



CAP INSTITUTE FOR CONTEMPORARY ART PRACTICE

<https://www.cap-institute.com/>

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ONE-DAY WORKSHOP

17 January 2024 | PROF. ELFRIEDE DREYER



Programme

Morning 9am-12 noon: Professional skills in marketing yourself as an artist, including:

- Marketing strategies, avenues and venues
- Writing an exhibition proposal
- Writing a project proposal
- Writing an artist bio
- Writing an artist statement
- Funding opportunities for artists
- Exhibition design principles and installation techniques (when installing your work)

Afternoon 1-4pm: State of Art in the world today, including:

- Trends and ways of thinking
- International venues architecture (galleries, fairs, biennales)
- What's happening in Africa and South Africa
- Finding a place for your art

Cost: R1000 (no food/drink)

Venue: The Benz, Market Street, George

BOOKING: Elfriede whatsapp 0832712342 by 15 December 2023

Taking artists further

EXPERT ART TUITION: Physical . Online . Consultative Art Practice | Theory & History | Professional Practice

- **Tuition** in the **visual arts** and **creative thinking**
- For artists wishing to **improve practice, theory** and **professional skills**
- **All levels of artists** are welcome, from **beginner** to **postgraduate**
- **Physical workshops** offered all over **South Africa**
- **Online** Short Courses and a Certificate Programme

Who. Currently the CAP Institute collective consists of more than 60 artists from all over South Africa. The CAP Institute was founded in 2015 by [Prof. Elfriede Dreyer](#) – South African academic, mentor, curator and professional artist. The CAP course design and methodology is grounded her 30+ years' experience of being an Art professor; founding and running a successful contemporary gallery for 10 years; curating exhibitions nationally and internationally at reputable galleries and museums; and being a professional artist, www.elfriededreyer.com. CAP was founded with the view to fill a gap in the art education market, namely to provide quality art tuition to those who cannot afford formal art education at a tertiary institution; to those seeking to gain selected knowledge or skills in a specific field but not wanting to complete a whole qualification; and to those who have been producing art but have not optimised their talent and skills or do not know how to access exhibition venues or the art market.

What. The CAP Institute offers physical [workshops](#), [online](#) Short Courses in Art Practice, Art Theory and Professional Practice, an online Certificate and [zoom consultations](#) with Elfriede. The tuition programme is aimed at those wishing to gain or improve practical skills in art making; acquire more theoretical and arthistorical knowledge; and develop professional marketing skills. The workshops and online programme are suitable for artists that are already established exhibiting professionals, but wish to rejuvenate, refresh and update their skills. Critical and creative thinking skills are developed. All levels of artists are welcome, from beginner to postgraduate.

Workshops. The CAP workshops usually contain a mix of self-taught artists to professionals with postgraduate degrees. The workshops are academically rigorous and follow an interdisciplinary approach combining theory, history and practice. There is strong emphasis on gaining an understanding of contemporary art practices as well as conceptual and critical thinking. The workshops consist of theoretical discussions; concept, creative and critical thinking development; training in digital and technical skills; and critical assessment. The workshops as well as the online short courses are unique in character by following a model of intertextuality and intermediality. Each participant receives individual attention and learns through observing the development of the work of others and the discussion thereof. <https://www.cap-institute.com/workshops>

Online Education. More than 50 students are currently enrolled for the CAP Online Short Course in Art Practice Basic; Art Practice Advanced; Applied Art History; Professional Art Practice; or the Certificate Programme. <https://www.cap-institute.com/caponline>

Professional Art Consultation. Book a professional consultation on your art practice and ideas with Elfriede Dreyer. <https://www.cap-institute.com/consultation>