

The Peale, Baltimore

Out of the Blocks Storytelling Series

Recorded by Aaron Henkin; Photographs and Music by Wendel Patrick

Produced for the *Out of the Blocks* website, created by the Peale, <https://ootb.thepeale.org/>

Out of the Blocks is supported by PRX and produced with grant funding from the Corporation for Public Broadcasting, the National Endowment for the Arts, the Cohen Opportunity Fund, The Hoffberger Foundation, Patricia and Mark Joseph, The Shelter Foundation, The Kenneth S Battye Charitable Trust, The Sana and Andy Brooks Family Fund, The Muse Web Foundation, and the William G. Baker, Jr. Memorial Fund, creator of the Baker Artist Portfolios



Jordan Faye Block:

I'm Jordan Faye Block and we are at 218 West Saratoga on the top floor of the Maryland Art Place building. We are sending in Jordan Faye Contemporary. Right now, this gallery is it's filled with some Thrive alumni and some new Thrive artists. And-

Speaker 2:

What does that mean, Thrive?

Jordan Faye Block:

Thrive. So one of the things that exists within Jordan Faye Contemporary is a program that we're running called Thrive. Thrive is a marketing... It's to teach artists how to market and sell themselves. I

The Peale, Baltimore

Out of the Blocks Storytelling Series

Recorded by Aaron Henkin; Photographs and Music by Wendel Patrick

Produced for the *Out of the Blocks* website, created by the Peale, <https://ootb.thepeale.org/>

Out of the Blocks is supported by PRX and produced with grant funding from the Corporation for Public Broadcasting, the National Endowment for the Arts, the Cohen Opportunity Fund, The Hoffberger Foundation, Patricia and Mark Joseph, The Shelter Foundation, The Kenneth S Battye Charitable Trust, The Sana and Andy Brooks Family Fund, The Muse Web Foundation, and the William G. Baker, Jr. Memorial Fund, creator of the Baker Artist Portfolios

ended up realizing there was a need to teach artists what I do without thinking twice about it, which has to be a shameless self-promoter. Just talking to collectors about work intimidates most artists, and it doesn't intimidate me, so I try to teach them how to talk to collectors and believe in themselves. So like, how do you value oneself? How do you value the work that's on the wall and how do you come up with the price for that? That's a really hard thing to do. So we mentor them in doing that. So we meet with them one-on-one for an hour and there's a fee. It costs money, but they get marketing materials with that, postcards, posters, and we promote them and they get to hang in this space for 10 days.

And so, if we walk into the West Gallery, which is our largest exhibition space... Ah, I love this room. I totally love this room. Anyway, so this is now filled with, at the moment, there are going to be five artists in our Thrive mentorship program, and it is the spring 2016 Thrive Artists Exhibition, and I make it work as a show. I bring it all together and go, "Okay, these people..." And it's amazing if you turn around and look at her paintings and his canvases with the silk screen and the printmaking on them, they really actually vibrate very well together. And, for me, Thrive is like this moment where you're like, "Oh my God, there's this challenge of figuring out, can I make it work? And how does it all have a dialogue together? And how does it fit?" But it does every time.

Getting a little emotional because the program has really special to me. I wouldn't have looked for this great big space if it wasn't for wanting to continue the work with those emerging artists. This is my favorite space. And I've been in five or six spaces, but this is the one that you feel it when you walk in, that there's like a lot of love here. I also think the space is really good for selling artwork. It's probably my best space yet. I've sold more work in this space in the last six months, so I feel like the energy in the space is really good for instigating people to connect with the work and then decide to take it home with them.