



# EMERGING ARTIST

Looking for support to move forward?

Interested in international collaborations?



# CREATIVE CLINIC

By Cecilia Santamarina

is open  
for you

[www.ceciliasantamarina.com](http://www.ceciliasantamarina.com)

**FREE TO  
CHOOSE**

Coaching  
Style

**A ACTION ORIENTED**

**B TEAM BUILDING**

**C CURATORIAL**

**D DEVELOPER**

**\***

**free orientation**

Register to participate in the free orientation online before FEB 3, 2025  
LIMITED CAPACITY FOR ONLINE ORIENTATION SESSIONS EVERY MONDAY OF MARCH FROM 6 TO 7 PM GMT.

**A**

### **Action oriented**

Dive straight into what's there to be done and organize a plan to start doing it. Prepare to become independent or to simply start your creative career a

**B**

### **Team building**

Find out what skills or professions are needed to make your creation possible. Bring the people involved together and focus on a clear goal. Become an assertive leader

**C**

### **Curatorial**

Work together on conceptual revisions, Curatorial reviews and statements. Analytic from a conceptual point of view. Useful to make creative commitments and choices.

**D**

### **Developer**

Hands on support for managing applications, meeting deadlines for participation in events and working on proposals for commissioned work





step by step  
guide

**1**

**DEVELOP YOUR  
PERSONALIZED RECIPE**

**2**

**LEARN THE GAME IN THE  
COLLABORATIVE CLINIC**

**3**

**CONNECT AND PLAY  
INTERNATIONAL NETWORK**



**1**

## **one on one**

Personalized coaching one on one sessions are ideal to establish your own set of skills and unique signature style that define your authorship. We will create your own recipe for success. Alternating with the group coaching sessions to make the most of collective intelligence

**PERSONALIZED**

Recipe to move  
forward

7 phases

- A** PITCH THE PROJECT
- B** ASSESMENT OF CURRENT STATUS
- C** DEFINITION OF NEXT STEP
- D** VALUES AND BUDGETS
- E** SPECIALIZED FEEDBACK
- F** INCORPORATE FEEDBACK
- G** PERSONAL POJECT DESIGN

# A

## **pitch the project**

find the best way to present yourself, your ideas and strengths. Pitching techniques and style will be revised every session and refined as the project is organized.

# B

## **current status**

The coaching process is designed to recognize skills, talent and abilities of the creative mind. establish a system to evaluate your own current status to use it later in time.

# C

## **next step**

Together we will discover what is the most impactful next step towards success for you.

# D

## **values + budget**

A specific combination of resources, conditions and supporting elements need to be valued and budgeted to understand the size of the project.

# E

## **feedback**

Our network includes a wide array of professionals that provide specialized feedback to our artists.

# F

## **incorporate feedback**

Learn how to request, assess and use feedback for your professional, creative and/or commercial growth

# G

## **project design**

Timeline, timetables, and presentation emerge as you are coached to focus and work towards specific goal,

**now you have a**

**PRO** **FSSIONAL**

**PROJECT**



**2**

## **group clinic**

Practice the newly learned skills in a group format to exchange ways of thinking. Create your own way through a challenge solving case study. Present yourself and your skills and be surprised by others. Clinic style

# LEARN THE GAME AS A TEAM

Collaborative  
Clinic

## 2

### **two group clinics**

We will discuss real life aspects that you need to consider to show and sell your work.

Real life cases will be studied with special guests.

One artist and one practitioner from another area of the industry.

Each clinic presents a challenge that the group will collaborate to overcome

# **CASE STUDIES**

Real life cases and  
guest speakers





**3**

## **pitch and present**

Experience real life audience.  
Connect with an international network as you present yourself and pitch your project.  
Get to be known and get to know people from the different professions linked to the visual  
Get feedback.

# NETWORK

International  
exposure  
workshops

## 3

### **three workshops**

First: group preparation for the networking event.

Second: specific time for your presentation to the audience composed of special guests from different countries, professions in the industry and other artists.

Third: one on one evaluation and integration of the feedback thus far.

# INTERNATIONAL CONNECTIONS

Artists  
Curators  
Galleries  
Collectors

now you  
have a

**PRO**FESSIONAL  
NETW**OR**K



over  
8 weeks  
April-May

**1**

**DEVELOP YOUR  
PERSONALIZED RECIPE**

1 HOUR SMALL GROUP (8)  
SESSIONS 2 TIMES A WEEK + 30  
MIN ONE ON ONE ONCE A WEEK  
OVER 4 WEEKS

**2**

**LEARN THE GAME IN THE  
COLLABORATIVE CLINIC**

2 HOUR LARGER GROUP SESSIONS (16) 1  
TIME A WEEK + 30 MIN ONE ON ONE  
ONCE A WEEK  
OVER TWO WEEKS

**3**

**CONNECT AND PLAY  
INTERNATIONAL NETWORK**

1 HOUR ONE ON ONE PREP WORK  
3 HOUR NETWORKING EVENT + 30  
MIN ONE ON ONE FEEDBACK OVER  
TWO WEEKS

over  
12 weeks  
April-June

**1**

**DEVELOP YOUR  
PERSONALIZED RECIPE**

1 HOUR SMALL GROUP (8)  
SESSIONS 1 TIMES A WEEK+ 30  
MIN ONE ON ONE ONCE A WEEK  
OVER 8 WEEKS

**2**

**LEARN THE GAME IN THE  
COLLABORATIVE CLINIC**

2 HOUR LARGER GROUP SESSIONS (16) 1  
TIME A WEEK + 30 MIN ONE ON ONE  
ONCE A WEEK  
OVER TWO WEEKS

**3**

**CONNECT AND PLAY  
INTERNATIONAL NETWORK**

1 HOUR ONE ON ONE PREP WORK  
3 HOUR NETWORKING EVENT + 30  
MIN ONE ON ONE FEEDBACK OVER  
TWO WEEKS

special  
pricing for  
students

send a note of  
interest  
to receive  
our pricing

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**Cecilia Santamarina** was born and raised in Guatemala. After a successful career in Film Production and cultural events management, in 2014 she moved to London where she decided to start working with visual artists, just as she did back in 1990. In 2015 she created **VIA ARTS PRIZE** for the Association of Cultural Attaches for Latin America Spain and Portugal, and also curated the yearly editions until 2020. This Award propelled UK based emerging artists through international exposure. **LATINARIA COLLECTIVE**, founded with curator Irene Due in 2015, to encourage and support artists from Latin America to exhibit in London, Buenos Aires, San Diego and Guatemala in more than 10 editions. She collaborates with London Festival of Architecture since 2019.

To date Cecilia's most prominent role as curator has been the installations at the INTERNATIONAL FASHION SHOWCASE (2016 **Special Commendation** for curating GUATEMALA REBOOTING DREAMS; and 2017) and the LONDON DESIGN BIENNALE (2018 **Public Medal** with her team for the installation Palopó.; and 2021).

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