



PRESS RELEASE: Dec 12, 2010. For your immediate attention
FOR THE ATTENTION OF LOCAL PROFESSIONAL ARTISTS

ArtsReady San Diego FREE workshop

Sat, Feb 19, 2011. 11 am to 1 pm or 2 to 4 pm

Space4Art, 325 15th Street, SD 92101.

Presented by [Synergy Art Foundation](#), [SDVisualArtsNetwork](#), SD Regional Disaster Fund of the [San Diego Foundation](#).

RSVP msbzmsbz@hotmail.com 760.729.2821

Protect your creative edge by being ArtsReady!

ArtsReady San Diego is a FREE two-hour workshop for San Diego regional artists that will provide some best practices specifically for protecting artists' studios and artworks from unexpected emergencies such as wildfires and supply FREE inventory tools to organize their studios, track their artworks, materials, and mailing lists, and much more.

ArtsReady San Diego will be offered on Saturday, February 19, 2011. Artists can choose from a morning session from 11 am to 1 pm and an afternoon session from 2 pm to 4 pm. A free lunch will be provided for both sessions from 1 pm to 2 pm. ArtsReady SD will be held at Space 4 Art at 325 15th Street, Downtown San Diego, CA 92101.

ArtsReady San Diego is connected to a national movement that seeks to increase the capacity of the arts and culture sector to survive unanticipated events related to disasters through adequate planning. Led by public and private arts funders, arts service providers, individual artists, and nonprofit arts and culture organizations, the goal is for readiness planning to become a business standard, where records and portfolios are backed up remotely, studios and arts facilities are prepared for emergencies, crisis communications plans and contact lists are accurate and up to date, and plans for restarting critical business functions as quickly and completely as possible are in place.

To contribute to this effort locally, the ArtsReady SD workshop will include:

- Presentation on the [Studio Protector](#), an easy-to-use and engaging wall guide reference tool developed by CERF+ that contains essential checklists and tips for emergency preparation and response
- Instructions for Art Tracker, an art management software program that documents and tracks artworks and manages mailing lists
- Presentation on business insurance by an agent who specializes in artist's needs
- Testimonials from local artists who will share their personal experiences with the California wildfires
- Networking opportunity during lunch with other artists in attendance
- Worksheets for artists to develop and implement their own individualized emergency and disaster preparedness plans

ArtsReady SD will also supply artists with several FREE tools:

- [Studio Protector](#), an easy-to-use and engaging reference wall guide reference tool developed by CERF+ that contains essential checklists and tips for emergency preparation and response
- Art Tracker, an art management software program that documents and tracks artworks and manages mailing lists
- United Policyholders' Roadmap to Preparedness Home and Studio tool that allows an inventory of studio equipment and art materials on a portable flash drive
- Information on arranging art studios for maximum safety and security

[ArtsReady San Diego](#) is coordinated by Synergy Art Foundation, sponsored by San Diego Visual Arts Network, and funded through a grant from the San Diego Regional Disaster Fund, a supporting organization of The San Diego Foundation. Information on emergency preparedness is supplied by CERF+ (Craft Emergency Relief Fund). We would like to acknowledge the Arts and Culture Program of The San Diego Foundation for the additional grant which supported the purchase of the Studio Protectors from CERF+ which will be given to the artists participating in this workshop and program.

[Synergy Art Foundation](#) was established in November 2003 in response to the untold damage created by the San Diego fires. Synergy Art Foundation is a philanthropic organization that is open to all artists, including visual and performing artists, writers, poets, and filmmakers as well as arts organizations. Synergy Art Foundation supports and nurtures artists by increasing viable opportunities. They pioneer programs in arts education, arts for healing, community arts, and specific international and national art projects.

[San Diego Visual Art Network](#) (SDVAN) has a mission to improve the clarity, accuracy and sophistication of disclosure about San Diego's artistic and cultural life. They are dedicated to reinforcing the idea that the visual arts are a necessary and vital part of the health of our city. By providing a website with a directory and events calendar and facilitating numerous collaborations on visual arts projects, they hope to not only build the confidence of those involved in the arts, but disseminate information throughout San Diego thus raising the bar on the writing, production and appreciation of the visual arts in our region.

[San Diego Regional Disaster Fund](#), a supporting organization of The [San Diego Foundation](#), accepts charitable donations following a natural or manmade disaster in the San Diego region and makes grants to support disaster response, recovery, rebuilding, and preparedness activities. Following a disaster, the San Diego Regional Disaster Fund is a resource for survivors, community members, nonprofit organizations, government entities, and donors for information on disaster impact and recovery. It is also a source of grant funding for nonprofit organizations working in recovery and rebuilding.

[CERF+](#) (Craft Emergency Relief Fund)'s mission is to strengthen and sustain the careers of craft artists across the United States. CERF+ is a non-profit, tax-exempt organization and is the only one of its kind in the United States. CERF+ accomplishes its mission through direct financial and educational assistance to craft artists, including emergency relief assistance, business development support, and resources and referrals on topics such as health, safety, and insurance. CERF+ also advocates, engages in research, and backs policy that supports craft artists' careers.

[The San Diego Foundation's Arts & Culture Program](#) works to ensure that the San Diego region has all of the resources it needs to be a nationally competitive arts and culture center, now and into the future. The San Diego Foundation believes that the arts represent one of the most significant underutilized forum for rebuilding community and increasing civic engagement throughout the region. Arts and culture encourages community involvement and participation; increases the potential for people to understand themselves and the world around them; contributes to economic development; and bolsters neighborhood pride and identity. The Foundation envisions a future where all San Diegans have access to high quality arts and culture programs that lift our spirits, spur creativity, and enrich our lives.

For more information and to RSVP, please visit the website at <http://artsreadysd.synergyart.org/> or contact msbzmsbz@hotmail.com or 760-729-2821.