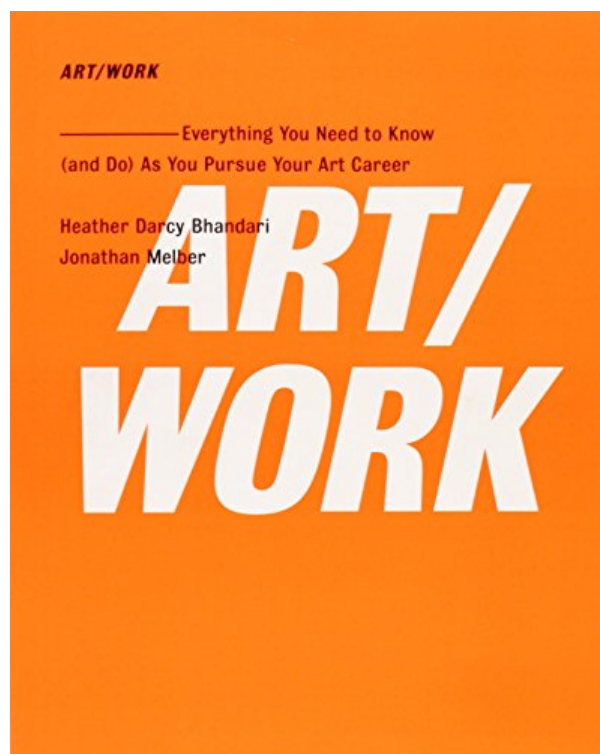


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ART CAREER BY HEATHER DARCY
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ART/WORK

————— Everything You Need to Know
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ART/ WORK

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Review

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Art/Work CHAPTER 1 ————— The Big Picture

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Find Out What They Didn't Teach You in Art School

The most comprehensive guide of its kind, Art/Work gives artists of every level the tools they need to make it in an art world so competitive one dealer likens it to "The Sopranos, except nobody gets killed." Whether you're an art school grad looking for a gallery, a mid-career artist managing a busy studio, or someone just thinking about becoming a professional artist, this indispensable resource will help you build your career and protect yourself along the way.

Unlike other creative professionals, visual artists don't have agents or managers. You have to do it all yourself, at least until you find gallery representation -- and even then, there are important business and legal issues you need to understand to stay in control of your career and ensure you're being treated fairly. Heather Darcy Bhandari, a gallery director, and Jonathan Melber, an arts lawyer, walk you through these issues so that you can essentially act as your own manager and agent. They show you, for example, how to tackle business basics such as tracking inventory and preparing invoices; how to take legal precautions like registering a copyright and drafting consignment forms; how to use promotional tools like websites and business cards; and how to approach career decisions such as choosing the right venue to show your work.

In addition to drawing on their own experiences, Bhandari and Melber interviewed nearly one hundred curators, dealers, and other arts professionals, in cities across the country, about what they expect from and look for in artists. The authors also talked to a host of artists about their careers and the lessons they've learned navigating the art world. The book is full of their entertaining anecdotes and candid advice.

No matter what kind of artist you are -- or want to be -- this book will help you. Art/Work covers everything you need to know to succeed, saving you from having to learn it all the hard way -- and letting you spend more time making art.

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- 304 pages

Features

- Great product!

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Most helpful customer reviews

87 of 90 people found the following review helpful.

Definitive Resource for Artists and Art Professionals!

By Shaun Irving

I'm an emerging artist who's been shooting for the past couple of years. I've done some shows in the non-profit realm, but only in the past few months have I been actively trying to figure out the ins and outs of the gallery scene.

For months now, I've been scrounging for the most basic information: How do for-profit galleries operate?

What kind of contractual/financial obligations are required? How do you properly document your work? I've gone to workshops, interviewed artists, and dug through a lot of junk on the internet...

Only to find that everything I needed (and lots more) was in this book.

This is the definitive how-to book on running a fine art business (from the artist's side), specifically in regards to working with galleries. They don't offer any secret formulas for success, but instead dish out best practices for presenting yourself as professionally as possible.

What amazed me most was the depth of subject matter this book covers. It offers everything from sample legal forms to explicit instructions on how to pack your work for shipment. They use a very open and honest writing style throughout. Instead of coming across as preachy or snobbish, the authors sound more like a good friend letting you in on the secrets of the industry.

An interesting device they use throughout is to include relevant quotes from art professionals on almost every spread. These tie in directly with the subject matter of each section and represent the perspectives of artists, curators and gallery owners. It's one thing for the author to say what he or she thinks, but another thing when you get other voices add to the mix.

My only complaint about the book is a very minor one. While the book is striking in its design, I question the use of a bold sans serif for the body text throughout the book. There's enough white space and leading to make it work, but it seems a choice of aesthetics over practicality.

I don't often get this jazzed about books (especially not over a how-to manual). But I've seen firsthand what a lack of comprehensive resources there are for artists trying to figure out the how's and what's of the art world. This book does a magnificent job of filling that void and I'd recommend it to any artist who's trying to get established.

55 of 57 people found the following review helpful.

Useful but don't make this your only resource

By Heather Leigh

This book is a useful resource because of its simplicity. It's easy to flip back and forth to find templates for things like consignment agreements and the like. I would agree with another reviewer, however, that the book is biased having been written by young gallerists working in New York for only the past decade or so.

It offers a picture of the way galleries on the East Coast function at the moment. This is evident in the many quotes along the margins by few artists but more often gallery owners. I found some of these comments to reveal a disparaging - even snotty - tone about working with artists, despite the fact that artists are the people who create the work keeping them in business. It is helpful to know that these attitudes exist because you may have to face them in your career.

Look for other more encouraging resources in addition to this book. I recently picked up "How to Survive and Prosper as an Artist: Selling Yourself Without Selling Out." In tone, this is a much more empowering book and it has a great many more resources contained within its pages and appendices. The author, Caroll Michels has been working with artists throughout the country (not just in the distorted East Coast art scene) since the 1970s. The book has been through several editions and has clearly been updated and expanded to reflect the changes to the art world. In that sense, a greater depth and breadth of experience is brought to bear on the topic.

How to Survive and Prosper as an Artist: Selling Yourself Without Selling Your Soul

0 of 0 people found the following review helpful.

Four Stars

By Amazon Customer

Awesome book! I can't wait to read more of it :)

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