



Ilene
Skeen

Why I started barebrush

- I paint nudes in watercolor. The nude as an art form is under represented in galleries. Americans are afraid of nudes.
- Barebrush was started to increase the awareness, appreciation and acceptance of the art of the nude.



Why the nude?

Under our clothes, we are all human.
We should remember that and celebrate
our common humanity.



Research reveals...

Art dealers prize artists who take control of their careers and work consistently, not only on their art, but also on widening their personal contacts and increasing interest in their work and career.



Key Insights

- The two essentials for success in the art business are *validation* and *personal contacts*
 - Validation - signifying that your work is *art*
 - Personal contacts - sharing your excitement



Barebrush helps artists get recognition for their art

That's validation

...How?



N*des-of-the-Month Contest

- Each month a guest art professional selects nudes for the monthly calendar, one for each day.
- Selection is made from art uploaded at the barebrush website and placed in a blog called the ArtLog



Barebrush helps artists share excitement

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|-------------------------------------|-------------------------------------|
| 1. Acceptance of art for ArtLog: | Your art in ArtLog and Lightbox |
| 2. Win calendar entry | Your art in Archives, free listings |
| 3. N*de-of-the-Day | Your art - front page on your day |
| 4. Video | Your art in music video slide show |
| 5. Voting by public & curators: | More free listings, cash prizes |
| 6. Win Featured Artist eligibility: | Your statement, bio & wins page |
| 7. Curators' Choice top 3 | Your art at ArtInfo |
| 8. Win N*de-of-the-Month: | Your art on front page for month |



April 2008 Enhancements

- Featured Artists offer Limited Edition Prints of their calendar art -- commission to barebrush: 12%
- Artists' Prize Fund Increases Prizes - higher payments, more winners



Costs and Benefits

- Membership: Free
- Listings: 50¢ per contest, per artwork (\$10 minimum)
- Artist's Lightbox - The artist's solo show at barebrush

"The most professional way to display art on the web"

Artist JM, New York

- Win free listings, cash prizes
- Featured Artist Page: \$25 per year
- Flexibility: No limit to number of listings artist can show based on productivity and budget
- Limited edition prints of winning art, low commission