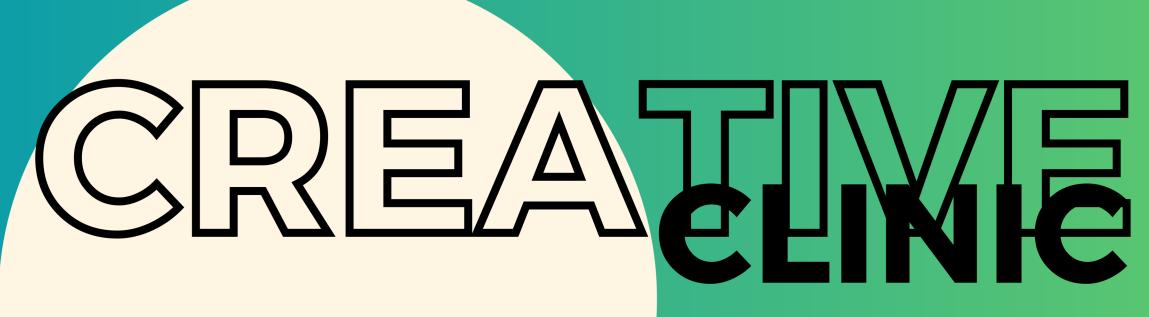


Looking for support to move forward?

Interested in international collaborations?



is open for you

By Cecilia Santamarina

www.ceciliasantamarina.com

FREE TO CHOOSE

Coaching Style

- **A** ACTION ORIENTED
- **B** TEAM BUILDING
- C CURATORIAL
- **D** DEVELOPER



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.



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



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



Curatorial

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



Developer

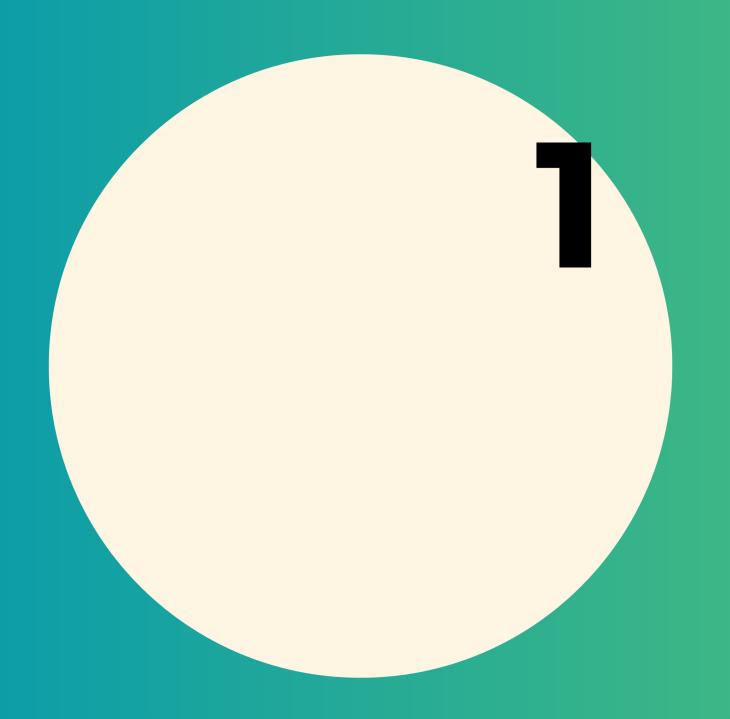
Hands on support for managing applications, meeting deadlines for participation in events and working on proposals for commissioned work



1 DEVELOP YOUR PERSONALIZED RECIPE

2 LEARN THE GAME IN THE COLLABORATIVE CLINIC

CONNECT AND PLAY
INTERNATIONAL NETWORK



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 strenghths. Pitching tecniques and style will be revised every session and refined as the project is organized.

B

current status

The coaching process is designed torecognize 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.



values + budget

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



feedback

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



incorporate feedback

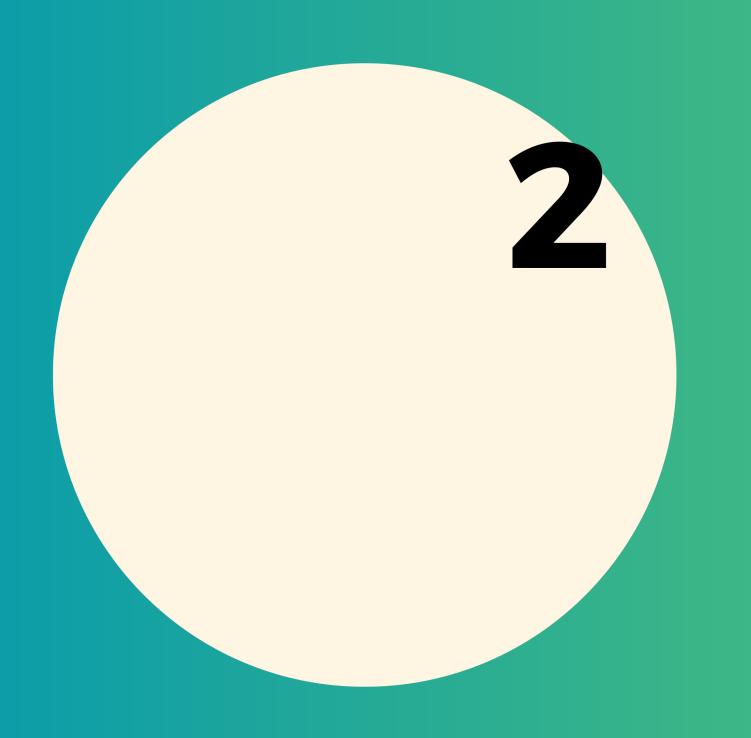
Learn how to request, asses and use feedback for your professional, creative and/or commercial growth



project design

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

now you have a PRO FESSIONAL PROJECT



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 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.

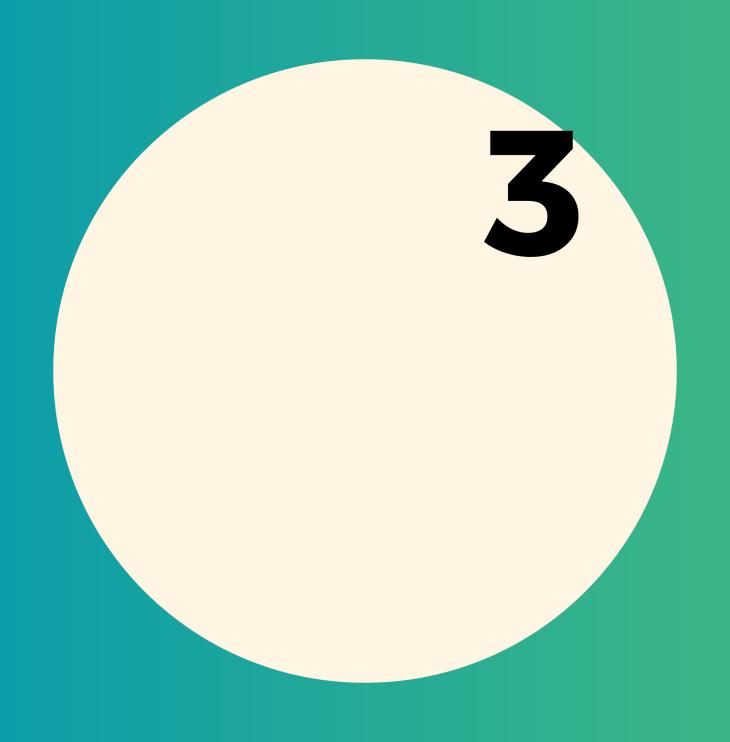
Each clinic presents a challenge that the group

will collaborate to

overcome

CASE STUDIES

Real life cases and guest speakers



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

three workshops

First: group preparation for the networking event.
Second: specific time for your presentation to the audience composed of special guests from different countires, 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

PROFESSIONAL NETWORK



1 DEVELOP YOUR PERSONALIZED RECIPE

1 HOUR SMALL GROUP (8)
SESSIONS 2 TIMES A WEK+ 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

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



1 DEVELOP YOUR PERSONALIZED RECIPE

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

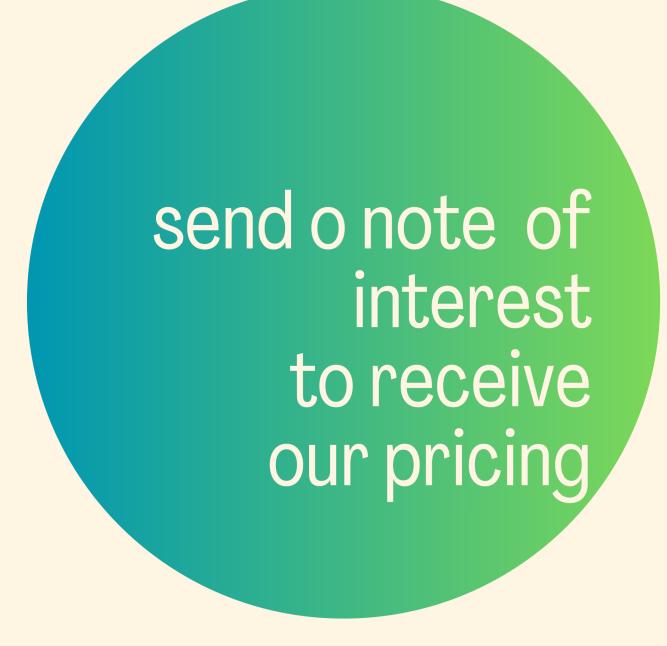
2 LEARN THE GAME IN THE COLLABORATIVE CLINIC

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

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



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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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