



MICHAELANDREWLAUDOJO.COM

Gallery Michael Andrew Law 為藝術家提供事業教練課程，旨在幫助有志於藝術創作行業的人，或者已經是全職藝術家的您，解決學校或大學未有教授的實際應用知識，例如如何增加收入、提高知名度、管理自己的金錢和時間成本、尋找仲介商、找尋買家、增加作品的賣價、如何與高端策展人合作、代理人合作的方法或籌劃藝術項目展覽資金等實際問題。我們更提供一站式解決一切難懂難搞的業務公關雜項，使您能百分百專注於藝術創作。我們的服務包括協助您聯繫仲介商、策展人，籌劃活動事項和尋找資金贊助，以及為您規劃傳媒聯絡和增加您的曝光度，並為您提供專業的顧問，從而提高您作品的價值。

WE OFFERS CAREER COACHING COURSES FOR ARTISTS. THESE ARE AIMED AT HELPING THOSE ASPIRING TO WORK IN THE ART INDUSTRY OR THOSE ALREADY FULL-TIME ARTISTS. THEY PROVIDE THE PRACTICAL KNOWLEDGE THAT IS NOT TAUGHT IN SCHOOLS OR UNIVERSITIES, SUCH AS HOW TO INCREASE INCOME, RAISE YOUR PROFILE, MANAGE YOUR MONEY AND TIME, FIND BROKERS, ATTRACT BUYERS, INCREASE THE SELLING PRICE OF YOUR WORKS, ESTABLISH COLLABORATIONS WITH HIGH-END CURATORS AND AGENTS, AND PLAN FUNDING FOR ART PROJECTS AND EXHIBITIONS.

IN ADDITION, WE OFFER A ONE-STOP SOLUTION FOR ALL THE CONFUSING AND COMPLEX ASPECTS OF PUBLIC RELATIONS IN BUSINESS, ALLOWING YOU TO FOCUS 100% ON CREATING ART.

# 藝術服務與教育

ART SERVICES AND EDUCATION

## 適合業餘或者全職藝術家 Suitable for amateur or full-time artists

只要你了解一些藝術界的基本遊戲規則，  
任何人都可以在這個行業取得一定的成功。  
-村上隆

As long as you understand some basic rules of the art world game,  
anyone can achieve a certain level of success in this industry.  
- Takashi Murakami

Gallery Michael Andrew Law, 由當代波普藝術繪畫家羅卓睿 (Michael Andrew Law) 創立，提供藝術公關與藝術家管理服務。這個服務旨在提供全方位的支持，包括藝術家的代理、策展、出版和教育等。

羅卓睿在藝術界的豐富經驗使他獲得了多家國際畫廊的認可，成為他們的代理畫家，同時他也是一位熱衷的藝術收藏家，私人藏品包括眾多知名藝術家的作品。他的Gallery Michael Andrew Law 不僅銷售他自己的作品，還代理銷售與委託超過十位其他藝術家的作品。

羅卓睿對於藝術教育的重視，使他在2008年共同創建了位於香港的藝術工作室Nature Art Workshop，這裡不僅是他的創作場所，也是一個培養新一代藝術家的搖籃。

公關和藝術家管理服務將充分利用羅卓睿的專業知識和資源，提供全方位的支持，包括作品的展示、銷售以及對新一代藝術家的培養。

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20年行業經驗

20 YEARS  
OF INDUSTRY  
EXPERIENCE



## 為您解決難題使你能專心藝術創作

在職藝術家最理想的狀態就是百分百的時間只需要用在藝術創作上面，然而現實上，普遍地藝術家平均最多時間能夠花在創作上不會超過可用時間的3成，一項藝術家花很多精神時間和心血完成一個作品之後，真正的工作還剛剛開始，例如拍照、修圖、裝裱等等已經是基本。

藝術家還要想辦法把這個作品推廣出去，例如要聯繫傳媒、仲介商、策展人、出版人、藝術專欄作家等等，要不然還要自己動手去向大家宣傳。

## 用作品製造收入然後藉此持續創作

維護藝術家形象需要涵蓋多個基本要素，些繁瑣的工作流程往往使藝術家陷入不知如何有效進行或未能充分執行的困境，因此耗費了大量寶貴的時間。

- |        |        |        |
|--------|--------|--------|
| 提高作品賣價 | 尋找展覽機會 | 網上曝光率  |
| 提高知名度  | 工作室租金  | 設計海報畫集 |
| 尋找仲介商  | 作品製作成本 | 競爭計劃資助 |

## OUR COURSES AND SERVICES

國際認可的藝術家的準則  
 認識畫廊，畫廊的種類和經營模式  
 了解賣藝術品的中間人  
 學習何種人會花錢購買藝術品  
 理解並學習為何收藏家需要購買你的作品  
 瞭解為何有人願意付高價錢購買你的作品  
 哪裡可以找到藝術資助者、投資者、買家  
 深化在藝術界/創作行業的人脈關係  
 學習如何維持持續創作的�方法和工作模式  
 尋找創作資助人/買家的過程評估及輔導建議  
 如果找不到資助怎麼辦？如何避免中間人成交藝術作品交易  
 千萬美元級高收入藝術家做生意的案例分析  
 學習如何平衡創意與商品化  
 學習向政府機構或私營公司提案售賣藝術品的方法  
 公共/大型藝術作品提案的方法  
 如果時間不足以創作，該如何應對？  
 如果缺乏創作空間，該如何處理？  
 不用付錢也可以被人發現的低成本宣傳經營方法  
 你的作品系列的專業評估及修改建議  
 你的藝術家品牌的專業評估及修改建議  
 你的藝術家理念的專業評估及修改建議  
 你的履歷寫作的專業評估及修改建議  
 你的網路曝光評估及修改建議  
 提供最新的補助金/藝術創作資助資訊  
 補助金/藝術資助申請書的評估及修改建議  
 提供最新的國際藝術家駐村資訊  
 提供最新的國際創作徵稿資訊  
 創作項目建議書的評估及修改建議  
 你的工作室經營模式的評估及修改建議  
 創作人事業的評估及建議  
 為你聯繫高本地和國外的策展人  
 為你找尋新的本地和國外畫廊合作夥伴  
 為你聯絡更多本地和國外的仲介商，尋求代理你的作品  
 為你向本地和國外的藝術機構提案及建議  
 為你找尋潛在的本地和國外投資者並介紹你的藝術創作給他們  
 為你聯絡本地和國外的媒體，尋找曝光的機會  
 為你策劃畫冊的出版  
 為你尋找本地和國外的藝術計劃資助  
 協助提升你的網路曝光率  
 協助尋找及策劃本地和國外的宣傳途徑  
 本地和國外展覽活動的藝術公關策略  
 提供參考書籍與其他學習資訊清單

### 為什麼我們比起大學藝術課程優勝？

在 99.9% 的大學和藝術學校中，都沒有提供專門教導藝術家如何賺錢以維持生活的課程。同時，學校提供的豐富資源也使學生養成了依賴的壞習慣，導致他們一旦畢業進入藝術行業後，近九成的學生無法持續下去，最終只能轉行。總的來說，無論在哪個行業，要想生存，都必須懂得自我經營和賺錢的能力。

Criteria for internationally recognized artists  
 Understanding what a gallery is, types of galleries, and their business models  
 Understanding what an art broker is  
 Learning who would spend money on art  
 Understanding and learning why collectors need to buy your work  
 Understanding why someone would pay a high price for your work  
 Learning how to find your patrons: where to find art sponsors, investors, and buyers  
 Building networking relationships in the art/creative industry  
 Learning how to maintain a continuous creative method and work mode  
 Evaluation and guidance suggestions during the process of finding a creative patron/buyer  
 What to do if you can't find funding? How to avoid intermediaries in art transactions  
 Case study of multimillion-dollar high-income artists doing business  
 Learning how to balance creativity and commercialization  
 Learning how to propose selling art to government agencies or private companies  
 Proposal methods for public/large-scale art works  
 What to do if there's not enough time for creation?  
 What to do if there's not enough space for creation?  
 Low-cost promotion and operation methods that can be discovered without paying  
 Professional evaluation and modification suggestions for your series of works  
 Professional evaluation and modification suggestions for your artist brand  
 Professional evaluation and modification suggestions for your artist philosophy  
 Professional evaluation and modification suggestions for your CV writing  
 Evaluation and modification suggestions for your internet exposure  
 Providing the latest information on subsidies/art creation support  
 Evaluation and modification suggestions for subsidy/art support application forms  
 Providing the latest information on international artist residencies  
 Providing the latest information on international creative call for entries  
 Evaluation and modification suggestions for creative project proposals  
 Evaluation and modification suggestions for your studio business model  
 Evaluation and suggestions for your creative career  
 Contacting high-end local and foreign curators for you  
 Finding new local and foreign gallery partners for you  
 Contacting more local and foreign brokers to seek representation for your work  
 Proposing and suggesting to local and foreign art institutions for you  
 Finding potential local and foreign investors for you, and introducing your art creation to them  
 Contacting local and foreign media for you, looking for exposure opportunities  
 Planning the publication of your art book  
 Finding local and foreign art project funding for you  
 Helping to improve your online exposure  
 Helping to find and plan local and foreign promotion channels  
 Art PR strategies for local and foreign exhibition activities  
 Providing a list of reference books and other learning information

### WHY ARE WE SUPERIOR TO UNIVERSITY ART COURSES?

In 99.9% of universities and art schools, there are no courses specifically designed to teach artists how to earn a living. Meanwhile, the vast resources provided by these schools lead students to form a dependence, resulting in the fact that once they graduate and enter the art industry, nearly 90% of them cannot sustain their careers and eventually have to change fields. Ultimately, regardless of the industry, survival requires understanding self-management and the ability to make money.



## 藝術服務與教育

## GENERATE INCOME WITH ARTWORK TO SUSTAIN CONTINUOUS CREATION

The ideal scenario for professional artists is to devote all their time to creating art. However, in reality, artists generally manage to spend at most 30% of their available time on the creative process. The completion of an artwork, which demands immense mental effort and hard work, signifies the beginning of the actual work. This includes fundamental tasks like photographing the work, retouching images, and framing.

- |                           |                            |                            |
|---------------------------|----------------------------|----------------------------|
| Increase selling price    | Seek opportunities         | Increase online visibility |
| Improve brand awareness   | Studio rent                | art portfolios             |
| Locate art brokers/agents | Cost of artwork production | Compete for grants         |

