

John Machado – Professor of Art History, CEO of The Arts Area

Chaffey College, Marketing & Public Relations Department

Melissa Pinion, Communications Manager

Fall 2022

Most of John Machado's classmates in his college art class presented small sculptures for their projects, but Machado's work was on a completely different level. He needed a truck to get them to campus.

The business-major-turned-artist won first and second place in a juried exhibition for two sculptures — one constructed with 1 ½-inch-thick steel rods and another that was a salt lick carved into the shape of a fist.

"I grew up on a farm, knew how to build things with my hands," Machado said. "I had the equipment and skills and applied them to the arts. I guess it was a good melding."

Machado has been a full-time art history professor at Chaffey College since 2005. And in 2016, he founded The Arts Area (theartsarea.org), a nonprofit organization that connects artists with business resources to earn a living from their work. The marriage of art and business has been his driving force since college, when he experienced the life of an artist entrepreneur.

He brought his knowledge from his Master's in Arts Management at Claremont Graduate University to develop the arts business management certificate program at Chaffey, giving students the entrepreneurial knowledge to market their work once they graduate.

"When they get out there they were realizing that they didn't know how to negotiate a contract, they didn't know about intellectual property laws and they didn't know their rights," Machado said.

Arts management is a discipline that has caught the attention of other colleges, with Cal State San Bernardino also developing an arts entrepreneurial program.

With the The Arts Area, Machado has been able to build a professional arts network – about 700 members – that is completely accessible to artists, businesses, schools and nonprofit organizations. Chaffey arts alumni have obtained work experience there as interns, and others have been able to launch lucrative arts careers with the organization's assistance.

With the organization's help, sociology and fine art major Rebecca Ustrell launched [Curious Publishing \(curiouspublishing.org\)](http://curiouspublishing.org), which has published dozens of books, magazines and zines highlighting the work of local artists, including many Chaffey art students. She also serves as the events and engagement coordinator for The Arts Area.

"As a Latinx, Jewish artist who is from the Inland Empire, I can think of few other perfect allies to aid me in assisting in the long-term representation and prosperity of underrepresented artists," Ustrell said.

Machado plans to continue growing his nonprofit, increasing his pool of business professional consultants and the network of artist entrepreneurs. It's an endeavor that will also help his students at Chaffey College.

"My goal as a professor is to help my students succeed, and I want to do something to help them continue their work in the creative industries of our region after they graduate," he said.