

**The Venezuelan American Endowment for the Arts (VAEA) and The New York Foundation for the Arts (NYFA) become partners.**

The Venezuelan American Endowment for the Arts (VAEA) is pleased to announce a recent agreement of collaboration with a new partner: The New York Foundation for the Arts. NYFA is a long-standing institution with the mission to empower artists across all disciplines at critical stages in their creative lives.

This partnership marks the beginning of a relationship to benefit artists in Venezuela and the United States with the possibility of extending the range of programs that both organizations are developing. For VAEA it is a great honor to count with the experience and expertise of NYFA.

VAEA – NYFA first joint program will consist of an intensive training program for approximately 50 artists of all disciplines, to be held in Venezuela in 2014.



*NYFA: MARK 11 Boot Camp at Center for Photography at Woodstock, March 6, 2011. Photo Credit: Akemi Hiatt, 3.6.2011, Courtesy the Center for Photography at Woodstock.*

NYFA has successfully developed the workshop: "Artist as Entrepreneur: Boot Camp" based on the book "The Profitable Artist". Some of the main topics will be strategic planning for artists, marketing and use of social networks to promote their career in the art world, guidelines for fundraising (grants, awards, residencies, individual donations and sponsorships), the legal issues of international artists (copyright and trademark) and other discipline-specific classes and consultations by NYFA staff.



Moreover VAEA will be responsible for selecting participants that have great potential for the program from an artistic and professional standpoint, but also with the aim of selecting future leader artists who are interested in building a sustainable artistic community.

**What do we want to generate through this alliance?**

The main objectives of the program are to empower artists by giving them the right tools to succeed and to encourage the creation of communities and collaboration among the participating artists.

**Sustainable training and engagement future.**

The program's goal is not only to teach artists the skills to improve their professional growth, it is also to create an artist's community that continues growing. Another important aspect is that participants will have an active link with New York City, which could have a tremendous impact in their future; including the possibilities of seeking international opportunities and create a bridge to promote U.S. artists on the Venezuela's art scene and Venezuelan artists in the United States.

**About The New York Art Foundation (NYFA)...**

Founded in 1971 by the State Council for the Arts New York as an independent organization to serve individual artists across the state, the mission of The New York Foundation for the arts (NYFA) is to empower artists of all disciplines at critical stages of their career. They do this through three main program areas: cash grants and fiscal sponsorship, online resources and professional development training.

**About The Venezuelan American Endowment for the Arts (VAEA)...**

The Venezuelan American Endowment for the Arts (VAEA), was founded on June 13, 1990 in New York to commemorate the 200th anniversary of the birth in Acarigua, Venezuela of José Antonio Páez. Our mission is to strengthen the ties of friendship between the United States of America and Venezuela through binational cultural and social programs.

For more information stay tune with us through our website [www.vaearts.org](http://www.vaearts.org)  
Facebook <https://www.facebook.com/vaearts> | Twitter and Instagram @VAEArts