

G Waldman, "what I do"

a.k.a. being an artist:

ARTWORK

Live an artful life in the studio, garden, & cook great food
Sketch concepts, dream & doodle
Write plans for future projects
Look at artwork, everywhere
Shoot photographs, maintain cameras
Make artwork using computer & tablet
Use Photoshop & Painter, with plug-ins
Order prints & be current with photo-lab color calibration and products
Maintain computer and software updates
Work on client commissions
Scan client photos for restoration
Make "art petite", a.k.a. 5x7 art cards
Play with pastels & paint, creating imagery to scan for collage & backgrounds
Read poetry & books
Reference thesaurus & dictionary for titles
Look at photographs, everywhere
Go to friends art shows
Plan art shows
View Photoshop tutorials
Read about new art techniques
Product development days, work on textile ideas
Lecture, teach & consult about art, art-making, Photoshop & cameras

PICTURE FRAME SHOP

Mat, mount, & frame artwork to sell at shows & galleries
this includes designing, measuring, cutting moulding, building frames, cutting mats, backs & ordering supplies
Track inventory of artwork, matting & framing stock
Order framing components
Maintain equipment including mat cutter, glass cutter, moulding chopper, drymount press, v-nailer and vises
Make appointments with clients to design their framing, complete clients order within a suitable time, and then call them to pick up or deliver their picture framing order
Hang artwork for clients
Art & framing consultations in clients home or work place
Keep current with trends, discard discontinued items
Attend trade shows

BUSINESS

Maintain a schedule
Manage time, money and a budget
Save money for future expenses
Track all expenses, keep all receipts
Track all income, write up all orders, submit/pay quarterly state sales tax
Use Microsoft Word for writing and Excel for bookkeeping
Keep current with studio insurance & federal, state, county, & city licenses, taxes & laws
Correspond with clients, galleries, artists, photo-labs, and picture frame companies
Maintain web site- www.gwaldman.com
Research artist opportunities via web listings and gallery visits
Apply for shows - including outdoor festivals and galleries
Maintain inventory with consignment galleries, keep up to date with them to be sure they are fulfilling their promises
Update pricing structure for artwork and custom picture framing orders
Record all artwork, title/image files and complete regular computer drive backups
Do all advertising/marketing- create ads, write copy, and post announcements on free community lists via the Spokesman Review, The Inlander, and all free TV & Radio. Post to social media and maintain mailing lists, both email & USPS
Go to art shows = load artwork, travel, set up booth, sell artwork for three 12 hour days, take booth down, load back up, travel back to studio, and set back up in the shop
Maintain indoor & outdoor booth, including tent, walls, bins, lights, signs, displays, etc.
I've completed 24 years of volunteer work serving on two nonprofit board of directors, serving on display committees, art juror-selection, treasurer, secretary, V.P. and executive team duties.