

## TALK

### TOPIC: THE VALUE OF VIDEO IN MARKETING YOUR WORK

KAELA WALDSTEIN

TIME: Friday, Sept 25 1:00 pm - 2:30 pm

LOCATION: The Lodge at Santa Fe

This demonstration and talk is offered in conjunction with the 2020 International Art Conference put on by the Encaustic Art Institute (EAI) and the Museum of Encaustic Art (MoEA) in Santa Fe, NM. This and all demos/speakers are open only to conference attendees and are free. For info on the conference, and registration link, click [here](#).



Kaela Waldstein is a Santa Fe-based, Emmy Award winning videographer who creates films of high production value with emotional resonance. Kaela will be discussing the value of video in marketing your work, various ways to approach capturing your art through this medium, and will share a short film of some encaustic artists featured at this event.

Kaela specializes in short documentaries and promotional films, with a special focus on the arts. Her background in the fine visual arts, writing, sociological studies, along with proficiency with software and digital technology all feed into her craft. Central to her work is the human element and her genuine curiosity in others and ability to make them comfortable allows for authentic and relatable portrayals of people and what's most important to them. Past and current clients include New Mexico Arts, Santa Fe Indian Market, Meow Wolf, Ben Ray Lujan, and Firefly Strategies.

KAELA WALDSTEIN is a New Mexico-based artist. To [learn more](#) about Kaela and see her work, click [here](#).



Still from Kaela Waldstein's documentary *Nick Otero: Painter of Saints*