

Art Education...



Career Preparation...

Studio Program

The Studio's art training program consists of exercises that explore the four basic forms into which all other forms can be broken down: the sphere, the cylinder, the cone and the cube. Each of these forms are dissected and theoretically explored through repetitious exercises in both charcoal and oil paint. The goal of the exercises is to both give the student an understanding of how these forms interact in a theoretical environment with a theoretical light source and to develop muscle memory in rendering subtle gradations for light and shadow changes. Studies from life are also incorporated into the program through required still life drawings used as a final test of their understanding of light and form.

Business Program

The business program is an overview of the basic tools necessary to build and run a small business. Students will be taught marketing/PR principles and practices, basic accounting, principles of entrepreneurship, and basic finance. Students will have the opportunity to exhibit their work in the storefront gallery space located within the studio, giving them valuable experience in what goes into the sale of a piece of art. Assembled as a team, students will be able to apply what they've learned throughout their business classes to market and promote their own work within the Bethlehem community. Not only does this give students practical experience in self-promotion and selling, but also provides an opportunity to establish a price base and through continued sales, learn how to adjust/raise their prices throughout their careers.

www.atelierdualis.com



Student Gallery

As an apprentice of Atelier Dualis, you will have access to a beautiful, modern gallery space located in the heart of historic downtown Bethlehem. Students will be given full responsibility for use of the space and are free to plan openings, events, group shows and local classes to promote and sell their artwork. The gallery takes a nominal commission of 30% which is allocated to a fund for apprentice use to finance marketing efforts

Facilities

In the studio, each apprentice will have their own permanent station for the duration of their studies with Atelier Dualis. Each station is equipped with a beautiful 7.5' custom-built hardwood easel, movable lighting fixtures, a space for individual still-life set up, and ample storage for both art materials and personal items.

Studio





Admissions

Applications at Atelier Dualis are accepted on a rolling basis, although due to the low apprentice/teacher ratio, there may be a waiting list. Tuition to attend the atelier is \$500 a month plus the cost of materials with tuition payments due at the first of each month. The application process consists of an essay, portfolio review, and interview or studio visit. If you are interested in attending the atelier, please download and complete an application form and you will be contacted shortly to schedule an interview.

Reviews and Testimonials

“I am in the process of completing the Ani Art Academy Program with Anthony Waichulis and can testify to its effectiveness in advancing my drawing ability. The combination of such a comprehensive art training program with business education holds extraordinary potential for the future students of Atelier Dualis.”

Tim Reynolds
Ani Art Academies Founder
Co-founder of Jane Street Capital

“An artist with the understanding of how to create a start up venture also has the potential to create enriching communities surrounding what they do. This leads to enrichment of the larger surrounding community and a support system for the arts and those interested in them.”

Dean C. Ludwig, Ph.D.
Dean and Professor
College of Business and Leadership
Lourdes University

“Over the years I have watched on as many artists like Erin have taken the mastered fundamentals of this craft and applied them directly into the foundations of a highly successful art career. Ms. Anderson brought with her the same passion for excellence that our artists are known for. Her determination is formidable and her ambition, unwavering. I believe that the current heights of her works are only a small foreshadowing of things to come. We are incredibly excited to see the opening of the new Atelier Dualis and have every confidence in Erin as she endeavors to bring this education to a new generation of aspiring artists.”

Anthony Waichulis
Head Instructor
Ani Academy Waichulis

Reviews and Testimonials Con't

"Atelier Dualis provides the missing link in the fine art world. They not only help the fine artist blossom, they provide the business skills to allow the artist to thrive."

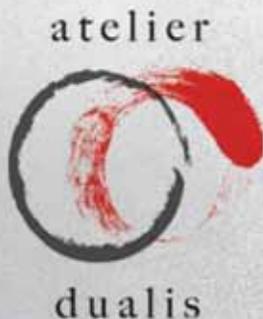
Mark S. Lacker
John W. Altman Clinical Professor of Entrepreneurship
Miami Institute for Entrepreneurial Studies

"I'm confident in Erin Anderson's ability to bring the quality and dedication to Atelier Dualis that she demonstrated at the Ani Art Academy. As a fellow graduate of the Ani program, I can recommend this model of instruction as a highly effective training course in drawing and painting for artists. In addition it should be great for students on a professional track to share and experience an invaluable amount of real world business practice first hand."

Kate Sammons, Fine Artist

"I'm delighted to see this Bethlehem atelier, itself an innovative startup, emphasize the importance of entrepreneurial mindsets and skills for artists. Too often art and entrepreneurship are treated as entirely separate planets; but it's really the combination that brings the most power to the artist's impact on not only art but also the greater community. No doubt the Lehigh Valley will be an even more vibrant and entrepreneurial place thanks to Erin Anderson and Atelier Dualis."

Todd A. Watkins, PhD
Executive Director
Baker Institute for Entrepreneurship, Creativity & Innovation
Lehigh University"



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