



Nicholas A. Colasanto Center  
2704 Mount Vernon Avenue  
Alexandria, Virginia 22301  
703.838.4827  
[www.TheDelRayArtisans.org](http://www.TheDelRayArtisans.org)

## Workshop: Art Theory and Developing the Artistic Identity

**When:** Saturday, April 17, 2010, 10 am – 12 pm

**Where:** Del Ray Artisans gallery  
2704 Mount Vernon Avenue  
Alexandria, VA 22310

From Picasso to Warhol, whether the artist is a realist or an abstractionist, each artist is challenged with the task of producing work that is both compelling AND lucrative without sacrificing his or her artistic vision.

This workshop shows the artist how to balance this duality of product and profit. During the first hour, each attending artist will learn how define his or her own individual art theory and build upon that philosophical foundation a unique artistic identity. During the second hour, the artists will learn promotional techniques on how to identify their target audience; and how use their new artistic identity to truthfully compliment their work, as well as achieve profitable result.

The workshop fee is \$10 for DRA members and \$12 for non-members. For more information about the workshop, contact Matthew Cuenca at 703-768-1726 or [matthew@matthewcuenca.com](mailto:matthew@matthewcuenca.com).

Space is limited and pre-registration by Wednesday, April 14th is required. You can register at the DRA gallery or online at [www.thedelrayartisans.org](http://www.thedelrayartisans.org).