Hello! You are listening to *Curator on the Go Podcast*! Today I have the pleasure of speaking to Toronto based artist Dani Febres.

Dani is Venezuelan-Canadian and was always passionate about art. She believes that life is even more beautiful when it's colorful, and, through her art practice, Dani fuels her paintings' surroundings with joy and happiness! She believes that you can set the mood of a space with an artwork that is created with positive energy, one that has a purpose and that tells a story. Dani’s artwork lived mainly in Canada, Venezuela, and the United States, but now it lives across the world.

I hope this episode will inspire you to look at life and see it even more beautiful when it’s colorful. Dani is an emerging artist, she started showing her works last year, but her passion to make an impact and share her joy and positive attitude will not leave you indifferent.

**Curator on the Go:** Hi Daniela, thank you so much for joining me today. I am so excited to learn more about your unique story.

**Dani:** Hi! Thank you so much for having me Liza! I am very excited to be here!

**Curator on the Go:** So, let’s go back in time and talk about your background. You’ve studied Bachelor of Commerce degree in Canada, moved to the States, and then came back to Canada and started working in the Human Recourses field. I know that you have always done painting on the side for family and friends, but didn’t really put your art out there because of fear. What or who helped you make a move and starting sharing your art?

***Dani:*** Yea, that’s a good question! I am from Venezuela, I moved to Canada when I was 14 years old. I was placed in a school where art was very big. My art teacher was really good. I had her for four years of my high school. So, I always continued to do it on the side, but I decided to go to university to peruse a Bachelor of Commerce degree. I ended up loving it, went into the workforce, and worked as HR coordinator and later as HR generalist. I still wanted to put some creative thought into paintings as I was doing before. I decided that it’s time to share it. I try to inspire others!

**Curator on the Go:** Absolutely! So, this year you quit you full-time job to pursue masters of Industrial Relations and Human Resources Management at University of Toronto. This has also given you more time to focus on your art business and exploring new creative ways of painting and expressing yourself through abstract art. How does your creative day look like?

***Dani:*** So, every day is different for me. My master’s program is very demanding. I thought I would have more time, but I have school and consulting - it’s a lot. So, for me, it depends on every day and how my day looks like. I usually try to strategy my week and I try to paint at least 3 days a week for sure!

**Curator on the Go:** That’s great! Can you tell me more about your art statement you use on your website and social media: “life is even more beautiful when it’s colorful.”

***Dani:*** That is something I always thought and I’ve just decided to put it out there. That’s one of the reasons why my art is very colorful. Color is life, it’s beautiful, it just translates so many emotions that you can see through different colors, how they blend together, how they work together to create that synergy that you can see in my paintings…

**Curator on the Go:** What artists - either contemporary or from history - have had an impact on you and your art practice?

***Dani:*** So many artists! I think Frida Kahlo – the fact that she continued to paint no matter what. One of the things I like when traveling is to do the museums. You can see artists and actual paintings and get inspired.

**Curator on the Go:** That’s great! You work in two media: on paper and on canvas. Which one is your favorite or which one you focus on more and why?

***Dani:*** I do work on both. I think I like to work more on canvas – you can put more layers on. I can express more creativity through the canvas and I have more freedom. I tend to paint on larger canvases and it brings me back to the roots when I started painting.

**Curator on the Go:** What are your preferred art tools? **Is there something you can’t live without in your studio?**

***Dani:*** My preferred art tools are for sure palette knives – I can create texture and objects. I also love to paint with brushes. The majority of my paintings are made with pallet knives.

***Curator on the Go:***Is there an artwork that you are most proud of and**why?**

***Dani:*** So, there is a very big one – it’s called the goddess. It has different colors to it. It has gold, blue, orange, red, pink, yellow. It literally has every color you can think of. I believe it’s 48 x 72 inch. I loved the process of creating it. When I started, I had no idea what I wanted to create – I just started, but I was inspired by so many things and I can for sure say it’s my favorite.

***Curator on the Go:*****How do you know when a work is finished?**

***Dani:*** Every artist goes through the feeling of “is my art finished or not?” You get to the point when you are happy with the result that you leave the painting aside and you think that it’s finished. For me, I need to make sure I have all the details, if I need to add more layers and if I am happy with how the synergy of the colors brings the meaning of it.

**Curator on the Go:** Let’s talk about where you’ve exhibited your works. I know that you’ve shown them at RAW Toronto? What was your experience and did it match your expectations?

***Dani:*** I showed my works at Toronto Raw Artist Event. I absolutely loved it! I was able to connect with a lot of people, I was able to talk to them and explain my artwork, they asked questions – so, I absolutely loved the fact that I was able to interact with other artists. People that were there were admiring art and giving the art the meaning as we, the artists, give them. The people who were interested also were able to buy it as well.

**Curator on the Go:** That’s great! You also exhibited your works at The Beet Organic Kitchen & Bar. How did you get that opportunity?

***Dani:*** I was able to get that opportunity through family – he actually works there. They were looking for an artist to showcase their art. I reached out and they liked my art and decided to showcase it there. I was showing it for a lot of months – I just picked it up.

**Curator on the Go: What memorable responses have you had to your work?**

***Dani:*** Every person that admires my art… I always get like positive feedback from them. Could be also because they don’t want to share the negative one. Some people ask me about the meaning of my art and I love when people do that. Even though it’s an abstract, it has its own meaning and I like to create art with meaning. I haven’t had one that is memorable, but I like in general when people ask me questions.

**Curator on the Go:** I like your website – well organized and right on point. Did you make it yourself or outsourced help?

***Dani:*** I am very proud to say that I’ve made it myself with a help of my husband thought. It took me a few months to make it. I released it but I decided to change the look right after

**Curator on the Go:** Yousell your works on your website. Do you work with galleries or with any other art professionals?

***Dani:*** At this point I just focus on my website sales but I would love to get into a gallery as well.

**Curator on the Go:** Can you tell us about how you ship your works?

***Dani:*** The website I decided to go with, they calculate the shipment for you. I always advise other artists to be fair with yourself. You need to outline the shipping cost and tell the collector what they can expect to pay. I don’t profit on shipment.

**Curator on the Go:** Absolutely! I always advice artists that you also need to include the packaging cost of the bubble wrap and the box you have to buy. If you can’t add it to the shipping option on your website – add it to the price of your work. You are still spending money

**Curator on the Go:** What other platforms do you use for promoting your works?

***Dani:*** I use social media like Instagram and Pinterest to promote my work. On Instagram I share the behind the scenes, the conversations I have with my followers and I try to build a sense of community with them.

**Curator on the Go:** Do you curate your Instagram or make posts when you are inspired to share your art with the world?

***Dani:*** I post when I am inspired, not when I have to.

**Curator on the Go:** I always advise artists that it is important to have different target markets and it’s also important to test different groups and types of potentials clients before making any assumptions of who will buy your work. Do you know, who is your targeted audience, and how to select the correct people as your targeted audience?

***Dani:*** I am figuring that out now. I have different price point and people can figure out how much they can spend on art.

**Curator on the Go:** One of the hot topics today is the importance of personal branding. Do you believe that artists need a brand or see themselves as creative entrepreneurs to be successful?

***Dani:*** In the world that we live today, I think we do need to promote ourselves and be out there. There are so many ways for artists to sell art – you don’t need to sell through the gallery to be successful. You can sell on your website or on other platforms.

**Curator on the Go:** I wanted to say that I love your logo. Can you explain how you came up with the logo idea as many artists don’t know how to start and what to have as their logo.

***Dani:*** Actually, my brother helped me with that. The logo is DAS (Dani Art Shop). It also a verb “to give” in Spanish. It’s what my art stands for: to give happiness, joy, to inspire others. The painting inside the logo is one of my paintings.

**Curator on the Go:** What is your dream project and/or who is your dream client?

***Dani:*** My dream project will be to partner with different galleries and sell my art in galleries. I still want to work full-time in HR and during the weekend or at night paint and make art. I want to do two passions of mine at the same time.

**Curator on the Go:** What role does the artist have in society?

***Dani:*** To inspire others. Ground people who have mental health issues or anxiety. Looking at a piece of art can really bring a lot of emotions. I feel that it’s the job of an artist to put those emotions into the canvas and allow other people to grasp them. Obviously different people have different perception of what they see, but the ultimate goal is for them to see the message that you are trying to portray.

**Curator on the Go:** **What do you like and dislike about the art world?**

***Dani:*** I like that there are so many artists out there and that artists inspire other artists. I dislike that the art business is a tough one to enter and to be well known at.

**Curator on the Go:** What one piece of advice would you like to give to emerging artists?

***Dani:*** Never stop! If you are passion to create art – do it!

**Curator on the Go:** What amazing advice! Do you have any exciting projects, collaborations or exhibitions coming up that you'd like to share?

***Dani:*** I don’t at the moment, but feel free to check my social media and website to see my art.

<https://daniartshop.com/>

<https://www.instagram.com/daniart_shop/>

**Curator on the Go:** Thank you very much for sharing your story today! I am excited to see your new works and projects and hope to meet you in person in the near future!

***Dani:*** Thank you! It was really nice to have a chat with you!