon and Evening of Escapism* on October 18th.