

BUSINESS OWNERS

MARKETING DIRECTORS

EVENTS PLANNERS

ADVERTISING DIRECTORS

SALES DIRECTORS

PROPERTY MANAGERS

ONE OF SARASOTA'S MOST EXCITING VENTURES IS CALLED ARTinBUSINESS. THE IDEA IS TO PROVIDE EXHIBITION SPACE FOR LOCAL ARTISTS IN BUSINESS LOCATIONS. BUSINESSES HELPING THE ARTS HELPING BUSINESSES. PROMOTED THROUGH OPEN HOUSES, SALES EVENTS OR ART OPENINGS, COMPANIES CAN CREATE A NEW DRAW FOR THEIR CUSTOMERS, CLIENTS AND BECOME CATALYSTS FOR THE VISUAL ARTS IN OUR COMMUNITY. SERVICES OF ARTinBUSINESS ARE AVAILABLE THROUGH THE SARASOTA CHAMBER OF COMMERCE ARTS TASK FORCE WHOSE MISSION IS TO PROMOTE ECONOMIC DEVELOPMENT FOR THE ARTS AND BUSINESS IN SARASOTA COUNTY.

“We’re adding a new dimension to the existing art community, businesses elevating their exposure to new target groups for the benefit of all of us.”

Peter Paul, founder of ARTinBUSINESS



“I love to see my artwork displayed in a professional environment and I enjoy the mindset of business promoting art to benefit their own products and services.”

Ranger Smyth, Painter

“ARTinBUSINESS provided us with the most effective way to promote our services to a large new potential client basis. 400 people attended our 1st ARTinBUSINESS open house with extensive media coverage. ARTinBUSINESS will be an annual event for our firm.”

Stan Carter, Branch Manager, Legg Mason, Sarasota

Services of ARTinBUSINESS (AiB) are available through the Sarasota Chamber of Commerce Arts Task Force. The Chamber is taking an active role in supporting the arts as part of a major revenue-creating entity in this community. The chance to host art openings through ARTinBUSINESS is an additional incentive for the Chamber membership, as the Chamber will promote this new concept and the events.

Our ARTinBUSINESS board will review applications of businesses to display artwork and have an on-site location meeting. The AiB curator committee will be responsible for exhibition suggestions and art selections. This committee will also collect artwork before and after the show, will display and label all works and have agreements signed by all parties. A minimal curatorial fee will be paid by the business in advance of the exhibition to AiB.

1. Left to Right: Peter Paul, owner of Inter Ad Agency and founder of ARTinBUSINESS; Katherine Harris, US State Senator; Elizabeth Bertelsen, Financial Advisor; Stanley Carter, Branch Manager, Legg Mason, Sarasota ▼



▲ 2. Left to Right: Sue Byron, Cultural Tourism Director, Sarasota Arts Council; June Gordon, Sarasota Arts Center; Patricia Caswell, Executive Director, Sarasota Arts Council

Each business can hold an open house event, an art reception, sales events, etc. The duration of the art show, which needs to be accessible to the general public, is 2-4 weeks. A long-term art lease program is also available through AiB. Art sales include a sales commission which is shared by AiB and the exhibiting business.

ARTinBUSINESS is not in competition with any art-related business or organization. We encourage the community to provide support for the interaction of art and business while giving all of us a better place to live; an art-educated society.

For questions about ARTinBUSINESS call Peter Paul (941) 365.5200 or please leave a message at: (941) 358.5757
Fax: (941) 365.5201
E-mail: aib@interadagency.com

If your company is interested in the promotional impact of an ARTinBUSINESS event and in supporting the local art community, please print this information sheet and return it to ARTinBUSINESS at: 47 South Palm Avenue, Suite 210, Sarasota, Florida 34236 or email us with the same information at: aib@interadagency.com We will contact you and provide an exhibition outline and contract with detailed information.

Business Name: _____ Industry: _____

Contact Name: _____ Title: _____

Phone: _____ Fax: _____ Years in Business: _____

E-mail: _____ Sq.Ft. Available Space: _____

Address: _____

Preferred Exhibition Date(s): _____ till _____

Preferred Reception Date(s): _____ from _____ to _____