

BEYOND STUDIO

WE HELP ARTISTS GROW

“The future belongs to a very different kind of person— creators, empathisers, pattern recognisers, and meaning makers.”

— Daniel H. Pink, *A Whole New Mind*

WHO WE ARE

Beyond Studio, the new educational branch of Roman Road, offers bespoke 1:1 programmes and group courses designed to foster artists' growth and equip them with the practical skills needed for sustainable careers.

Beyond Studio's courses and programmes break down mental barriers and provide access to the art world, which can often seem opaque, offering artists essential tools, resources, and support to help them realise their aspirations with confidence and clarity. Beyond Studio complements traditional art education and offers core support for self-taught artists, with an emphasis on creativity, meaningful engagement, and professional development.

While we primarily focus on artists born after 1980, we believe all artists deserve access to the essential tools for success. Our commitment to inclusivity ensures that creative individuals from all backgrounds can benefit from our resources. We aim to create an environment where every artist can thrive and realise their aspirations. If you are unable to cover the fees, we encourage you to apply, as we offer funded spots for each course.

Delivered by Marisa Bellani, founder of Roman Road, and guest experts, Beyond Studio's courses guide you through self-discovery and clarity in your career path, empowering you to move forward with confidence. We aspire to shape a future led by artists, thinkers, and creators.

SEVEN BUILDING BLOCKS OF YOUR ARTISTIC CAREER

Our programmes tackle the challenges artists face when navigating the art world, offering essential guidance across what we have identified as key areas:

1

Your Artist Statement

Learn a methodology to articulate your artistic approach and research authentically with clarity, confidence and purpose.

2

'The 'List': Build your Professional Network

The 'List' is a tool designed to help you build and manage a powerful professional network — essential to find new opportunities and drive your career growth.

Database:

Inventory & Pricing

Learn how to manage your art inventory, set pricing strategies, and direct photography for your works to present them professionally.

3

4

'Onion Theory' Method

The 'Onion Theory' Method explores the power of planning your exhibition strategy. Best implemented alongside a compelling artist statement (1) and a well-curated contact list (2), this method teaches you how to maximise the impact of your shows on your career and select galleries that align with your vision.

5

PR & Communication

Visibility is essential, yet it can often feel daunting. Develop effective communication strategies to unlock the commercial potential of your work with confidence.

6

Finance & Accounts

Gain targeted insights into VAT registration, legal obligations, and the administrative aspects of managing a successful art business.

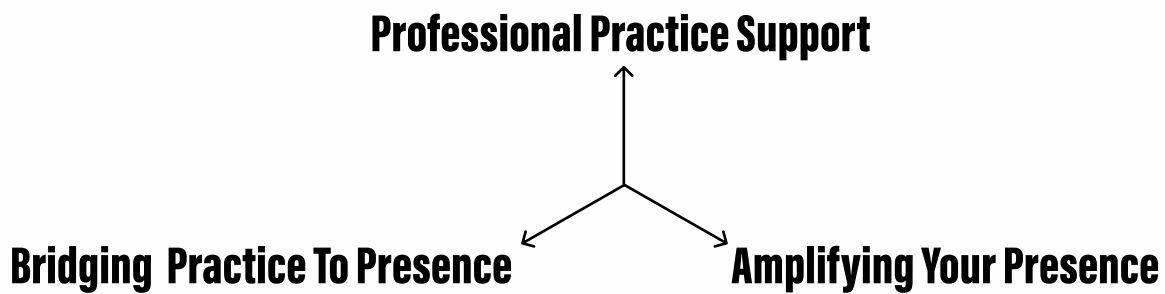
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Legalities & Contracts

Build confidence in navigating contracts and legal considerations to establish a sustainable, professional career.

TRILOGY OF COURSES

Beyond Studio offers a trilogy of courses for artists' complete professional development, designed to help them structure and strengthen their careers. Each course focuses on a key aspect of career growth, blending practical tools with strategic insights to navigate the art world confidently. Artists can take these courses individually or as a series for a comprehensive, structured foundation.



Professional Practice Support

introduces essential skills like creating artist statements, building networks, and understanding PR, finance, and legalities.

Bridging Practice to Presence

helps artists connect their creative vision with professional communication, focusing on authentic presentation across platforms.

Amplifying Your Presence

provides advanced PR and media strategies to enhance visibility and meaningful engagement with target audiences.

SPECIAL COURSES

We offer specialised classes covering finance and legal aspects, taught by experienced professionals in these fields, to help you feel confident in the financial and contractual components of your practice.

BESPOKE & INTENSIVE PROGRAMMES

For tailored support, bespoke 1:1 courses are also available, catering to specific career development needs. Intensive courses will be announced soon.

BENEFITS OF JOINING BEYOND STUDIO

With Beyond Studio, artists will gain a structured, step-by-step approach to navigating the art world, supported by courses that cover multiple aspects of career growth. They will gain expert insights from professionals in art, finance, law, and PR through dedicated classes and guest lectures, developing a well-rounded understanding of key career essentials. Artists will also receive practical tools and techniques, such as worksheets and templates, to apply what they've learned in real time, along with actionable resources they can immediately implement in their practice.

Beyond Studio offers tailored learning options, allowing artists to enrol in individual courses to address specific challenges or complete bundles for a strong, cohesive foundation. Flexible learning formats include in-person sessions at our London space or a bespoke programme tailored to their schedule and needs. By completing our intensive programme they will also gain peer reviews, studio crits, and trips to galleries and museums to meet actors of the art market.

With Beyond Studio, all artists will receive dedicated support through small group sessions that foster active participation and valuable feedback. Some courses and programmes will offer 1:1 meetings that provide personalised attention for in-depth learning and problem-solving. Artists will join a vibrant, supportive community that encourages collaboration, fosters connections with peers, and facilitates meaningful interactions with art-world professionals, helping them expand their network and gain valuable insights.

Beyond Studio equips artists to navigate the complexities of the art world, helping them build sustainable and impactful careers while staying true to their creative vision.

PROFESSIONAL PRACTICE SUPPORT

What does it take to effectively navigate the complexities of the art market and build a sustainable, successful career as an artist? Beyond Studio's *Professional Practice Support* is a foundational course designed to provide you with essential insights and tools to start navigating the art market which can be daunting and opaque

WHAT YOU'LL LEARN

Taught by Marisa Bellani, alongside guest lecturers who specialise in key areas such as legalities, finance, and communication, this course covers five fundamental topics crucial for advancing your career:

- Key elements to **structure your Artist Statement**
- The essential tools of **The List and The Database**
- Insights on **PR & Communication**
- Basics of **Finance & Legalities for Artists**

WHAT YOU'LL GAIN

By completing the *Professional Practice Support* course, you'll gain a solid foundation to:

- **Understand and communicate** your artistic practice
- Start **building your professional network** and create **meaningful connections**
- **Drive your career growth** and create opportunities for yourself
- Develop a strategic approach to **planning your exhibitions** thanks to the 'Onion Theory' Method.

WHO IT'S FOR

This course is open to all artists, but is especially beneficial for those with no more than five years of work experience, whether or not they have completed a degree.

HOW YOU'LL LEARN

The course consists of 5 group sessions of 2 hours each, held weekly over 5 weeks in small groups. Sessions include lectures, modules, group feedback, Q&A, and worksheets.

COSTS AND DETAILS

DURATION: one session per week over five weeks
IN-PERSON: 69 Roman Road, London E2 0QN
COST: £250 (£50 per session)

FREQUENCY: 5 group sessions (2 hours each)
WHEN?: Tues - 6 PM OR Weds 11 AM

[BOOK NOW](#)

[ENQUIRIES](#)

BRIDGING PRACTICE TO PRESENCE

Artists often struggle to connect their creative practice with their professional presence, making it difficult to articulate their vision, write about their work, or confidently present themselves to galleries, curators, and collectors. These challenges can limit visibility and hinder career growth. Beyond Studio's *Bridging Practice to Presence* course equips artists with the skills to clearly present their artistic vision, whether in person, online, or at an exhibition. Led by Marisa Bellani, the programme will guide you in communicating your ideas effectively, helping you speak about your vision and its execution with authenticity and confidence.

WHAT YOU'LL LEARN

Bridging Practice to Presence connects your art practice with your ability to present your work professionally. You will develop essential skills such as:

- **A methodology for writing** about the essence of your work, ensuring clarity in communication.
- **Crafting and refining an authentic artist statement** to represent your practice in conversations, portfolios, and applications.
- **Techniques for networking** with confidence and creating meaningful art-world connections.

WHAT YOU'LL GAIN

Upon completing the course, you will:

- **Uncover your personal motivations** and define the unique elements that shape your practice
- **Create an impactful artist statement and a method** to write other important texts
- **Master key formats** such as applications, press releases, and portfolios.
- **Gain strategies** for navigating art-world conversations and building valuable relationships.

WHO IT'S FOR

This course is ideal for artists at any stage of their career who wish to improve their communication skills, and confidently establish stronger connections with their audience.

HOW YOU'LL LEARN

The course consists of six group sessions and one 1:1 session, featuring lectures, exercises, group feedback, and worksheets.

COSTS AND DETAILS

DURATION:	One session per week over six weeks
IN-PERSON:	69 Roman Road, London E2 0QN
FREQUENCY:	Six group sessions (90 min each) and one 1:1 session (60 min)

START DATES:	TBC
COST:	£450

[REGISTER INTEREST](#)[ENQUIRIES](#)

AMPLIFYING YOUR PRESENCE

Many artists face challenges with strategic communication and gaining visibility, making it difficult to showcase their work effectively and connect with curators, collectors, and the public. *Amplifying Your Presence* addresses this by equipping artists with the tools and knowledge to craft a cohesive PR strategy, promote exhibitions, and build meaningful connections, ensuring their work resonates with its intended audience.

WHAT YOU'LL LEARN

Led by Marisa Bellani, alongside guest lecturers who are professional PR and communication, this course covers five fundamental topics crucial for advancing your career:

- **Defining Objectives:** Align PR goals with your artistic practice to promote exhibitions and build your profile.
- **Audience Engagement:** Tailor your messaging for curators, collectors, and the public.
- **Crafting Key Messages:** Create layered communication to highlight your style and achievements.
- **Media Outreach:** Master pitching to publications and creating impactful press materials.
- **Social Media Strategy:** Build an engaging, cohesive presence across platforms.

WHAT YOU'LL GAIN

Upon completing the course, you will:

- **Develop a PR strategy** aligned with your objectives, long and short term.
- **Practical tools** like templates, access to marketing platforms for media outreach, event promotion, and social media management.
- **Confidence** in connecting with the art community and presenting your work authentically.

WHO IT'S FOR

Ideal for artists seeking to enhance their professional presence and visibility. While no prior experience is required, it is recommended that participants have a basic artist statement or some materials they wish to refine or utilise for an independent PR campaign or to assess the potential of working with an agency.

HOW YOU'LL LEARN

The course consists of six group sessions and one 1:1 session, featuring lectures, exercises, group feedback, and worksheets.

COSTS AND DETAILS

DURATION:	One session per week over six weeks
IN-PERSON:	69 Roman Road, London E2 0QN
FREQUENCY:	Six group sessions (90 min each) and one 1:1 session (60 min)

START DATES:	TBC
COST:	£450

[REGISTER INTEREST](#)[ENQUIRIES](#)

Beyond Studio offers bespoke 1:1 programmes designed to provide personalised guidance to artists.

Created by Marisa Bellani, with over a decade of experience running a gallery and launching artists' careers, this programme offers in-depth support to help artists navigate the art market and achieve sustainable growth, tailored to their specific needs.

With a goal-oriented and gradual approach, the programme focuses on refining core practices, developing exhibition strategies, enhancing communication, and expanding professional networks—aligning with the artist's individual objectives.

This unique programme equips artists with the tools and strategies they need to confidently and effectively advance their careers, whether in specific areas, projects, or by kick-starting their artistic journey.

COSTS AND DETAILS

COST: From £850 (+VAT) per month. For funding, please let us know.

COMMISSIONS: No commission is taken on the artist's sales.

MEETING REGULARITY: The standard programme involves 90-minute Zoom sessions every two weeks, with additional support via text or calls as needed.

[ENQUIRIES](#)

TESTIMONIES

“

I feel that the workshops were very helpful, eye opening in terms of information and motivating enough for them to become an active force for change rather than audited passive class. I think they were helpful for any group of artists not particularly tailored to our group”.

Elli Antoniou

“

I found The List workshop very informative and helpful with an overall understanding of how to keep track of people and reach out”.

DADDYBEARS

“

They were great. They targeted elements we can all share while having different practices, and allowed conversations between participants outside of these sessions that were motivated on helping and advising each other”.

Luca Asta

“

My biggest takeaway was leaving with a clear foundation of my practice. Having an artist statement that is accurate, up to date, and reflective of my current state is invaluable. I am able to apply for residencies, courses and opportunities with confidence and clarity. I also am able to speak to people directly about my work which I was unable to do before.

Marisa helped me to unravel the various thoughts and ideas that make up practice in a way that allowed me to see myself and my work in a way I couldn't before. She showed a mirror to myself and was able to show me the most prevalent parts of my work. Her ability to contextualise my words and ideas in a professional format was fantastic and I have learned so much about how to articulate myself going forward. Marisa gave me a safe space to talk about my life and work in a way that allowed me to grow and develop naturally, as well learn so much from her wisdom. ”.

Lily Atkinson
(Bespoke 1:1
Programme)

We offer professional support to elevate your artistic journey, equipping you with the skills, industry insights, and networking tools essential for success.

Our services include access to industry professionals and a vibrant community of artists, galleries, and trusted suppliers such as art handlers and framers, ensuring comprehensive support for your practice.

- Stay connected with us on Instagram: [@beyondstudiohq](#)
- For further details, reach out to us at info@romanroad.com

We look forward to connecting with you soon!

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ROMAN ROAD

Roman Road is a catalyst for artists' career growth, building on its origins as a gallery space. Initially founded in 2015 as a traditional exhibition venue participating in art fairs, Roman Road quickly recognised the need for a more comprehensive support system to help artists navigate their careers beyond the exhibitions. This insight led to the development of a forward-looking curatorial and studio platform, designed to respond to young artists' needs in an ever-evolving art world.

From 2020 to 2023, Roman Road provided free studio spaces to emerging artists alongside mentoring programmes, reaffirming its commitment to accessibility and inclusivity. Its headquarters in Bethnal Green now house a dedicated research and workshop room, ensuring resources are readily available to artists.

Roman Road continues to pioneer an artist-focused approach, establishing itself as a vital resource for emerging talent in the contemporary art world..

MARISA BELLANI

Marisa Bellani opened her first project space in Bethnal Green, London, in 2013. Today, she collaborates with over 50 ultra-contemporary artists, curating solo and group exhibitions. Marisa Bellani founded Roman Road in 2015 and in 2024, she launched Beyond Studio, an educational initiative providing tailored one-on-one programmes and group-focused projects designed to support artists' growth and equip them with practical skills for sustainable careers.

Marisa is known for identifying and nurturing early-career artists, including Channatip Chanvipava, Daisy Dodd-Noble, Yulia Iosilzon, and Alix Marie, many of whom have achieved international recognition. Roman Road's exhibitions gained prominence through its involvement in major events, including notable exhibitions at Tate Modern and immersive showcases like 'The Chicken Show' (2014).

In 2024, Marisa launched 'We The Future', a curatorial series at Christie's exploring themes of utopia, dystopia, the human mind, and evolving gender roles.

Her professional accolades include serving on the Young Patron Steering Committee of The Photographers' Gallery and the Tate Photography Acquisition Committee. She has been recognised by Vogue as one of 20 young talents to watch and by Artnet as one of five young art dealers to follow.

Her educational programmes incorporate neuroscience-based coaching techniques informed by her training at the NeuroLeadership Institute (2019). Marisa holds a law degree from the Université de Liège (2008) and a master's degree in photography from Sotheby's Institute of Art (2012).