



FOLKS...THESE ARE NOT PHOTOS!!!

Wilmington Art Association – May 08, 2018 Program

“SELF-PROMOTION, BRANDING & MARKETING”

By David L. Stickel

www.davidstickel.com

David L. Stickel is a nationally and internationally recognized watercolorist, known for his representational paintings of reflections in windows. David is a signature member of both the American and National Watercolor Societies, and the Watercolor Society of North Carolina, where he resides with his wife and family in Chapel Hill.

David's work has been featured in various magazines: The Art of Watercolour, (issues 14, 23 & 29) and Watercolor Artist (USA, August Issue, 2014). He's had his paintings published in 10 'Splash' watercolor books (North Light Books), two Best of Watercolor books (Rockport Publishers), and one of his paintings was a finalist in the 2014 World of Watercolour Competition in Narbonne, France. For two consecutive years, he's had paintings exhibited as part of the Fabriano in Acquarello Exhibition, Fabriano, Italy.

David's presentation on “Self-Promotion, Branding & Marketing”, will touch on several key topics that we, as artists, must continue to do to build our reputations in the art market.

How to:

- Use our portfolios effectively.

- Maximize the internet, and network with other artists.

- Face rejection from competitions.

- Understand the pros and cons of gallery representation.