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Launching Your Art Career: A Practical Guide For Artists



Synopsis

Written by a gallerist for artists, this encouraging, easy-to-read handbook includes advice and information to help artists successfully launch or accelerate their careers. Topics include: Setting goals, networking, finding & creating exhibition opportunities, selling & pricing art, working with galleries, websites, artist statements and studio management. Also included: Online resources and additional advice from over forty working artists and art dealers. Contributing Artists: Rick Araluce, Carrie Ann Baade, Ali Banisadr, Rebekah Bogard, Benjamin Britton, Mia Brownell, Charles Clary, Peter Drake, Cara Enteles, Roni Feldman, Lori Field, Eric Finzi, Camille Rose Garcia, Julie Heffernan, Seonna Hong, David Humphrey, David Kramer, Martin Kruck, Travis Louie, Marion Peck, Martha Rich, Jean-Pierre Roy, Judith Schaechter, Tony Shore, Aaron Smith, Sarah Trigg, Hanna von Goeler, Didier William and Brad Woodfin. Contributing Gallerists: Kirsten Anderson (Roq la Rue), Noah Antieau (Red Truck Gallery), William Baczek, Zach Feuer, Bert Green, Ken Harman (Spoke Art & Hashimoto Contemporary), Andrew Hosner (Thinkspace), Allegra LaViola (Sargent's Daughters), Jayme McLellan (Civilian Art Projects), Jen Rogers & Kerri Stephens (Varnish Fine Art), Billy Shire (La Luz de Jesus), Mindy Solomon, Linda Warren, Mark Wolfe, and Marcia Wood. Alix Sloan has over twenty years experience in the arts as a curator, consultant, private dealer and gallerist. She regularly shares her expertise in art school lectures and one-on-one consultations, helping artists focus their goals, create strategies and understand what it takes to build and maintain a long-term career in the arts. In this guide, Sloan makes the information every artist needs to get started available in one accessible, straightforward guide.

Book Information

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Customer Reviews

I haven't written many reviews lately. I give 5 stars to even fewer, but this book is one of them. I like it because: the writing style doesn't appear to be from an author eager to sell a book, but from an authority wanting to share valuable insights. By this I mean that the style is plain and easy to read. There are 21 chapters, which match 21 ideas the author wants to get across. The author seems to make little or no attempt to add length to the chapters, or unnecessary stories to engage the reader. The author appears to say what is on her mind and then go on to the next point. I like it because the author knows what she is talking about. She has had years in the field of fine art sales and years teaching newcomers in seminars. From that wealth of experience she selects what she feels are the most important tips that beginners should know. Although this book would be valuable to any artist, it is specifically focused on those wanting to launch their careers. I like it because it offers valuable warnings to help keep new people from making big mistakes from the very beginning. These warnings include how to price artwork, how to approach dealers, and how not to approach dealers. Most of all, I like this book because it was personally helpful to me. I am an amateur photographer who has sold a few prints. Many times I have considered putting together a show to see what it would be like to take the leap into a more commercial arena. That is why this book first caught my attention. While I was reading the book I was approached by someone putting together an art show and asked if I would be interested in being one of the contributing artists.

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