

2022 - 23 | FIRST EDITION

# Artist In Residence **Guidebook.**



**Artists Move the World. We Move Artists.**

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# Introduction to the Artist In Residence

Our artist residency guides you from exploration to action and beyond through personalized, structured tracks. This journey occurs in synergy with a collaborative peer cohort that builds community, reinforces accountability, and produces an original exhibition celebrating our program achievements. We first build from a foundational exploration leveraging personal reflection and targeted prompts that activate your deeper layers of thinking. From there, we establish a roadmap with benchmarks and clear milestones. A supportive cohort meets weekly or bi-weekly (as agreed upon by the group) to cultivate supportive community and further personal and collective outcomes.

## How is this different from other Residencies out there?

The WAABEL Residency is focused specifically on career advancement for artists through tangible, outcomes-oriented guidance that aligns artists with their vision and their real world. Every thread in the fabric of our organizational approach is rooted in the tangible. What this means for our Residency is that each Track, each session, each exercise you undertake in this program is a focused exploration rooted in real outcomes that are viable and sustainable in your world.

The WAABEL Residency also builds community through channels that transcend geography, background, and artistic medium, while cultivating a living ecosystem of creating together. We are not limited by place, and we leverage virtual communities to go further together.

# program overview

Six tracks guide you on a personalized journey to advance your career as an artist and bring you closer to your goals:

## EXPLORATION

This Track establishes the foundation for your plans and sets up success in the Artist-In-Residence program. We discuss a range of topics from artistic purpose, fulfillment, the intersection between your everyday life and craft, the current direction of your efforts, personal and business goals, and the challenges/success of past efforts.

Our exploration balances casual conversation with focused, pointed questions meant to guide meaningful discussion into tangible outcomes. Our visioning exercises will push you to think bigger. We emerge from Exploration with a clear path forward.

## ACTION

Here, we forward with focused energy. Together, we define goals and build a roadmap with tangible, measurable outcomes along the way.

## SUSTAINABILITY

This Track tests the Action Plan (or other outcomes from the Action Track) for viability, allows for pivoting where necessary, and embeds measures for adjustment while our artists are moving forward in their ventures. We also engage in Reflective Practice and build our artist's capacity to ask the right questions about what is working and not working in their plans. We will practice communicating the value of our work and telling our story.

## PROFITABILITY

Artists gain an understanding of how to assess and build profitability into their business model. We will discuss how to measure opportunity and weigh the pros and cons and viability of business opportunities.

## EXPANSION

Artists consider how their business ventures could and should expand over time. We will forecast future demand and discuss healthy and effective ways of appealing to new audiences and/or a larger customer base.

## LEGACY

Artists vision into the distant future and draft a statement to their future self.



**Application Deadline:**  
September 30

**Notification Date:**  
December 1

**Residency Begins:**  
January 1



# exploration

## 4 WEEKS

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Our exploration balances casual conversation with focused, pointed questions meant to guide meaningful discussion into tangible outcomes. Our visioning exercises will push you to think bigger. We emerge from Exploration with a clear path forward.

## Session Topics

### Sessions are personalized and could include:

- Is this a personal artistic or a business exploration, or both?
- What motivates me?
- How do I value my art? How do I value my process? How are these communicated?
- Am I on the path or does this require a pivot to a new path?
- What have I tried before? What am I hesitant to try?
- Steps to telling your story
- What is viable, what is there a market for?
- What do my current processes and flows look like? How do I map them?
- How do I factor real life into my goals?
- What is the balance I seek between life and my art?

## Outcomes

### Includes one or more of the following:

- Statement of Action
- Artist Statement of Purpose
- Mind map
- Business Process flow
- Post-Exploration Self-Assessment
- Group share to communicate outcomes



# action

6 - 8 WEEKS

The Action Track moves forward with focused energy. Together, we define goals and build a roadmap with tangible, measurable outcomes along the way.



## Session Topics

### Sessions are personalized and could include:

- What is my universe?
- Defining tangible, realistic, focused goals
- Identifying measurable outcomes and understanding how you personally define success
- Conducting a thorough SWOT analysis to support decision-making and planning
- Full assessment of assets: who and what do I have to execute this plan? Where are the gaps? How do I close gaps between what I have and what I need?
- Focused assessment of ideal customer and audience
- Competitor and landscape analysis
- How do we formalize balance in our concrete plan?

## Outcomes

### Includes one or more of the following:

- Action Plan
- Business Plan
- Budget Template
- Strategic Portfolio
- Elevator Pitch
- Post-Action Self-Assessment
- Group share to communicate outcomes

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## sustainability

## 4 WEEKS

The Sustainability Track tests the Action Plan (or other outcomes from the Action Track) for viability, allows for pivoting where necessary, and embeds measures for adjustment while our artists are moving forward in their ventures. We also engage in Reflective Practice and build our artist's capacity to ask the right questions about what is working and not working in their plans. We will practice communicating the value of our work and telling our story.

## Session Topics

**Sessions are personalized and could include:**

- How can I distinguish between what's working and what's not?
- What observable evidence can I rely on to test the effectiveness of my approach?
- How do I assess viable alternatives when I need to pivot?
- How can I build from past experience to ensure future success?
- What is my story?
- How should I communicate with my audience?
- What are the trade-offs of real life and art as I build a sustainable approach?

## Outcomes

**Includes one or more of the following:**

- Adjustment/Alignment Plan (pivoting)
- Impact Metrics
- Marketing Overview
- Post-Sustainability Self-Assessment
- Group share to communicate outcomes



# profitability

## 4 WEEKS

The Profitability Track is an abbreviated version of a longer process that can continue in WAABEL strategy sessions after completion of the Artist-In-Residence program. Artists will gain a basic understanding of how to assess and build profitability into their business ventures. We will discuss how to measure opportunity and weigh the pros/cons and viability of business opportunities.



## Session Topics

### Sessions are personalized and could include:

- How to conduct a marketplace assessment.
- My art as intellectual property.
- What is profit to me and how is it specifically applied in my work?
- What assets can I leverage to ensure success?
- How to assess options and different degrees of profitability?
- Who else is profitable in this space and how can I learn from them?
- Do I have the best financial infrastructure for building profit and expansion?
- How do I assess and differentiate between short and long term profit?
- What are the barriers?

## Outcomes

### Includes one or more of the following:

- Multi-year Budget
- Opportunity matrix
- SWOT Analysis
- Post-Profitability Self-Assessment
- Group share to communicate outcomes



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## expansion

## 4 WEEKS

The Expansion Track is an abbreviated version of a longer process that can continue in WAABEL strategy sessions after completion of the Artist-In-Residence program. Artists will consider how their business ventures could and should expand over time. We will forecast future demand and discuss healthy and effective ways of appealing to new audiences and/or a larger customer base.

## Session Topics

### Sessions are personalized and could include:

- How do I know when I'm ready to expand?
- What factors lead to successful expansion?
- How can I leverage my assets to build a foundation for expansion?
- What does replication or expansion mean for my craft?
- How do I define expansion? Am I expanding outputs, customer base, engagement, etc.?
- How do I balance expansion with my everyday life? Can I expand and achieve healthy outcomes for myself?
- Is expansion possible with things as they are in my life? Does anything need to change?

## Outcomes

### Includes one or more of the following:

- Multi-year vision
- Multi-year strategic overview
- Post-Expansion Self-Assessment
- Group share to communicate outcomes



# legacy

## 4 WEEKS

The Legacy Track is an abbreviated version of a longer process that can continue in WAABEL strategy sessions after completion of the Artist-In-Residence program. Artists will vision into the distant future and draft a statement to their future self.



## Session Topics

### Sessions are personalized and could include:

- Who/what are my models? What can I learn from them?
- What do I want to leave behind when this venture is done?
- What is the essence of my brand?
- How do I know when I'm ready for the next chapter?
- Where do I want my legacy housed?
- Who will come after me and how can I support them?

## Outcomes

### Includes one or more of the following:

- Personal vision
- Legacy Statement
- Letter to Myself
- Post-Residency Self-Assessment
- Group share to communicate outcomes

The culmination of the WAABEL Artists-In-Residence is our annual exhibition, Journey to Self. Each of our artists conceptualizes, plans, and executes a solo showcase rooted in community and combining elements that connect and create synergy with our cohort of artists nationwide.

# annual exhibition

## journey to self

The WAABEL signature is the intersection of an experimental fine art showcase that authentically celebrates the uniqueness of each of our artists with the behind-the-scenes, business-side planning of a solo exhibition. Our artists are guided in the process as they drive forward their vision, develop relationships with venues, create outreach strategies, execute a marketing plan, and produce original pieces that connect to their business and brand.

**Journey to Self occurs annually in November.**



about us

**WAABEL Start-Up Studio** is a supportive ecosystem for artists and writers to launch creative ideas. We function at the intersection of art and business, building capacity for artists to employ tangible strategies to advance careers and cultivate authentic and supportive community.

### We dream of...

1

A barrier-free path for all artists to access top-tier guidance and cultivate creative communities. Our efforts are specifically in service to traditionally underserved and emerging artist communities nationwide.

A future where being an artist is a viable, supported profession on par with any other career choice in the world of work. No more heroic folklore of the starving artist. We will fully embrace the entrepreneurial spirit and moxy of our artists and channel it forward with tangible career & business support, foundational benefits, and a thriving ecosystem with which to launch and grow.

2

3

An inclusive and inspired community of creative minds, poised to innovate in the modern world. We will evolve traditional gallery spaces, pivot toward our digital future, and open untapped potential for a new generation of patrons to support the arts.

**Artists Move the World. We Move Artists.**