

# ***ARTISTIC ENTREPRENEURSHIP***

## **Session 2**

**KUNSTAKADEMIET**

**Forår 2024**

**Pernille Skov // CAKI**

# The Art of Start Up

## **KUNSTNERISK ENTREPRENØRSKAB** *ARTISTIC ENTREPRENEURSHIP*

With Pernille Skov, CAKI  
Contact: Pernille@caki.dk / +45 27 37 75 67

1.3.2024 Tid: 9 -12	15.3.2024 Tid: 9 -12	22.3.2024 Tid: 9 -12	5.4.2024 Tid: 9 -12
Kunstnerisk Virksomhed <i>Start-Up</i>	Kunstnerens Narrativ <i>The Artist's Narrative</i>	Kunstnerens virksomhed <i>The artist's business</i>	Pengestrømmme <i>Moneyflow</i>
Kunstnerisk entreprenørskab <i>Artistic entrepreneurship</i>  Kunstnerens Narrativ <i>The Artist's Narrative</i>  Organisering af virksomheden <i>Organising the business</i>	Kunstnerens Narrativ <i>The Artist's Narrative</i>  Artist statement <i>Artist statement</i>  Synlighed & Relationer <i>Visibility</i>	Skat og moms <i>Tax &amp; VAT</i>  Bogholderi <i>Book keeping</i>  Relationer & netværk <i>Relations and networks</i>	Finansieringshjul <i>Wheel of Income</i>  Strategi <i>Strategy</i>  Fundraising <i>Fundraising</i>

***RE-CAP***  
***From last time***

## ARTISTIC ENTREPRENEURSHIP

**Action using practice and infrastructure:**

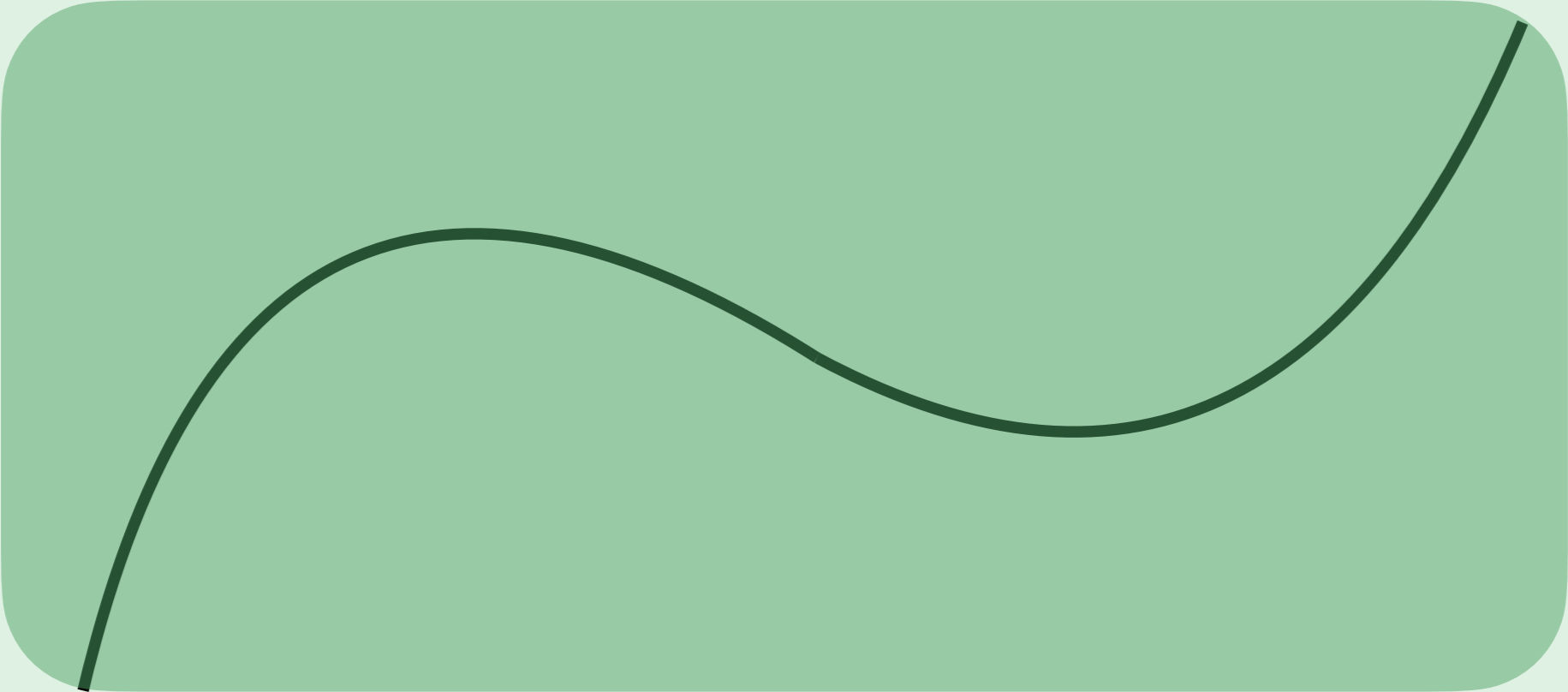
**Projects, products, services that stem from artistic practice**

**The inner motivation for action:  
A deeper field of possibilities**

## ARTISTIC PRACTICE

**Your source and motivation - your deep interest**

**THE ARTISTIC NARRATIVE**  
*- from 3% to more %*

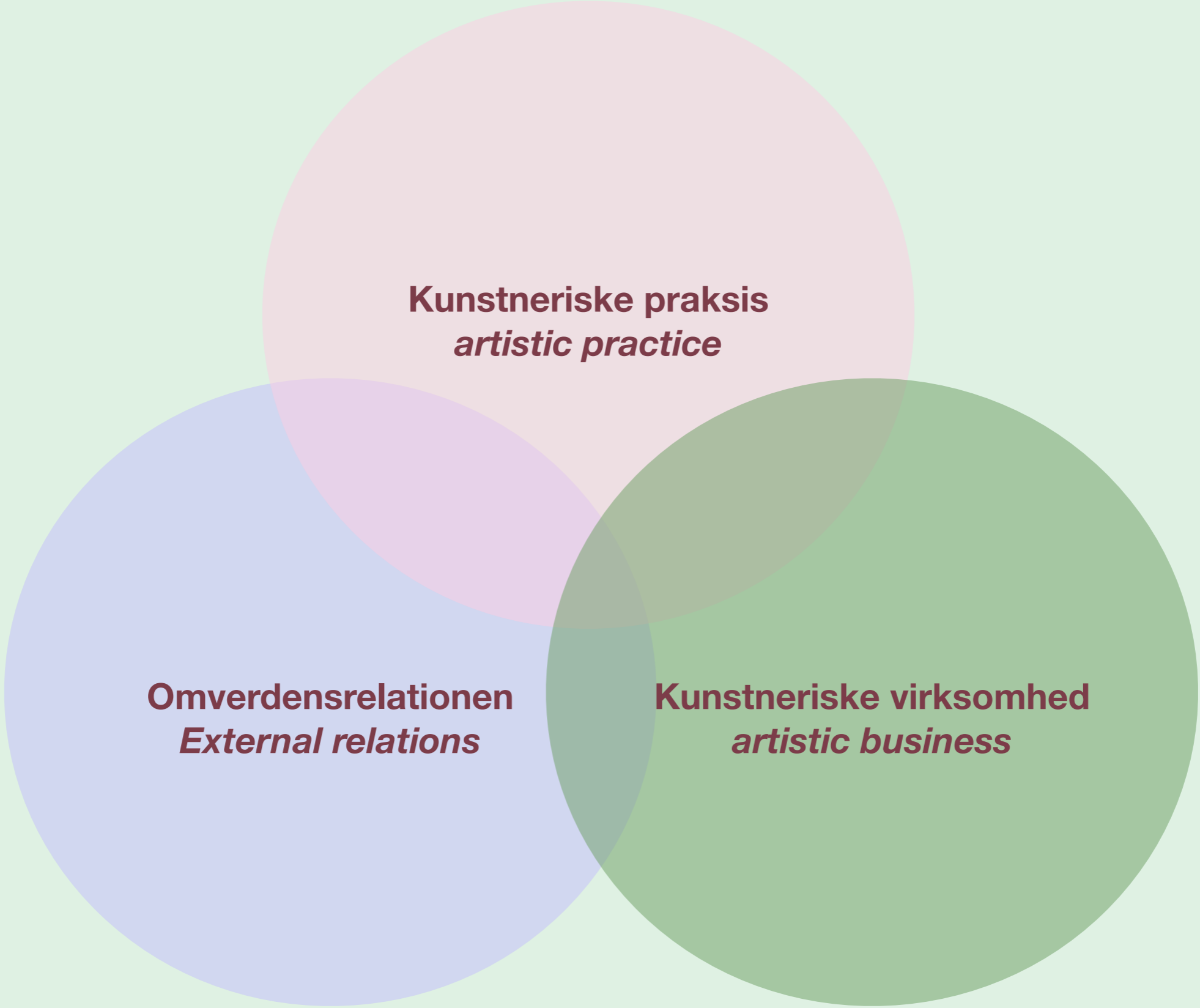


***The Third Position:***



# You are not a single column in life







## SCALE 1 - 5

**1 = I've got this**

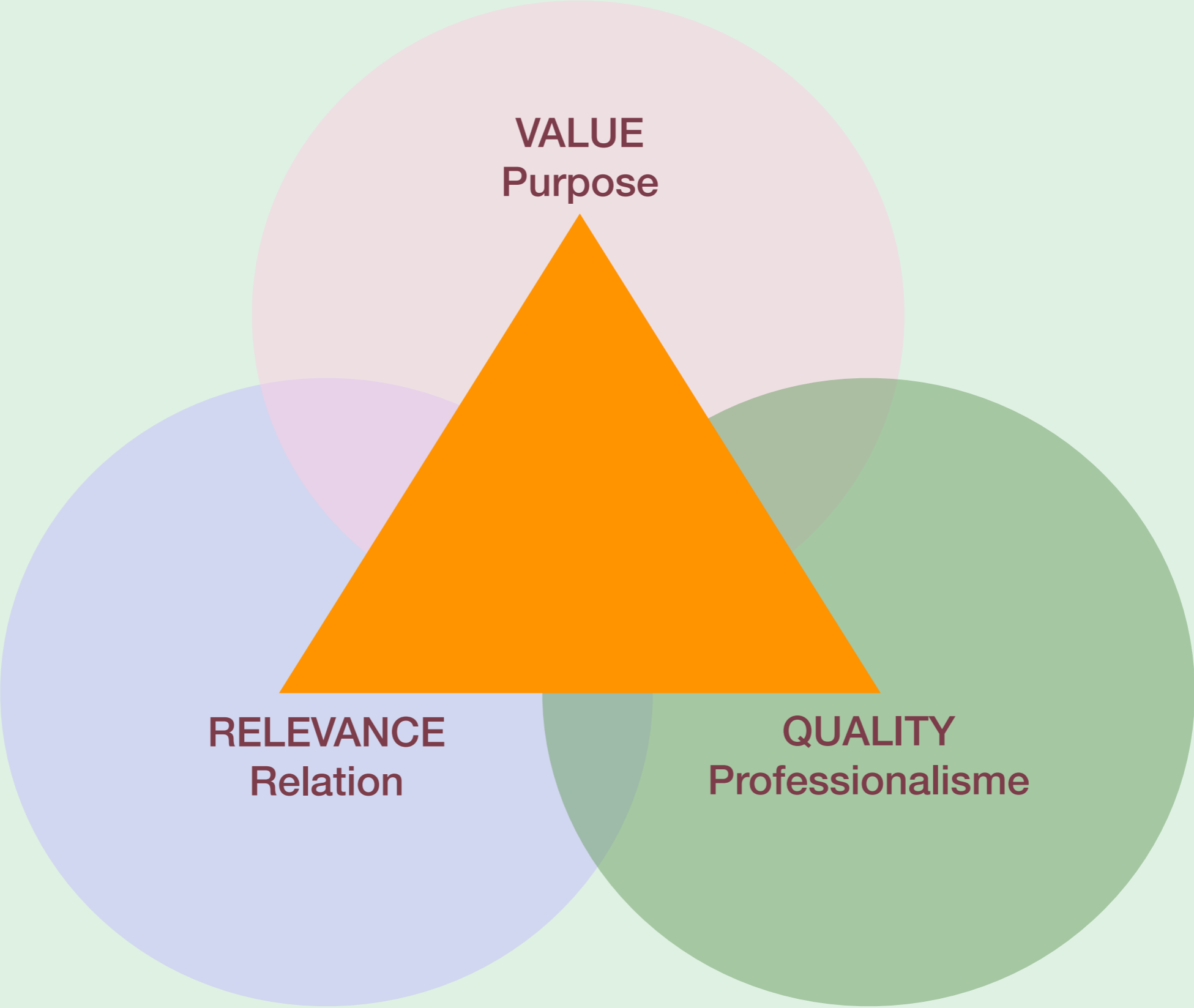
**5 = I need to step up and/or get some help**

- 1. Innovation**
- 2. Production**
- 3. Management**
- 4. Book keeping**
- 5. Communication**
- 6. Marketing**
- 7. Sales**
- 8. HR**
- 9. Legal**

## OPERATIONS IN YOUR BUSINESS

– Organising your departments







***BUSINESS FORMS***

# Opgave 1:



# YOUR PROFESSIONAL VISION

## VISION

### VISION

Your vision should set a direction for you, and it should be able to motivate you.

What are you interested in, and what ambitions do you have for your professional life?

What is your deep interest?

What motivates you?

**Ask your selves - and write down the answers:**

- What are my artistic ambitions?
- What are my financial ambitions?
- Whom would I like to collaborate with?
- Should my practice be financially sustainable?
- What does success mean to me?
- Where do I want my business to thrive?
- How and how much do I want to work?

Feel free to reflect on the questions that resonate most with you and your dreams.

# Opgave 2:

# EXTERNAL RELATIONS

**Make an analysis of your external relations:**

## Stakeholder Analysis

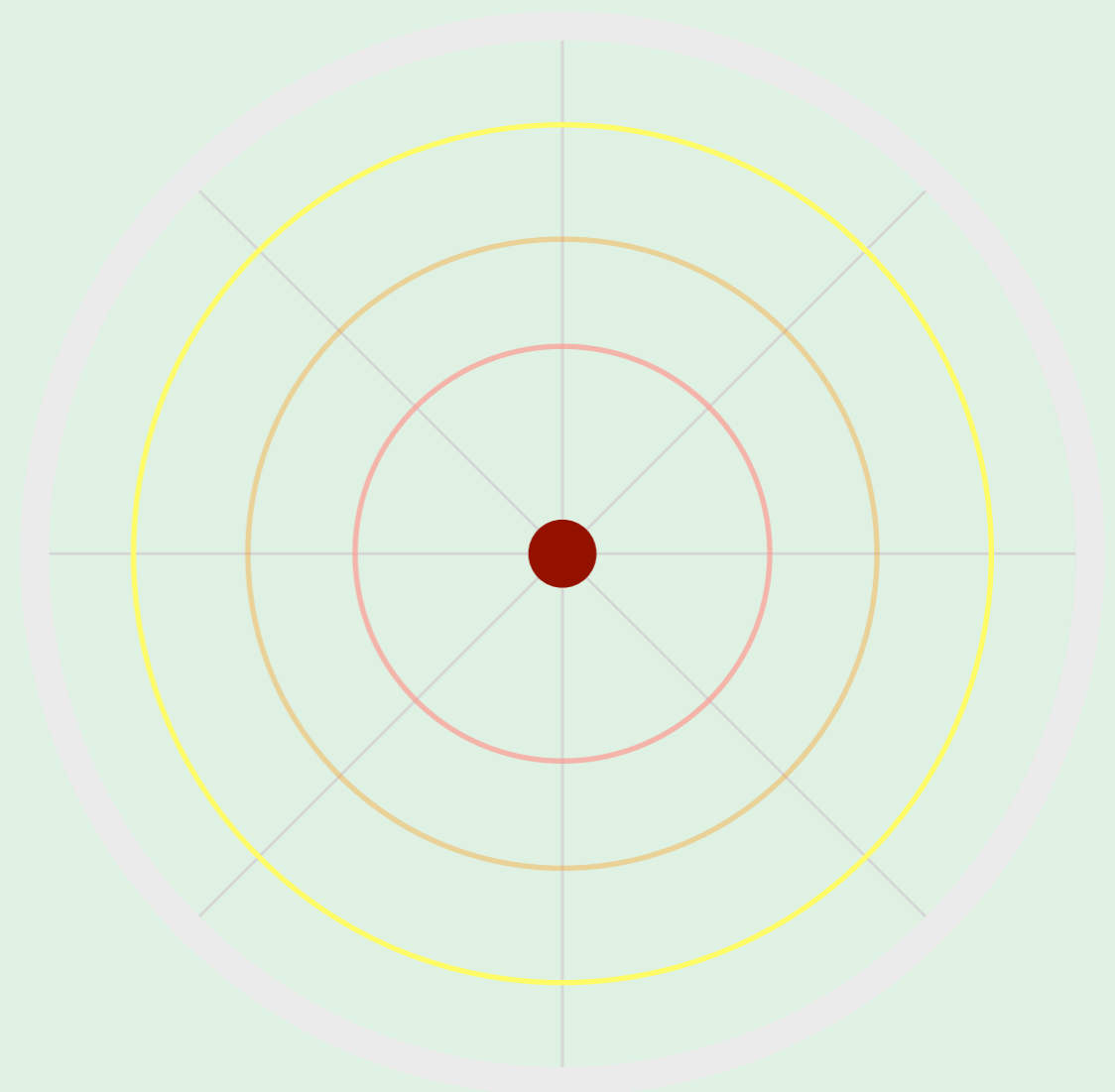
- Identify potential stakeholders who might be interested in your interests and endeavors.
- Consider individuals, groups, organizations, and communities that share similar interests or could benefit from your activities.

## Content Alignment

- Determine who else is interested in similar content or subject matter.
- Look for communities, forums, online groups, and professional networks that discuss related topics.

## Partnerships and Funding Sources

- Research potential foundations, grants, companies, organizations, and financing options that align with your goals and values.
- Explore collaborative opportunities with entities that support initiatives like yours or have a vested interest in your field.



# Opgave 3: ORGANISATION FORM(-S)

**Which  
organisation/business form  
fits you and your practice?**

***TODAY!***  
***ARTIST STATEMENT***  
***RELATIONS***  
***VISIBILITY***

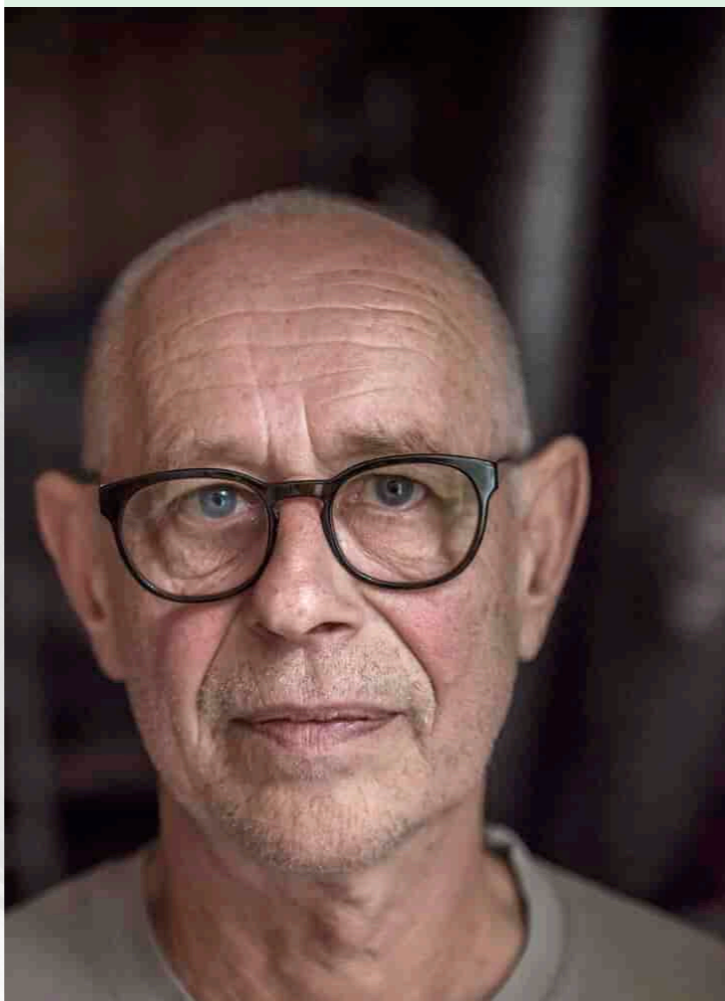
**”I pay attention this way – therefore it emerges this way.”**



CAKI



Lina Hashim



Michael Kvium



Jeanette Ehlers



How To Kill A Dog

"I pay attention this way – therefore it emerges this way."



Kim Richard Adler Mejdahl



Patricia Bbaale Bandak

SIMIAN

FONDEN **FABRIKKEN**  
FOR KUNST OG DESIGN

Kunstnerisk Entreprenørskab  
Pernille Skov, CAKI // Kunstakademiet- Forår 2024

**What is your inner necessity - what motivates you?**

**What are your dreams and intentions?**

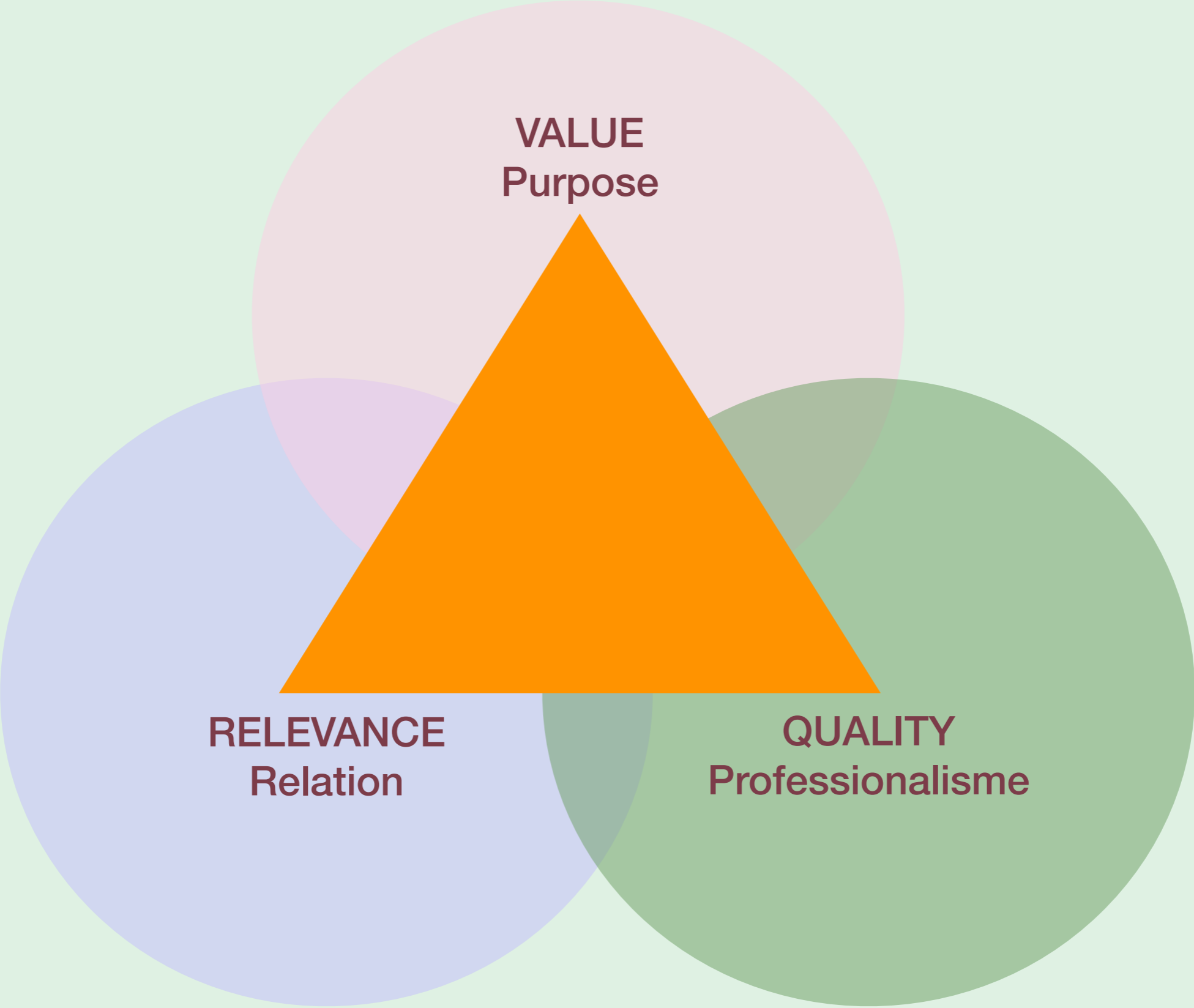
(Visions and mission)

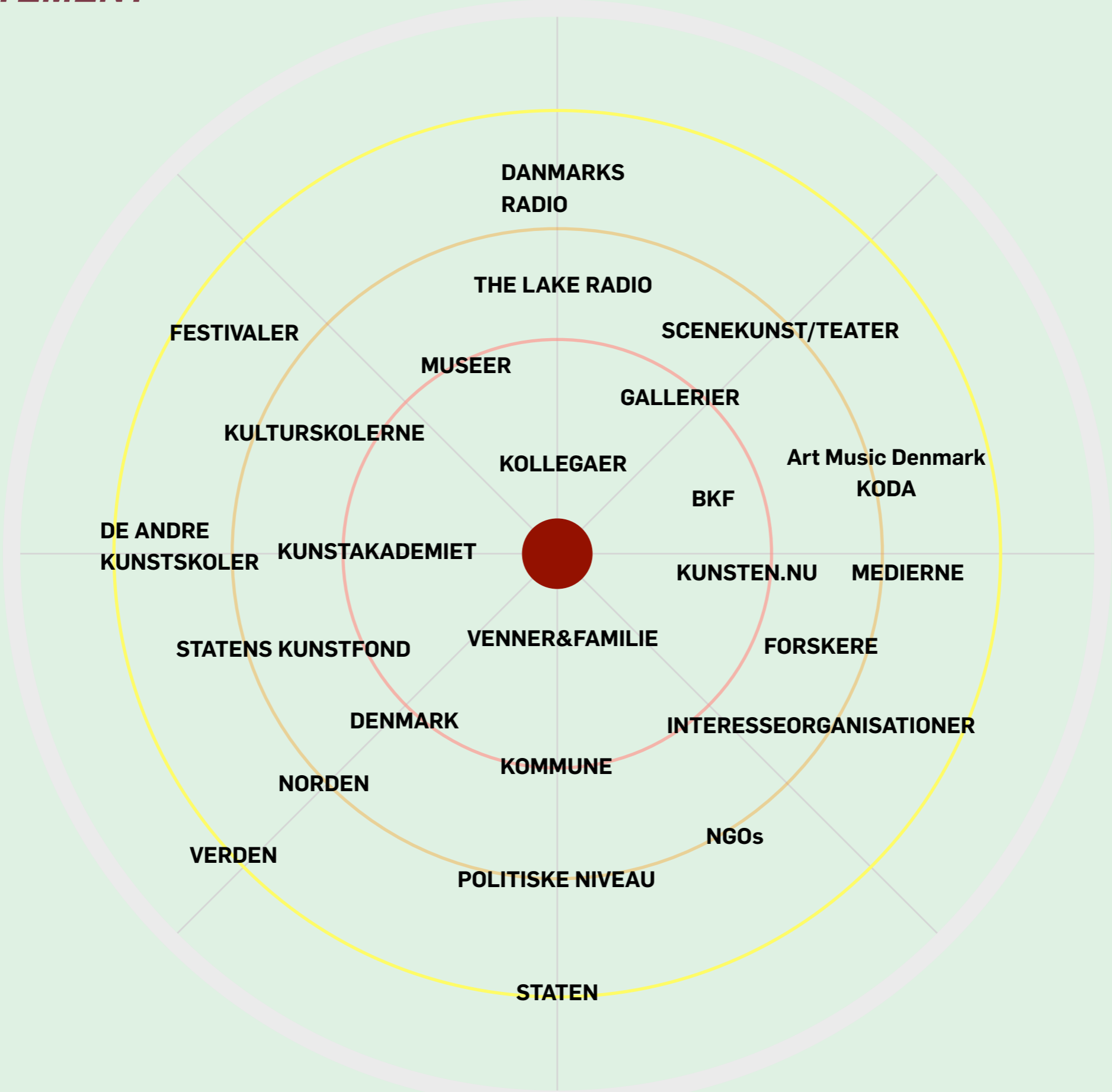
**In which context are you working?**

(Relations, network, situation, situated...)

**What are you doing?**

Practice, infrastructure, performing, project, products..







# VALUES

# YOUR ARTIST STATEMENT

- What are your interests?
- What is important to you in your professional life?
- What are your (artistic) ambitions?
- What are your ambitions for a sustainable working life?
- What does success mean to you?
- How would you like to earn money?
- Who would you like to collaborate with?

- ask yourselves more questions to help you connect to yourself

# THE VALUES

## Looking for your personal values:

- What highlights have you had in your life? What do they say about your values?
- Under which situations have you developed the most?
- What would you like to be praised and remembered for?
- What difference do you want to make in the world?
- What is important to you in your life?

## Looking for your professional values:

- What values do you insist on having in your working life?
- What would you like to be known for as a colleague or business partner?
- What would you like to stand for?
- What do you want your fellow students or business partners to say about you when you are not there?

(Hapset her: <https://www.teknologisk.dk/kurser/har-du-styr-paa-dine-ledelsesmaessige-vaerdier/38216>)

**Reflect: 10 min.:**  
**Which values are important to  
you in your work?**

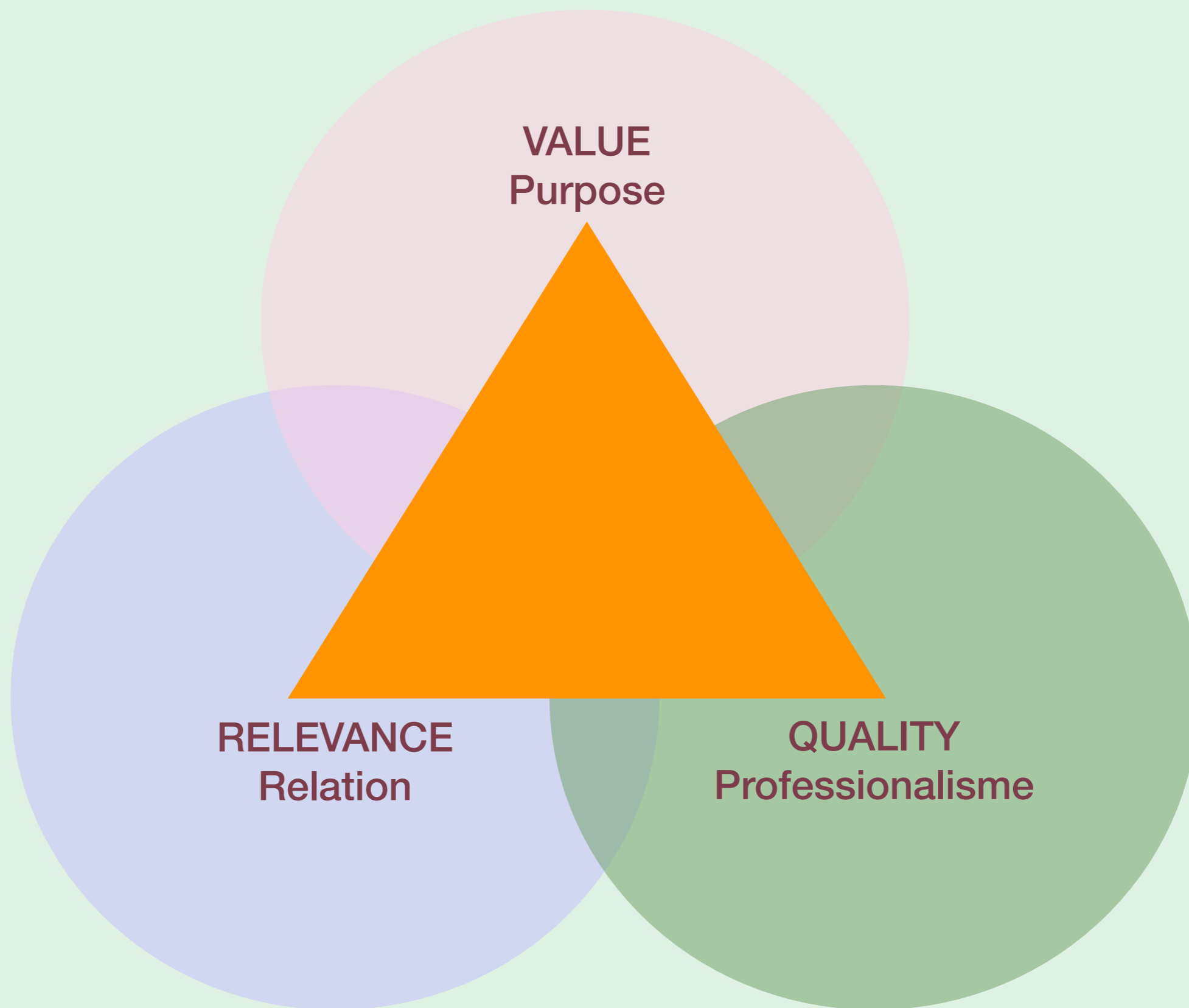


**Reflect: 10 min.:**

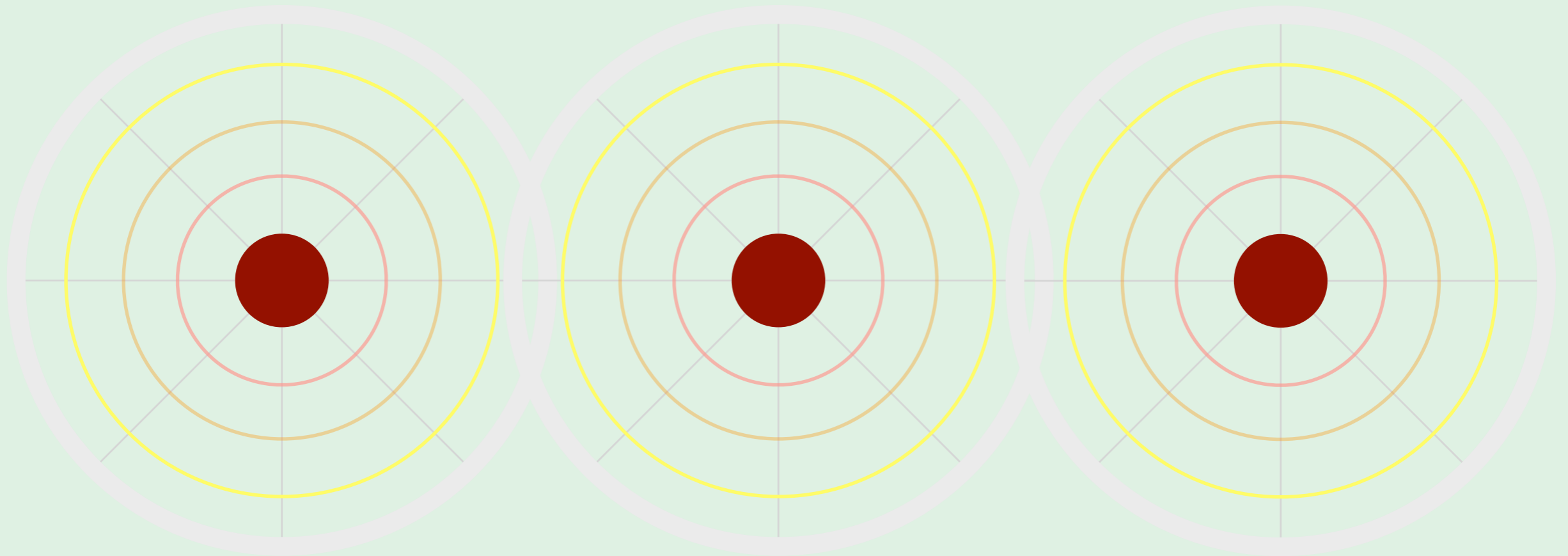
**Which values are important to you in your work - and how can you implement them in your work?**



# **E**xternal relations & Visibility



# STAKEHOLDERS & PARTNERS

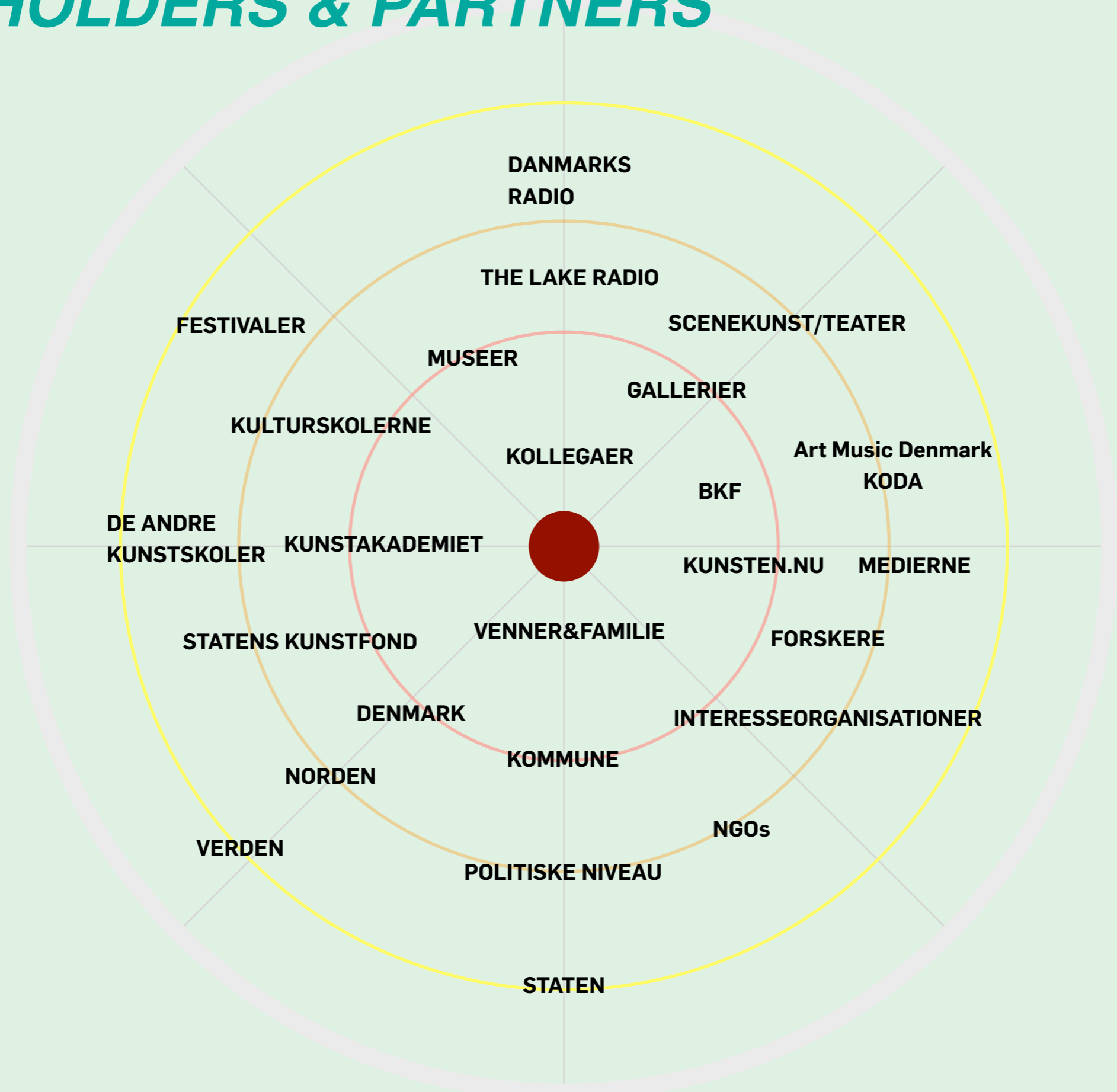


**UDVIKLING**

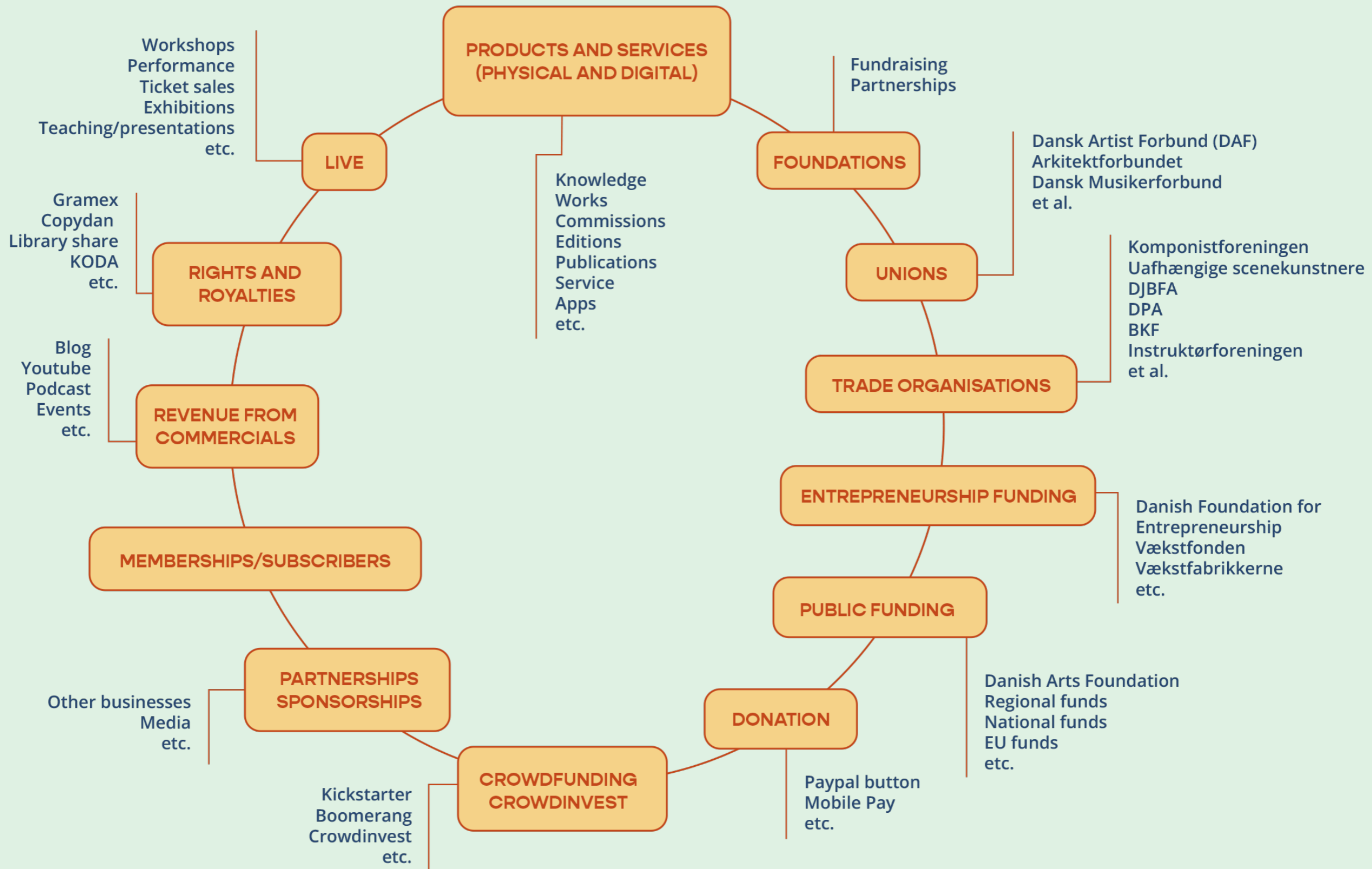
**PRODUKTION**

**DISTRIBUTION**

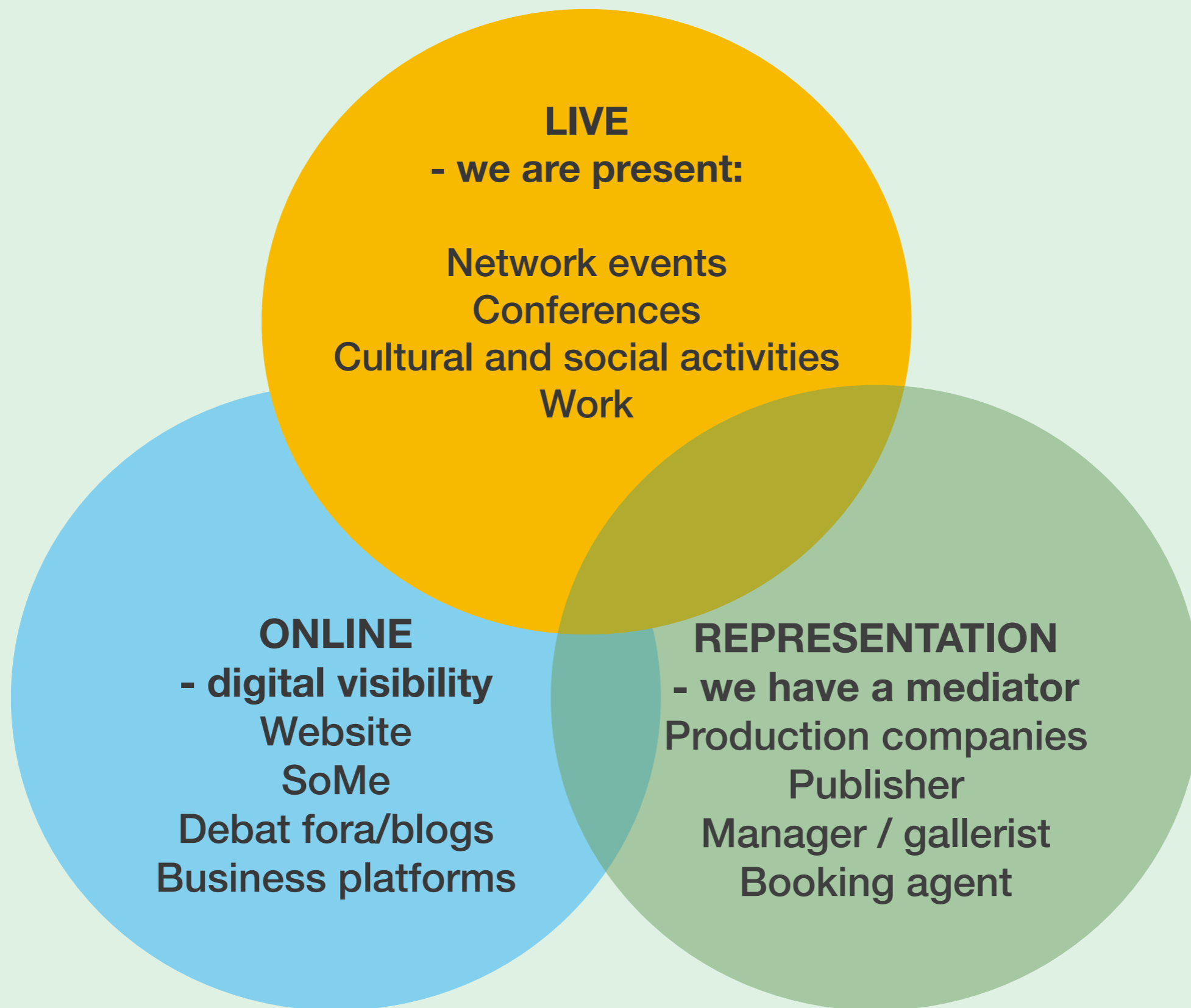
# STAKEHOLDERS & PARTNERS



# REVENUE STREAMS



# **When I look for you....**





**WHEN I LOOK FOR YOU, I AM LOOKING FOR**

**You**

**Your Work**

**What you can offer me (products, services, knowledge...)**

**WHERE DO I FIND YOU?**

**Your website**

**Social media**

**Business platforms**

**(I Do Art, Art Rebels, Kunsten.nu, Vimeo ...)**

**Sellers of your product**

**Video/podcast/blog**

**Mouth-to-Mouth**

[WWW.DIG.NU](http://WWW.DIG.NU)

**SOMEs**

Instagram, Facebook, LinkedIn, TikTok...

**BUSINESS PLATFORMS**

kunsten.NU, Facebook Groups, I do Art, Patreon...

## You need a strategy for visibility

**Where can I find you and your work?**

**What is the style and tone of your communication?**

**What would you like to show me?**

**How can I pay for what you do or sell?**

**How can I pitch you to others?**

**What is your communication plan?**

# CAKI HÅNDBØGER + MINUGUIDES



Ideudvikling & Projektledelse



PR & kommunikation



CAKI Håndbog: Fundraising



CV for kunstnere og kreative



Online portfolios for kunstnere



CAKIs Miniguide til pitching



**”I pay attention this way – therefore it emerges this way.”**

**It is your focus that helps to indicate, which opportunities and perspectives actions are created in relation to.**

# Opgave 1:



# YOUR PROFESSIONAL VISION

## VISION

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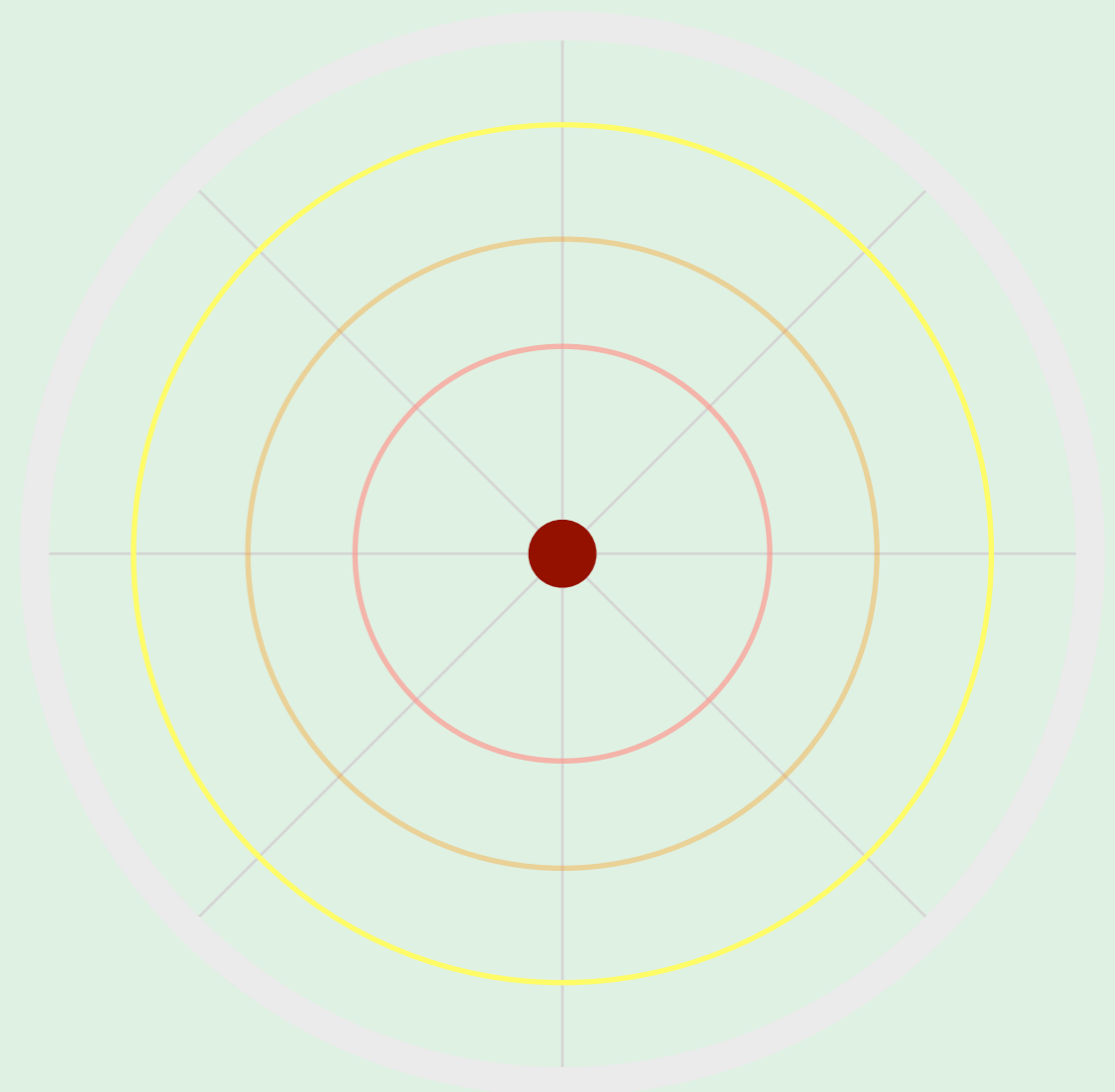
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# Opgave 3:

# ORGANISATION FORM(-S)

**Which  
organisation/business form  
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# Opgave 4:

# DIT ARTIST STATEMENT

## Ask your selves:

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Who would you like to collaborate with?

What does success mean to you?

How would you like to earn money?

Find and reflect on the questions that resonate with you and your dreams.

Write it down. It is a basic text that you can work with further.

# Opgave 5:

**How does a day in your  
professional life  
look in five years?**

# PEER CONVERSATIONS!

TALK ABOUT YOUR PRACTICE AND YOUR DESIRED  
PROFESSIONAL WORKLIFE.

DISCUSS WITH YOUR PEERS WHICH ORGANISATIONAL FORM  
WILL BE THE BEST SUITABLE FOR YOU NOW AND IN THE LONG  
RUN.

TALK ABOUT MONEY.

**Tak for i dag! :)**

**Next time Friday March 22.  
(Husk tilmelding hos Lena)**

**Your character is your bag of tools  
- use it!**

**Follow your deep interest.  
Become who you are.**