



BUSINESS *of* ART CONFERENCE

Conference Schedule

FRIDAY, MARCH 1, 2024

- 9:00 - 11:30 am Photography Workshop with **Clark Colby** (Optional, Registration Required)
- Noon - 1:00 pm Registration & Welcome
- 1:00 - 2:00 pm **Keynote Address 1** “Access as a Principle of Art: What Makes Art Inaccessible to You?” with **Jill Wells**
- Iowa-based artist, advocate and mentor, Jill Wells (she/her) has firmly situated herself within art and advocacy work. A 2005 graduate of Drake University with a Bachelor of Fine Arts degree, she is well known for her dynamic, colorful, and tactile multimedia works investigating race, history, stereotypes, accessibility, and human experiences. By exploring the powerful alignment between arts integration and Universal Design, Wells’ work seeks solutions for innovative pathways into accessible art.
- 2:20 - 3:20 pm Session A: “Building Belonging Through Bridging” with **Megen O’Toole**
Session B: “The Public Space 1 Weather Report: Notes on What Is and Isn’t Working” with **John Engelbrecht**
- 3:40 - 4:40 pm Session A: “Leveraging Artistic Assets, Catalyzing Community Action” with **Vivian M. Cook**
Session B: “At the Intersection: Art, Science, and Nature Embedded in a Biological Field Research Station” with **Alex Braidwood**
- 6:00 pm Conference Happy Hour (Location: Della Viti, 323 Main St, Ames, IA)

SATURDAY, MARCH 2, 2024

- 8:00 - 9:00 am Registration & Welcome
Live Music with **Reggie Greenlaw**
- 9:00 - 9:30 am “Take a Seat: Chair Yoga for Everyone” with **Claire Krüesel**
- 9:30 - 10:30 am **Keynote Address 2** “Access as a Principle of Business: What We Can Do to Make Art Accessible to More People” with **Jill Wells**
- Jill says, "My art practice has always been the pathway that allows me to live life without regret by doing something about the problems that trouble me. My work explores intersectional social issues of racism, unequal opportunity, disability discrimination, and inaccessible design, and seeks solutions in and through art. In creating, I can experience clarity and access the past and the present to increase the quality of life for others, leading to better social integration for others and myself now and into the future. I make paintings, murals, immersive/interactive installations incorporating sound and light, and tactile/touch-based art, to prompt dialogue around diversity, accessibility, and unity. I choose to make art that is itself more accessible to marginalized audiences by its physical composition; its placement in skywalk systems, public schools, and on city buildings; and by narratives of inclusivity and collaboration. My artistic representations of marginalized cultures, populations, and communities are, within themselves, acts of resistance against systems of oppression. Through my practice as an artist, advocate, and mentor, I aspire to dismantle these systems by elevating the power of accessibility through art and exhibiting the social changes that occur as a result."*
- 10:50 - 11:50 am Session A: “Methods of Collaboration” with **Ellen Kleckner**
Session B: “Manage Your Trash, Save Our Future” with **Lee Anne Willson**
- 12:00 - 2:00 pm Lunch
Craft Activity: “Fun with Found Objects” with **Susan Norris**
- 2:00 - 3:00 pm Session A: “Strategies for Funding Artistic Projects: An Artist's Perspective” with **Tibi Chelcea**
Session B: “Artists’ Materials: Responsible Sourcing and Disposal” with **Linda Hardie**
- 3:20 - 4:20 pm Session A: “Iowa Arts Council Resources for Artists” with **David Schmitz**
Session B: “Drawn Portrait Exchange” with **Rachel Buse**
- 4:20 - 4:30 pm Closing Remarks

A FEW NOTES

The conference is celebrating 6 years, this year.

Thank you for all the presenters for their generosity and sharing their time, knowledge, and skills this weekend! And thank you to all of the participants for being open to learning and continuing to develop your artistic practices!

Do you want to share your business of art knowledge or skills? If you are interested in presenting next year, get in touch with:

Jennifer Brockpahler
director@amesart.org

Want to read the session descriptions? Full conference schedule and program information here:

<https://octagonarts.org/business-of-art-conference/>



This conference is a partnership between the **Ames Community Arts Council** and the **Octagon Center for the Arts**. We are dedicated to helping artists grow and succeed—and to supporting the impact of art in the world. This conference is designed to strengthen skills and resources in both formally-trained and self-taught creatives. Professionals and students in all types of creative work, part time or full time, in all stages of their career are welcome.

Learn more at: <http://www.amesart.org/> and <https://octagonarts.org/>

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