

HOST ENTREPRENEUR SUCCESS STORY: Adjustment to Covid-19: Combining Art with Social Media

New Entrepreneur:

Ana Belén Tébar López (Spain)

Company Name: planning to found her own business

Sector of activity: Music, theater, events and related cultural and entertainment services

Local contact point (IO): Fundacion CEEI Albacete

Host Entrepreneur:

Mario Mazzoli (Germany)

Company Name: Galerie Mario Mazzoli GmbH, www.galeriemazzoli.com (10 years of experience)

Sector of activity: Music, theater, events and related cultural and entertainment services

Local contact point (IO): Italienische Handelskammer für Deutschland e.V.

Period of the exchange: 22/10/2019 - 21/04/2020

Duration of the exchange: 6 months

“Ms. López has shown remarkable dedication to all aspects of gallery work and has supported us significantly with her knowledge and skills in the field of digital outreach”, commented the Host Mario Mazzoli on his cooperation with Ana Belén Tébar López, which took place during the advent of the Covid-19 crisis, where the digital presence became even more important.

The New Entrepreneur Ana graduated in Fine Arts and Photography and now is on her pursuit of founding her own art gallery. After having gained a lot of working experiences as a freelance photographer and graphic designer, Ana was aiming at improving her skills as a curator. Therefore, she decided to participate in the Erasmus for Young Entrepreneurs Programme and in order to put her passion into practice. Her aim was Berlin, a city that offers a variety of opportunities to artists and the art community.

Indeed, it was in Berlin, where Mario Mazzoli, who founded his own gallery, was looking for a collaboration with a New Entrepreneur. His gallery focuses on sound art and his aim is to transfer his conception of art to the new generation.

After having agreed on the activity plan, Ana started her training in Berlin and supported her Host by the planning and implementation of exhibitions in the Berlin premises as well as in their project space in Düsseldorf. In addition to her function as a co-author of exhibition texts and press releases, she took over the communication with the participating artists. This allowed her to gain the expected experience in the curation of art events.

However, the cooperation was also fruitful for the host gallery. The NE contributed especially with her digital skills by taking over the content management on the social media platforms and redefining and unifying the gallery's profiles. Moreover, Ana introduced new Social Media Management tools to her Host that enhanced the impact of the gallery's business.

Initially, the participants agreed on the duration of the training for three month, but due to the well-functioning and successful cooperation, both entrepreneurs decided to extend the training to six month.

Erasmus for Young Entrepreneurs provides European entrepreneurs the chance to share and gain relevant business skills. As a new entrepreneur, you will learn from an experienced entrepreneur and benefit from on-the-job training in a small or medium-sized company in another participating country. As a host entrepreneur, you can benefit from fresh and innovative ideas from a motivated new entrepreneur.

Would you like to participate? You can get in touch with [Italienische Handelskammer für Deutschland e.V.](#)

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