

‘Art for lands sake’

Arts Marketing strategy
for
Land Roots

Introduction

‘Art for lands sake’ is a marketing strategy idea, to raise funds for both Land Roots and the Artists involved. It comes out of a belief in the ability of creative people to make a living and a positive contribution.

With ‘Art for lands sake’ a % of the money raised through the sale of the ‘Arts’ will go directly to the artist, and the rest will be used to increase the land buying power of Land Roots.

The Artist in turn will be able to spend time on the land and enjoy the fruits of their labour, thus nurturing the land and the artists.

Aims and objectives:

- To raise funds through the sale of Arts, in order to supplement the land buying power of Land Roots.
- To market the products through the ‘Art for lands sake’ online gallery on the web site, and in any other way that fits with the aims and objectives of Land Roots.
- To welcome the artists onto the land to enjoy the fruits of their labour.

With any Art form, whether it be writing, visual arts or music, it is extremely difficult for the artist to earn a living or even to get their work ‘out there’. No matter how talented and productive the artist, competing in the cut and thrust of today's market, with its mass produced pop tat, is a challenge.

Amongst the artistic community, there are many who have produced great works that are seen by very few. How many finished CD's or books have been produced that are just sitting unheard, or unread on the shelf ? Masterpieces left without an audience.

Many artists turn to other jobs in order to survive financially and put their ‘real work’ on the back burner for years.

‘Art for lands sake’ aims to bridge the gap between the creation of the art and selling of the piece, and to use the money for the benefit of both the artist and the land.

We will be working on this next year, any marketing specialists out there who want to be a part of this, get in touch.

Document created: 23rd Jan 2006 Updated: 23rd Jan 2006