

Side Hustling

Surviving creatively on multiple levels of an arts ecosystem

Common Field Convening 2020 | April 25, 1–2:30 CDT

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This board was made in collaboration with the attendees of this conversation at the Common Field Convening on April 25, 2020

What this exercise can help with:

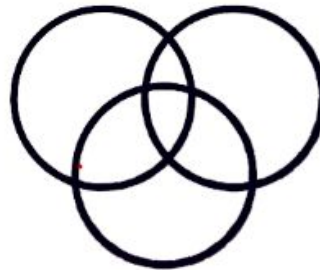
- Empower us as cultural workers to find creative fulfillment beyond larger cultural institutions, whose bureaucracy can sometimes stifle or limit collaboration.
- Acknowledge that these projects fill crucial gaps for artists, audiences, and art workers (resources, access, and visibility) within these set systems, to become active reshapers of regional cultural ecosystems.

In order to make the work of your side hustle meaningful and clear, it's important to think through where your priorities lie within this work, how and why we take on side projects, and what needs, whether your own, or your communities, are driving the work.

Use the Venn diagram below to parse out the priorities at play within your work.

- Sense of purpose, leaving a positive impact on my community
- Feeling helpful and helping expose positive non traditional education to my community
- Funding\$\$\$, Space, Audience, insurance!
- Time, Funding, Creative Freedom
- Learn new things, exposure to others' creative ideas, fresh viewpoints
- As someone who is part of a brand new nonprofit, I need to be able to receive a salary or compensation

My needs?



Space/strenths/skills?

- Facilitation and cross audience communication
- Curation, art making, events developments, creating events, leadership, listening..
- Means of production
- Outreach, passion
- Event Production/Management
- Writing, editing
- Not taking no for an answer
- Project management
- Seeing patterns, developing strategy; public advocacy
- Cooking/feeding
- Festival Planning, arts marketing, art show curation
- Friendly, inclusive, Hard worker, work well with others
- Organization, Marketing, Problem solving, Connection to the Community
- Representation of those that can't
- Youth development, teaching music and art, technical theatre...
- Projection, filmmaking, collaborating with artists, organizing



My community needs?

- Artists need exposure and opportunity
- My art community needs a space
- Financial stability/security, affordable housing + studio/project space, health insurance
- Needs \$, affordable work space, creative community
- Creative Spaces
- Community building—rural space disconnected from contemporary art conversation
- Sites to display, critical response/writing, collaborations, organizational structures
- Support
- Greater visibility to the public at large, as well as outside of our region
- Mental health resources
- Universal Basic Income
- Connection, information and access to resources
- Portland OR schools are severely underfunded in the arts. I may choose to work at a different school district
- Support and guidance, my strengths: relational/ care about people,
- Sometimes I need to support myself & my own art practice more
- Need wealth gap eradicated so that privilege imbalance in artworld doesn't replicate racist power imbalances
- Also medicare for all!

Where are the overlaps?

-I need access to more financial resources so I can dedicate more time/talent to my community's needs.
 -clear expectations is something I see overlapping
 -My art community is full of talent but needs venues who are willing to work with them
 -accessing funding to help curate and developing site based art activities.

How can you get closer to your community's and your needs ?



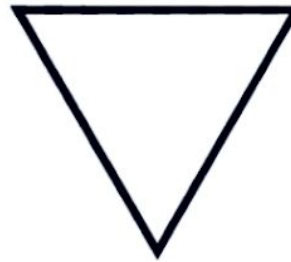
support

Consider how the skills and networks you gain from your side hustle and straight job can be mutually beneficial for you, your projects, and your community. List your gains around the triangle below.

straight job gains practice & network

Video editing
Writing
Include artistic, curatorial, development and production experiences
Access to resources
Becoming a familiar face to the community (education programs)
Access to artists
Community Organizing, some understanding of the non-profit industrial complex
Food, money, time to work on side hustle :)
Networking with those with access to funding
Teaching, preservation, strategy, cobbling together jobs for money/health insurance
Affiliation with an institution
Classroom experience, union benefits, healthcare, job security, summers off (Public Schools)
Learning to work with a large spectrum of people

Who holds you up?



Can you support others with these resources?

Emerging artists
Social Media
Writing and editing
Connecting people/networks from one side to another side (e.g. community of side hustle to institution connections in "straight" job)
My side hustle and straight jobs inform each other - gaining multiple perspectives on inequality in education as well as in the arts sector
Grant writing

side hustle gains practice & network

New artistic and curatorial experiences, collaborative experiences and significant follow through that lead to future projects

Freedom to produce my own work/programs

fueling my own art practice

I get to be in a leadership position!!

Giving energy to small groups to encourage growth

Get to work in leaderless spaces

Side hustle bond with other creatives

Experimentation

I get to deeply engage in my community's issues - gender violence, racism, etc.

Visibility allows one to be jurist, advisor, board member, grant panelist, guest curator

Creative, collaborative, feeling connected, supporting others

Leadership skills - leadership role
finding side hustle balance



Identifying and overcoming barriers to accomplish your side hustle goals
**Am I creating or reinforcing barriers for others?*

barriers

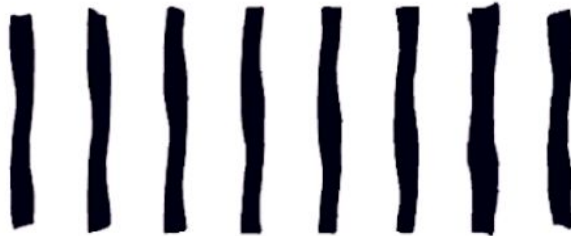
money

time

What's holding me back?

Fear: both artistically and financially

Being new to a creative community



IMPOSTER SYNDROME

Time! Time management

Access to space Fear of "cancel culture"

critical comments how to begin?

my community does not prioritize art

How can I overcome?
🤔

The challenge of introducing something new to insular communities

lack of recognition from important people

Have uncompromised creative work time

Fear of delivering an unsuccessful program/ event



adapting



How can you adapt your work in difficult or unexpected situations?

What are your coping mechanisms?

To-do lists!!!

walking, especially when I have a creative block

Reaching out to other supportive creatives from my past even if it has been years.

reserving time to create without a goal, without expectations—

to play

stepping away for a min



Looking back 10 years, what have you accomplished that you never could have imagined?

museum work

My side hustle led to a full-time position.

In my second year, I won an award, received a big grant, had my favorite local band perform on my event stage!

Ran a gallery out of house/garage/yard for six years, and it is now in two sites, plus running ethereally...

What skills do you want to gain in the next 10 years?

create very large, well curated public art project that becomes regionally prominent.

opening own practice!
fishing personal creative project while working day job
leadership skills + leadership role

video demos and workshops!

Think about a setback in your life. How did you grow from that experience?

learning to write grants after not getting into curatorial out of college

Volunteers who say they want to help, and then back out.

Lots of interest—writing, filming, publishing, curating, etc. It seems difficult to bring these together.

building a performance-based interactive sculpture installation tour for 2020 and then...

taking ideas and making them a reality

Growing by pivoting and deciding what the core principles were, how to re-vamp

More collaboration with other artists

To be able to facilitate wonder across barriers in my community

Learning best practices for online events and how to adapt my program to this new event space.



Becoming a mother is not really a setback but it's been hard and I've realized what I can and cannot juggle—both of which are important to realize!

Recently started a card project mailing small art works and kind words of encouragement to other creatives in isolation.

Got a lot of kindness back such as shows, work sold and so on.